

Player Skin / Enhanced Player

Enhance the impact of your advertising spot with an immersive skin format that displays a visual environment around your video throughout its duration. This clickable and engaging format delivers an enriched experience, capturing your audience's attention while maximizing interactivity.

Availability:

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

The Player Skin consists of a video ad and a background image. The delivery file is a video asset that can run across all 4 screens and be integrated into a redirect.

Format produced by the client

- **Template After Effects to use :** <https://cloud.m6.fr/index.php/s/bn9vAeZBLLMI4bw>
- **Deliverable:** 1920x1080 video following the [video technical specifications](#).
- **Tracking :** Redirect (OTT) or Pixel + CC
- **Deadline for receiving technical assets:** 3 business days before the project goes live

Format produced by M6 Unlimited

Deadline for receiving technical assets : 10 business days before the project goes live

Delivery process: Coordination arranged by the sales contact with the M6 U team

Deliverables: Please provide all graphic assets in high definition (if assets are assembled, deliver them in PSD format), along with all information required to create the background design (brief, logos, fonts, text messages, etc.).

- **Video :** Format 16/9 MP4
- **Creative assets:** separated PSD files, logo(s) in .ai ou .png format
- **Fonts:** .otf ou .ttf format
- **Creative brief:** including text content and an example of a digital advertisement
- **Redirect URL redirection**

Format Visual



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