TECHNICAL SPECIFICATION 2025

FULLVIDEO / FULLVIDEO+

Operation

The advertisement starts to play before and/or during the program (pre- and mid-roll), and when clicked, it loads the target URL. The video is not skippable, it provides a multiplatform service.

To be submitted

– commercial for RTL Digital via Adstream or BRISK service
– Film Code used for uploading (please send it to your sales contact)
– target URL + external AV/CT measuring code when necessary

In case of commercial films, sponsorship films and public purpose advertisements, send the materials required for broadcasting through the *Adstream* or *BRISK* service via *RTL Digital.*

The spot must technically meet the selected service provider's own specifications. Please contact a representative at Adstream or BRISK at one of the following contacts for the delivery process and technical questions:

Adstream   hu.delivery@extremereach.com   BRISK   support@brisk.digital
                 +36 1 881 6505   +36 20 480 80 61
                 +36 70 318 6457

In order to identify the commercial films, the Client shall determine the film code in accordance with the following encoding method, the process of which is:

(a)   the first three characters (capitalised letters) of the Film Code identify the Agency (e.g. AGE refers to Agency);
(b)   the 4th and 5th digits of the Film Code identify the year concerned (e.g. 25 refers to 2025);
(c)   the 6th, 7th and 8th characters of the Film Code are the first three letters of the name of the Advertiser (e.g. ADV refers to Advertiser);
(d)   the 9th, 10th and 11th characters of the Film Code are the first three letters of the product to be advertised (e.g. PRO refers to Product);
(e)   the 12th and 13th digits of the Film Code identify the version number of the commercial film (e.g. 03 refers to the third reedited version of the film concerned); and
(f)   the 14th and 15th digits of the Film Code identify the length of the commercial film (e.g. 05 refers to 5 seconds).
An example for a Film Code is given as follows: UGY/25/HIR/TER/03/05 – Agency, 2025, Advertiser, product, 3rd version, 5 seconds.

Prime Roadblock

Operation

It appears on RTL.hu in a pop-up window that can be closed after 5 seconds, which starts at or near the same time as the television appearance, and loads the target URL when clicked. The video provides a multiplatform service.

To be submitted
- commercial for RTL Digital via Adstream or BRISK service
- Film Code used for uploading (please send it to your sales contact)
- target URL

In case of commercial films, sponsorship films and public purpose advertisements, send the materials required for broadcasting through the *Adstream* or *BRISK* service via *RTL Digital.*
The spot must technically meet the selected service provider's own specifications. Please contact a representative at Adstream or BRISK at one of the following contacts for the delivery process and technical questions:

Adstream   hu.delivery@extremereach.com   BRISK   support@brisk.digital
                   +36 1 881 6505   +36 20 480 80 61
                   +36 70 318 6457

In order to identify the commercial films, the Client shall determine the film code in accordance with the following encoding method, the process of which is:
- (a)   the first three characters (capitalised letters) of the Film Code identify the Agency (e.g. AGE refers to Agency);
- (b)   the 4th and 5th digits of the Film Code identify the year concerned (e.g. 25 refers to 2025);
- (c)   the 6th, 7th and 8th characters of the Film Code are the first three letters of the name of the Advertiser (e.g. ADV refers to Advertiser);
- (d)   the 9th, 10th and 11th characters of the Film Code are the first three letters of the product to be advertised (e.g. PRO refers to Product);
- (e)   the 12th and 13th digits of the Film Code identify the version number of the commercial film (e.g. 03 refers to the third reedited version of the film concerned); and
- (f)   the 14th and 15th digits of the Film Code identify the length of the commercial film (e.g. 05 refers to 5 seconds).
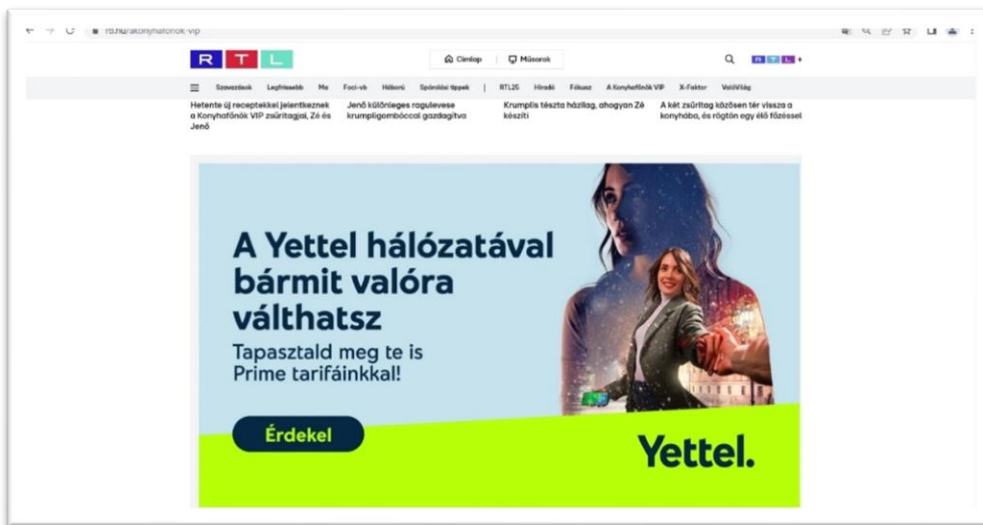
An example for a Film Code is given as follows: UGY/25/HIR/TER/03/05 – Agency, 2025, Advertiser, product, 3rd version, 5 seconds.

