

Screen+

Enjoy total and exclusive visibility in the first position on the M6+ Home Page for 24 hours on CTV, with Screen+.

Availability:

NON AD-SERVED FORMAT	CTV
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General Information

- **The concept:** Screen+ is displayed in the first position on the M6+ Home Page as soon as the application is opened, before the user even begins to browse. Your brand occupies this placement exclusively for 24 hours, across all connected television screens (IPTV and Smart TV). A format that integrates naturally into the user journey, seamlessly, at the moment when their attention is at its highest.

Format réalisé par 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...):

- Ad spot 1920x1080 with a favorable ARPP clearance
 - Logo in .ai or .png
 - Visual in 1920x1080 .jpg / .psd (with separated elements)
 - Typography in .otf or .ttf
 - Creative brief + copy
 - The video title (ideally 40 characters – maximum 55)
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