

Shopping Roll

The carousel will consist of a maximum of 5 product cards, each including a square visual, a product name, a price, a CTA, a dedicated redirect URL, and an optional crossed-out discounted price.

Availability:

Direct campaign	Web, CTV
Programmatic deal	Web, CTV

The IPTV format is a standard MP4 video featuring the product display, adapted from the desktop format and produced by the provider.

Format produced by Massmotion

For any introduction regarding production or contacts at MassMotionMedia, please contact the Marketing Innovation team at: marketing.innovation@m6.fr

Deliverables:

- **Video** : 1920x1080 MP4 following [the video technical specifications](#).
- **Product listing** : A table containing the different products to be highlighted. This table must follow these specifications:
 - **File format**: CSV
 - **File delimiter**: Semicolon
 - **Content** : See table below
 - **Availability**: The CSV file must either be hosted and its URL provided to us, OR supplied together with the video and each time it is updated
- **Specs and preview** : <https://cloud.m6.fr/index.php/s/Ps0KupgA3KZrOoR>
- **Deadline for delivery of technical assets**: 5 business days before the campaign goes live

The table below outlines the different attributes required for each product:

Attribute	Definition	Mandatory / Optional	Expected Values
Product Name	Enter the name of the product you wish to promote	Mandatory	Text

Attribute	Definition	Mandatory / Optional	Expected Values
Product Price	Enter the product price, with two decimal places	Mandatory	Currency
Discounted Price	Enter the new price if there is a discount on the main price	Optionnal	Currency
Product Image	Upload an image of the product (300KB max per image)	Mandatory	JPG or PNG
Product Redirect URL	Enter the redirect URL to the product page on your website	Mandatory	Hyperlink