DISPLAY APPEARANCES

Interscroller

Operation
A multiplatform advertisement displayed on the pages of rtl.hu that opens and closes while scrolling. It opens the landing page URL when clicked.
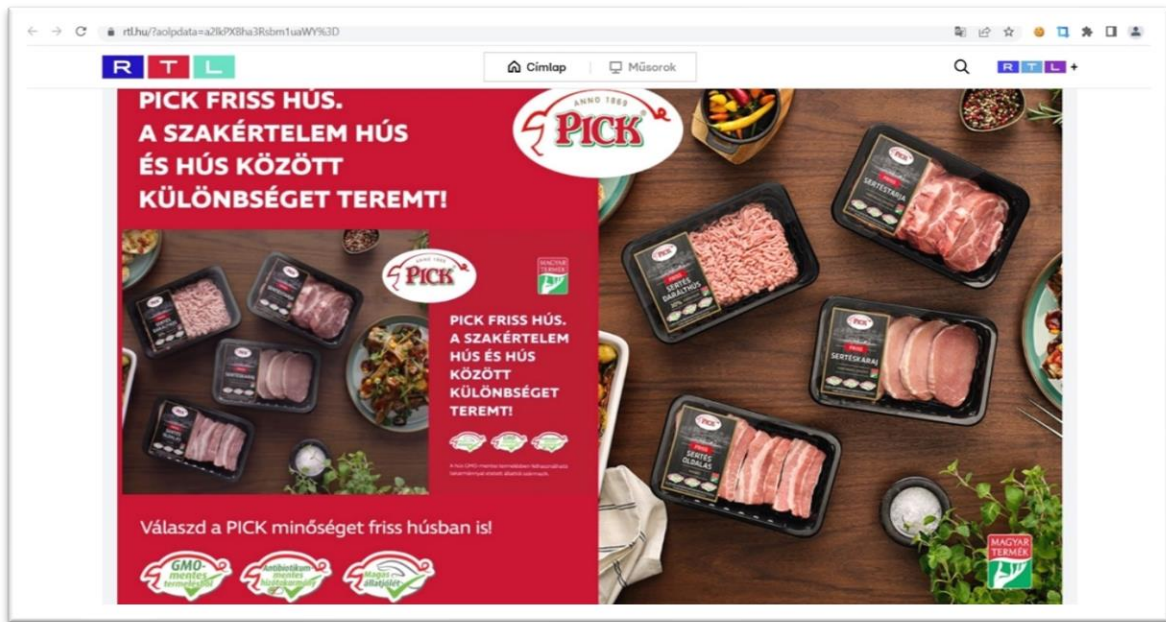

To be submitted
- 2730x1532pxl + 300x600pxl JPG/PNG creative + target URL + external AV/CT measuring code when necessary,
- maximum size in the case of 2730x1532pxl: 800kB, in the case of 300x600pxl: 300kB

Masthead video

Operation

The video display will appear on the pages of rtl.hu complemented with a wallpaper, in a multiplatform way. The advertisement starts playing without sound and the user may add volume as requested. The video will restart automatically after finishing. Both creatives open the landing page URL when clicked.

<u>To be submitted</u>
- commercial for RTL Digital via Adstream or BRISK service
- Film Code used for uploading (please send it to your sales contact)
- A 1250x742pxl (desktop) and a 300x600pxl (mobile) size JPG/JPEG/PNG creative, maximum size: 300kB
- Please consider the safety zones shown below when designing your creative
- target URL + external AV/CT measuring code when necessary.

The spot must technically meet the selected service provider's own specifications. Please contact a representative at Adstream or BRISK at one of the following contacts for the delivery process and technical questions:

Adstream   hu.delivery@extremereach.com   BRISK   support@brisk.digital
             +36 1 881 6505   +36 20 480 80 61
             +36 70 318 6457

In order to identify the commercial films, the Client shall determine the film code in accordance with the following encoding method, the process of which is:
- (a)   *the first three characters (capitalised letters) of the Film Code identify the Agency (e.g. AGE refers to Agency);*
- (b)   *the 4th and 5th digits of the Film Code identify the year concerned (e.g. 25 refers to 2025);*
- (c)   *the 6th, 7th and 8th characters of the Film Code are the first three letters of the name of the Advertiser (e.g. ADV refers to Advertiser);*
- (d)   *the 9th, 10th and 11th characters of the Film Code are the first three letters of the product to be advertised (e.g. PRO refers to Product);*
- (e)   *the 12th and 13th digits of the Film Code identify the version number of the commercial film (e.g. 03 refers to the third reedited version of the film concerned); and*
- (f)   *the 14th and 15th digits of the Film Code identify the length of the commercial film (e.g. 05 refers to 5 seconds).*

An example for a Film Code is given as follows: UGY/25/HIR/TER/03/05 – Agency, 2025, Advertiser, product, 3rd version, 5 seconds.

Please pay close attention to the safety zones shown on the following pages when designing your creatives.

