

Side View

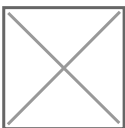
General Information

Ad server used: Freewheel

Deadline for receiving technical assets: Up to 5 days before the campaign launch

Format contextualization: Display format integrated alongside program broadcasting (15-minute formats or catch-up content on M6+) allowing users to be redirected to your website.

Side View Highlight Features



Display **appears 2 minutes after the start of the pre-roll**

- Displayed alongside the program (right-hand side)
- Does not disrupt the user experience thanks to a resized player
- Clickable format

Formats

Format	Size	Weight	Type
Desktop	512x1024	< 400ko	JPEG

Note: The “Advertisement” label and close button must be integrated directly into the player.

Traffic Deliverables



PSD Source

<https://cloud.m6.fr/index.php/s/wqD1N3zs1VjsNBf>
