

Direct Video

General Information

- **Adserver used:** MRM Freewheel
- **Deadline for Receiving Technical Assets:** up to **5 business days** before campaign launch
- **Mandatory Clearance Procedure Before Broadcast:** All advertising films broadcast on the M6 Group's Audiovisual Media Services on Demand (SMAd) must undergo the ARPP clearance procedure prior to airing. For more information: www.arpp.org
- Asset Delivery: : **NOMALAB only for the VOL part** : free of charge : <https://m6unlimiteddigital.nomalab.com/> > [Follow the tutorial](#)
- **Language** : Please include subtitles for any non-French voiceover.

Accepted Tracking Types

WEB - Desktop/Webmobile	InApp - Application IOS / Android	CTV
VPAID / VAST / PCC	VAST / PCC	Pixel only

Required Video Specifications

Video Format	MPEG-4 (.mp4 extension)
Codec	H.264/AVC
Resolution	1920x1080
Aspect Ratio	16/9
Multiplexing	Program Stream
Bitrate	15 Mbps
Frame Rate / Scan Type	25 fps / Progressive

Required Audio Specifications

Codec	AAC
Channel	Stereo
Sampling Rate	48Khz

Bitrate	>=128Kbps
Loudness Standard	EBU R128
Programme Loudness	-23LUFS ±0.5 LU
Maximum True Peak Level	−1 dBTP

Reference document audio standard recommendations: [CST RT 040 TV v1.2 2016](#)

Audio technical specification document: [EBU R128](#)

ARPP approval with mandatory Pub ID required. The ARPP certificate confirming approval for broadcast must be provided.

Détails VAST / VPAID Redirect Details

IAS VPAID (compatible only on Desktop / Web Mobile). **No blocking mode**

Resolution / Bitrate variants required within the VAST/VPAID

- 640x360 / 800 Kbps
 - 720x404 / 1,2 Mbps
 - 960 x 540 / 2,1 Mbps
 - 1280x720 / 3,15 Mbps
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