The safety zones are for illustration only, please do not include them in the final creative.
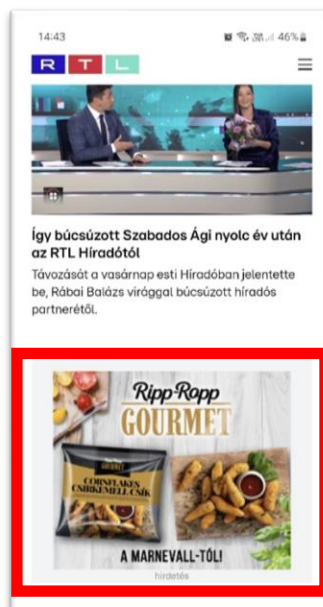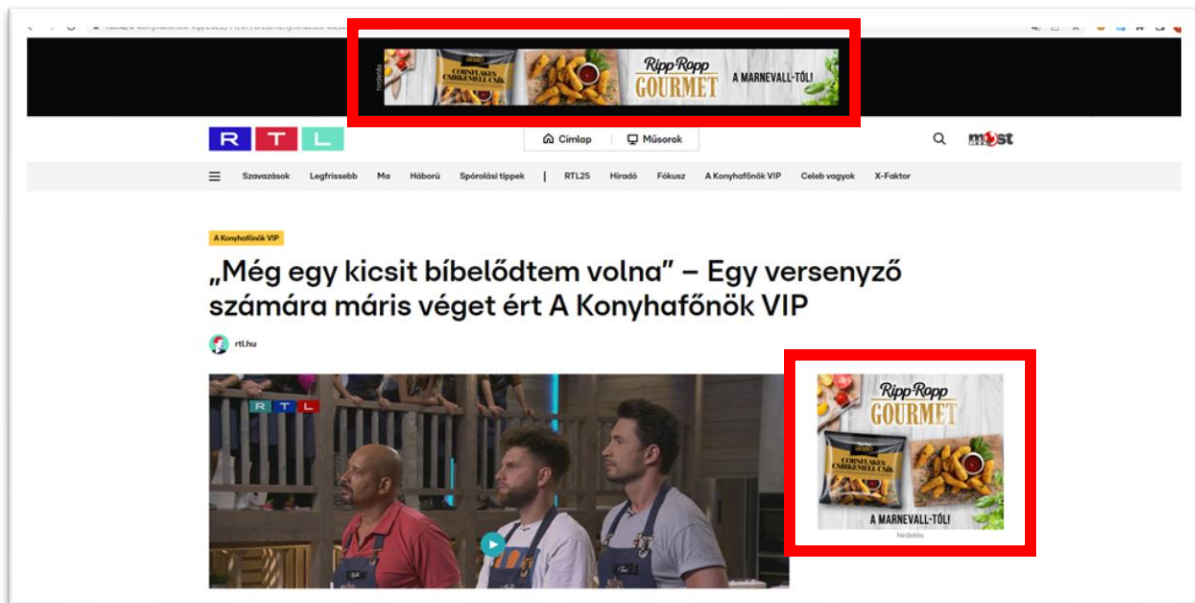
Masthead Desktop:
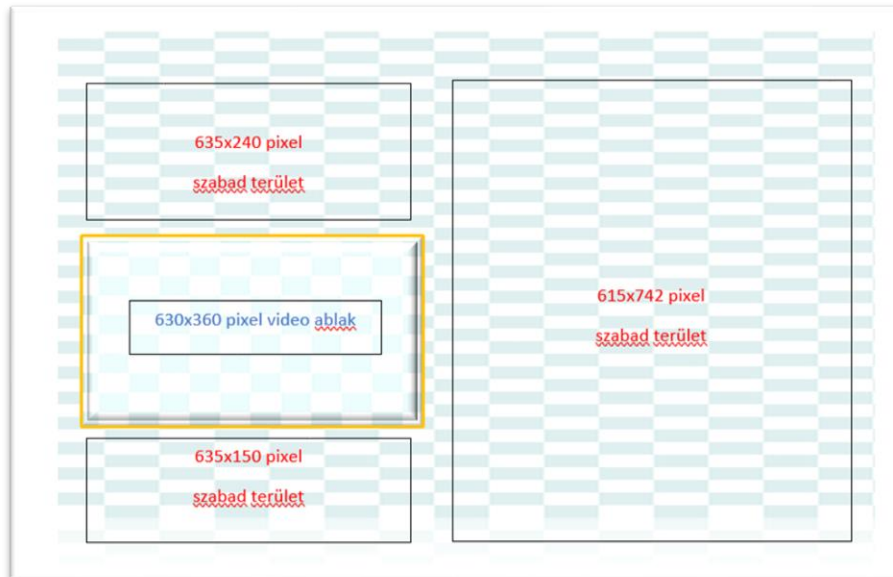
Masthead Mobile:

