

M6+ Audio

Transform your audio spot into a visual experience on M6+

Availability:

Direct Campaign	4 screens - Web, In App, CTV
Programmatic	4 screens - Web, In App, CTV

General Information

- **The concept:** M6+Audio combines your audio message with a clickable display overlay, broadcast within the M6+ video stream. Audio captures attention where visuals alone are no longer enough, particularly during passive or multi-screen usage, while the instream visual ensures a continuous and clickable brand presence. The format is broadcast within short programs of less than 15 minutes, providing a quality editorial context and enhanced memorability.

Format produced by M6 Unlimited

Technical assets reception deadline: 10 business days before the project goes live.

Delivery: Introduction by the Sales Contact to the M6 U team.

Deliverables: Please provide all graphic elements in high definition (if elements are assembled, deliver them in PSD) and the necessary information for the background creation (brief, logos, fonts, text messages...):

- Audio: in .wav, Loudness standard -23LUFS (EBU R128), stereo, 24-bit
 - Font(s) in .otf or .ttf format
 - All creative elements separated in .psd format + logo(s) in .ai or .png
 - A creative brief with copy, and if possible, an example of a digital advertisement
 - The redirect URL for information on the redirect graphic design
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