

Player Skin

Classic / Augmented Skin

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



Wallet Skin

Transform your spot into a useful and instant experience. While your ad is playing, the skin invites the user to take action: scan, discover and add your promotional offer directly to their Wallet, with a simple scan..

Availability:

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

Format produced by Adways:

For any introductions regarding creation or contacts with Adways, please reach out to the Marketing Innovation team at the following address: marketing.innovation@m6.fr

Deliverables:

- Full HD 1080p video .mp4 H264 AAC

- Full HD 1080p video .mp4 H264 AAC (without disclaimer)
- Native file(s) (PSD)
- Source images (HD, EPS, SVG) — (packshots in different colors, logo, label, etc.)
- Wording in .txt format (skin text, legal/commercial disclaimers)
- Legal disclaimer with economic value, included in the skin (.txt)
- Typography toolkit
- If certain words in the copy are in French, please send us the English version
- Call to action inviting users to scan the QR code
- Redirect URL

Animated Skins

Voting - Color Selector - Tir au but - Gaming - Scraper

Offer an interactive and participatory experience by inviting users to vote while the advertisement is playing. They can then discover the voting results in real time, further strengthening their engagement.

This innovative format creates a genuine interaction between your brand and its audience.

Availability:

Direct Campaign	Web
Programmatic deal	Web

General Information

- **The format:** Ability to vote between two teams during a video. Once voted, the results appear.
- **The placement:** Around a VPAID preroll.
- **Closing:** The format closes at the end of the video.

Format produced by Massmotion:

For any introductions regarding creation or contacts with MassMotionMedia, please reach out to the Marketing Innovation team at the following address: marketing.innovation@m6.fr

Deliverables:

- Video: 1920x1080 / .MP4
 - Logo
 - Claim
 - Fonts: .otf or .ttf format
 - HD Background Image + any element, image or text to be featured in the skin
 - Creative brief: with copy and an example of a digital advertisement
 - Redirect URL
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