Bannermix

<u>Operation</u>
A 728x90pxl (desktop) + 300x250pxl (desktop + mobile) advertisement that provides a multiplatform service. It opens the landing page URL when clicked.
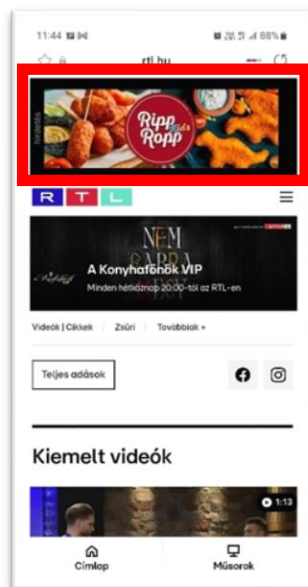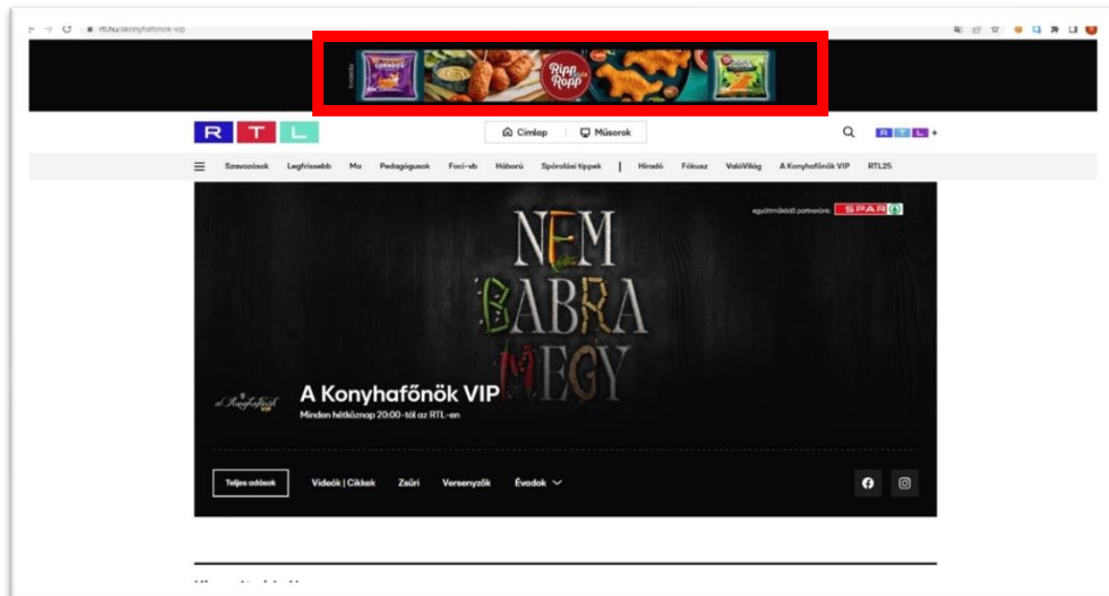

<u>To be submitted</u>
- 728x90pxl + 300x250pxl size with a clickTag variable with HTML5 specification + target URL, external AV/CT measuring code when necessary, or
- a 728x90pxl + 300x250pxl JPG/PNG/GIF creative + target URL + external AV/CT measuring code when necessary, or
- agency JS or HTML code that displays the advertisement
- maximum size 300kB for each creative

Leaderboard

<u>Operation</u>
A 728x90pxl (desktop) + 300x100pxl (mobile) advertisement that provides a multiplatform service. It opens the landing page URL when clicked.
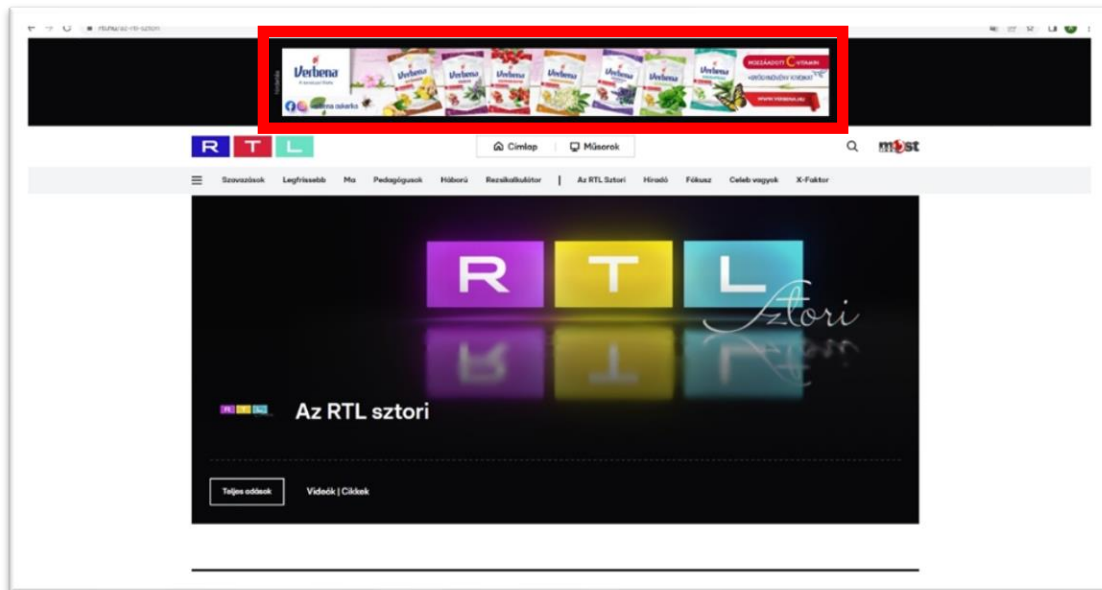

<u>To be submitted</u>
- 728x90pxl + 300x100pxl size with a clickTag variable with HTML5 specification + target URL, external AV/CT measuring code when necessary, or
- a 728x90pxl + 300x100pxl JPG/PNG/GIF creative + target URL + external AV/CT measuring code when necessary, or
- agency JS or HTML code that displays the advertisement
- maximum size 300kB for each creative

Superleaderboard-M

Operation

A 970x120pxl (desktop) + 300x100pxl (mobile) size advertisement that provides a multiplatform service. It opens the landing page URL when clicked.

To be submitted
 – 970x120pxl + 300x100pxl with a clickTag variable with HTML5 specification + target URL, external AV/CT measuring code when necessary, or
 – a 970x120pxl + 300x100pxl JPG/PNG/GIF creative + target URL + external AV/CT measuring code when necessary, or
 – agency JS or HTML code that displays the advertisement
 – maximum size 300kB for each creative

Superleaderboard-L

Operation

A 970x250pxl (desktop) + 300x100pxl (mobile) size advertisement that provides a multiplatform service. It opens the landing page URL when clicked.
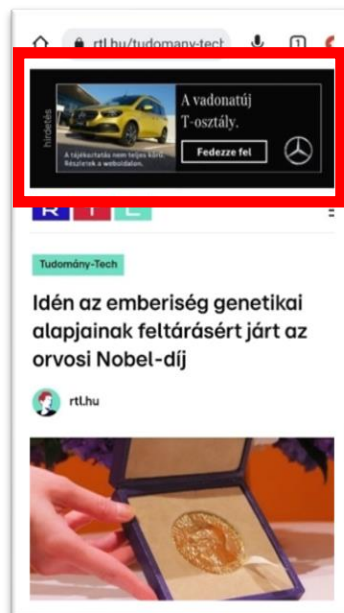

To be submitted
- 970x250pxl + 300x100pxl size with a clickTag variable with HTML5 specification + target URL, external AV/CT measuring code when necessary, or
- a 970x250pxl + 300x100pxl JPG/PNG/GIF creative + target URL + external AV/CT measuring code when necessary, or
- agency JS or HTML code that displays the advertisement
- maximum size 300kB for each creative

Medium Rectangle

Operation
This is a 300x250pxl advertisement displayed on desktop in the right column of the page in the zone next to the player, ensuring a multiplatform display. It opens the landing page URL when clicked.

To be submitted
- 300x250pxl size with a clickTag variable with HTML5 specification + target URL, external AV/CT measuring code when necessary, or
- a 300x250pxl JPG/PNG/GIF creative + target URL + external AV/CT measuring code when necessary, or
- agency JS or HTML code that displays the advertisement
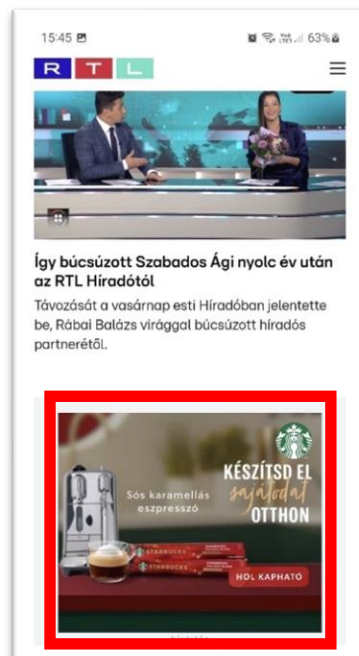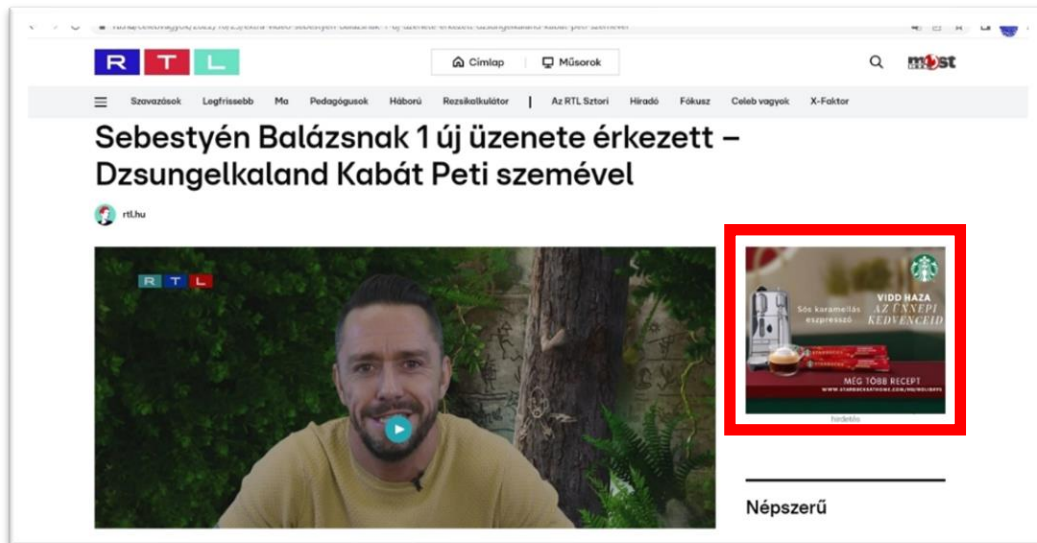- maximum size 300kB for each creative

Halfpage

<u>Operation</u>
This is a 300x600pxl advertisement displayed on desktop next to the player, in the right column of the page in the medium rectangle zone. The desktop appearance is also combined with a mobile interface which will be displayed among the page content in a mobile browser and in the application. It opens the landing page URL when clicked.
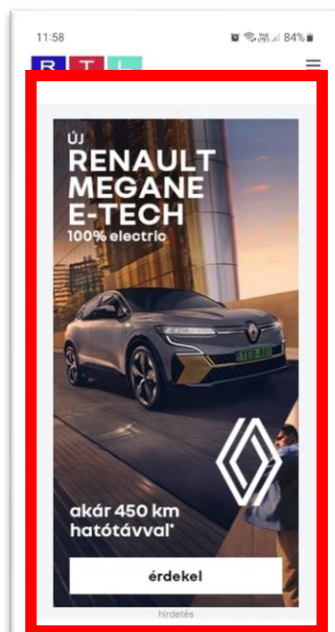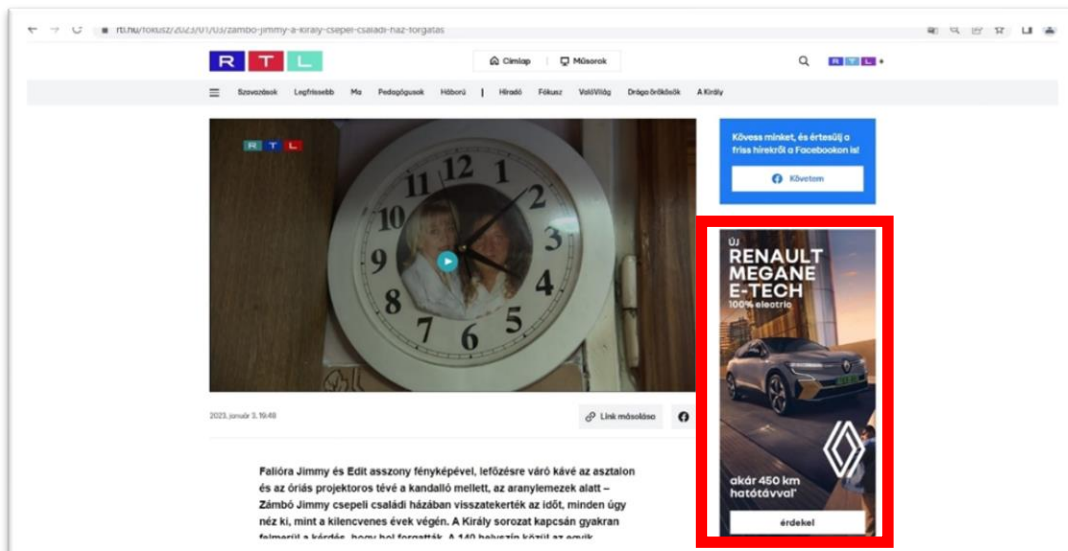

<u>To be submitted</u>
- 300x600pxl size with a clickTag variable with HTML5 specification + target URL, external AV/CT measuring code when necessary, or
- a 300x600pxl JPG/PNG/GIF creative + target URL + external AV/CT measuring code when necessary, or
- agency JS or HTML code that displays the advertisement
- maximum size 300kB for each creative

Roadblock

<u>Operation</u>
This is a 640x360pxl advertisement displayed among the page content. The desktop appearance is also combined with a 480x480pxl size mobile interface which will be displayed among the page content in a mobile browser and in the application. It opens the landing page URL when clicked.
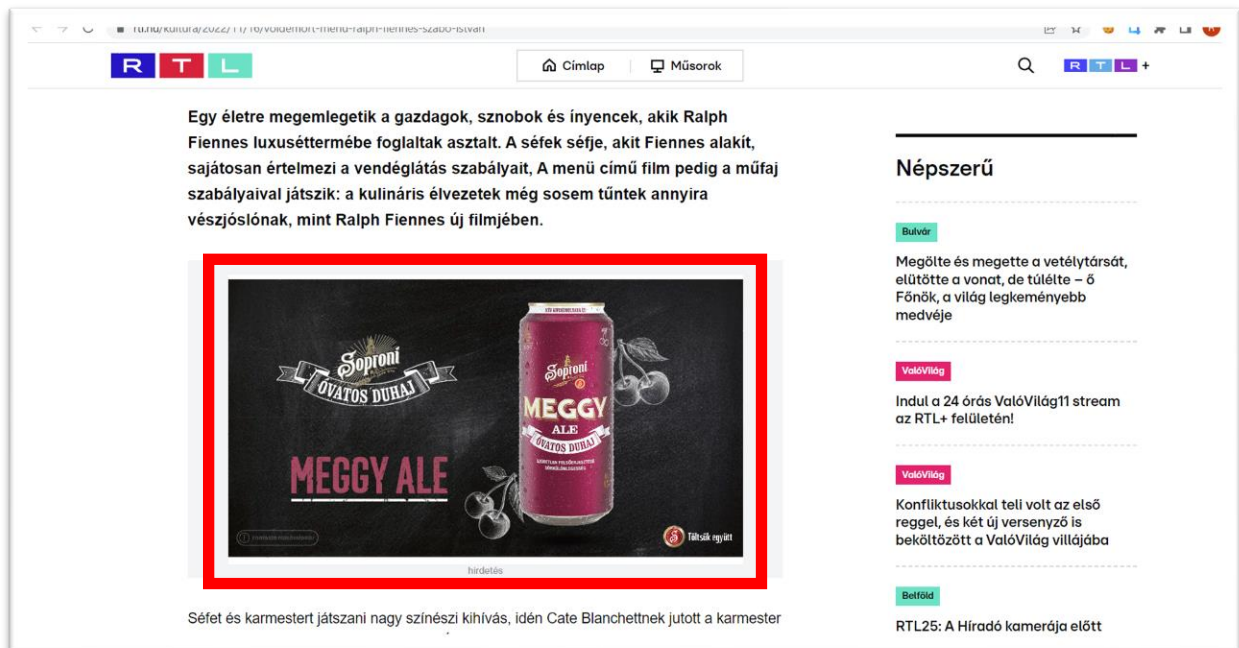

Please submit the creative in two sizes:
<u>To be submitted 640x360pxl</u>
- 640x360pxl size with a clickTag variable with HTML5 specification + target URL, external AV/CT measuring code when necessary, or
- a 640x360pxl JPG/PNG/GIF creative + target URL + external AV/CT measuring code when necessary, or
- agency JS or HTML code that displays the 640x360pxl ad.
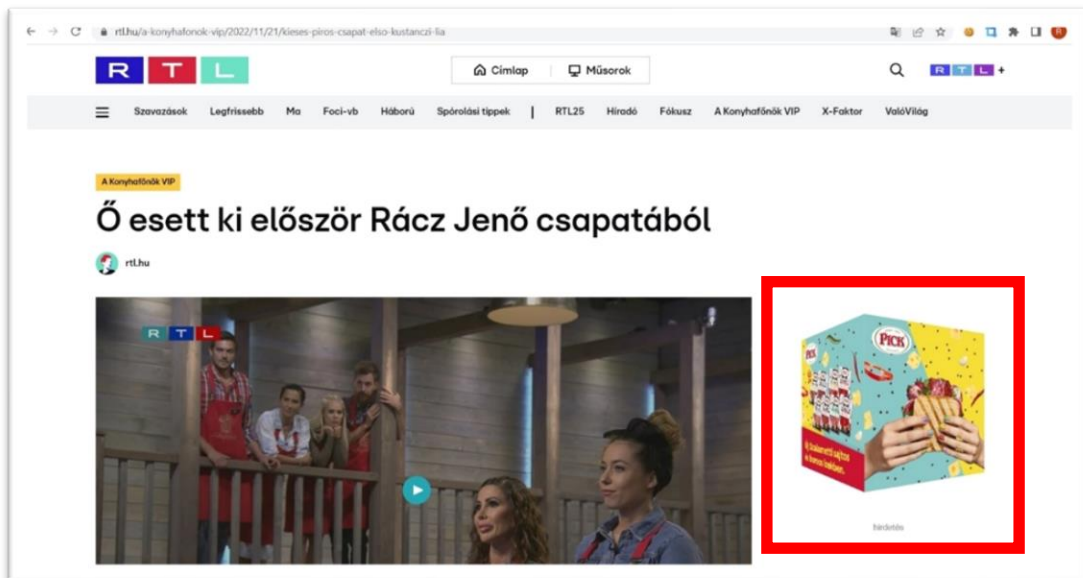- maximum size 300kB for each creative

<u>To be submitted 480x480pxl</u>
- a 480x480pxl JPG/PNG/GIF creative + target URL + external AV/CT measuring code when necessary
- maximum size 300kB for each creative

Cube 3D

Operation

An advertisement placed in the Desktop/Mobile/Tablet (multiplatform) banner zone where a cube rotates continuously, showing four of its sides. Clicking any of the sides of the cube will land us on the advertiser's page. Four images can be submitted but one landing can be set for full display.
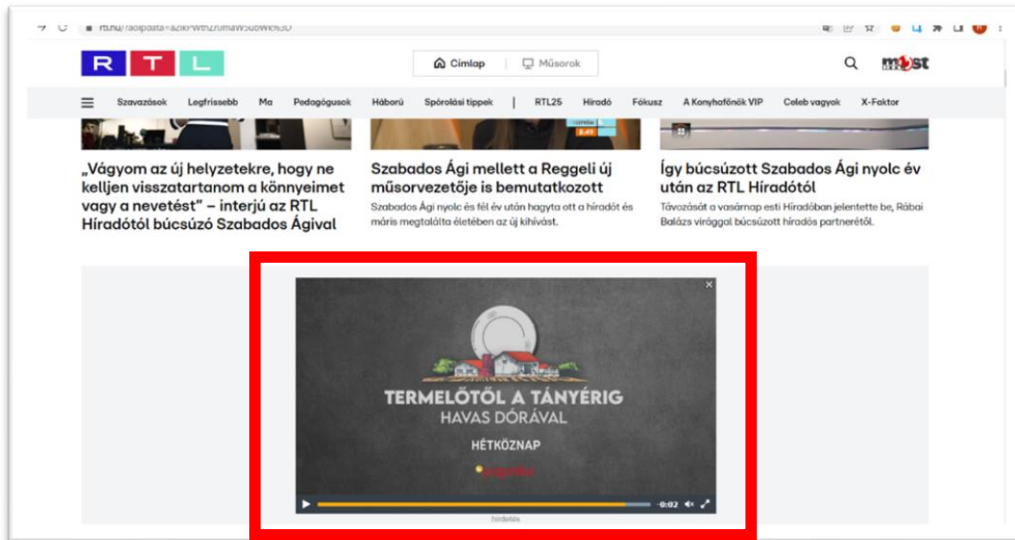

To be submitted
-   4 pieces of 300x300pxl JPG/PNG/GIF creative + target URL + external AV/CT measuring code when necessary
-   placing an agency embedding code or hosting an external file are not possible
-   maximum size 300kB for each creative

Videobanner

<u>Operation</u>
The appearance displays in the medium rectangle (300x250pxl) and the roadblock (640x360plx) zones, starts playing without sound and the user may add volume as requested. The video will restart automatically after finishing.

<u>To be submitted</u>
- commercial for RTL Digital via Adstream or BRISK service
- Film Code used for uploading (please send it to your sales contact)
- target URL + external AV/CT measuring code when necessary

In case of commercial films, sponsorship films and public purpose advertisements, send the materials required for broadcasting through the *Adstream* or *BRISK* service via *RTL Digital.*
The spot must technically meet the selected service provider's own specifications. Please contact a representative at Adstream or BRISK at one of the following contacts for the delivery process and technical questions:

Adstream   hu.delivery@extremereach.com   BRISK   support@brisk.digital
                        +36 1 881 6505   +36 20 480 80 61
                        +36 70 318 6457

In order to identify the commercial films, the Client shall determine the film code in accordance with the following encoding method, the process of which is:
- (a)   the first three characters (capitalised letters) of the Film Code identify the Agency (e.g. AGE refers to Agency);
- (b)   the 4th and 5th digits of the Film Code identify the year concerned (e.g. 25 refers to 2025);
- (c)   the 6th, 7th and 8th characters of the Film Code are the first three letters of the name of the Advertiser (e.g. ADV refers to Advertiser);
- (d)   the 9th, 10th and 11th characters of the Film Code are the first three letters of the product to be advertised (e.g. PRO refers to Product);
- (e)   the 12th and 13th digits of the Film Code identify the version number of the commercial film (e.g. 03 refers to the third reedited version of the film concerned); and
- (f)   the 14th and 15th digits of the Film Code identify the length of the commercial film (e.g. 05 refers to 5 seconds).
An example for a Film Code is given as follows: UGY/25/HIR/TER/03/05 — Agency, 2025, Advertiser, product, 3rd version, 5 seconds.

PREMIUM DISPLAY APPEARANCES

Loading Page

Operation

This is a 2730x1532pxl advertisement displayed responsively in the full page. Duration of display: 6 sec, during which time the user may enter the RTLplusz.hu or RTL.hu sites. It opens the landing page URL when clicked.
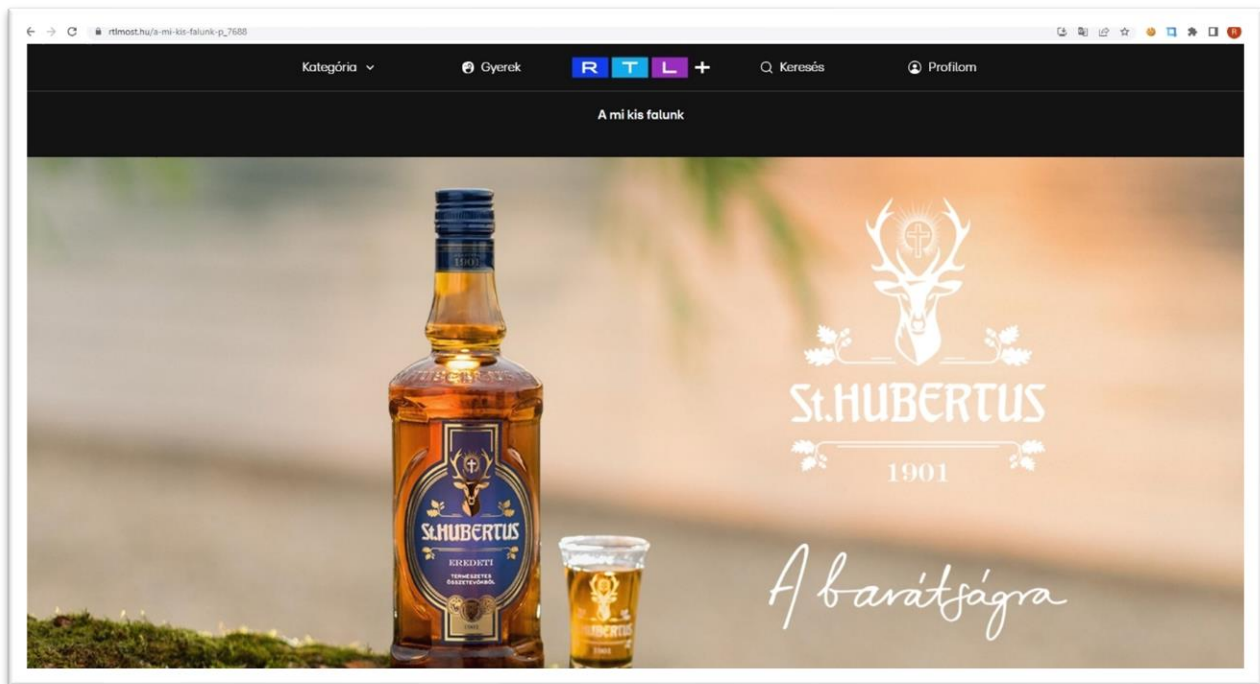

To be submitted
 – a 2730x1532pxl JPG/GIF creative in 16:9 aspect ratio + target URL + external AV/CT measuring code when necessary
 – Maximum size 800kB
 – Safety zone: a notice saying "Enter here: RTL+! / RTL.hu!" will be displayed in the top right corner, and in addition, a 115pxl area at the top and bottom and a 20pxl area on the left and right should be left free

Parallax

<u>Operation</u>
It is displayed in full screen mode vertically in the subpages when scrolling. It opens the landing page URL when clicked. Due to the different screen resolutions and because of the multiplatform service the creative needs to be submitted in 5 sizes.

<u>To be submitted</u>
- A 2560x2048pxl size JPG creative in 16:9 aspect ratio, maximum size: 600kB,
- A 1600x1280pxl size JPG creative in 16:9 aspect ratio, maximum size: 600kB,
- A 1024x819pxl size JPG creative in 16:9 aspect ratio, maximum size: 200kB,
- A 1638x2048pxl size JPG creative in 16:9 aspect ratio, maximum size: 600kB,
- A 819x1024pxl size JPG creative in 16:9 aspect ratio, maximum size: 200kB,
- target URL + external AV/CT measuring code when necessary (1 AV and 1 CT measuring code for the 5 creatives).

Please pay close attention to the safety zones shown on the following pages when designing your creatives.

The safety zones are for illustration only, please do not include them in the final creative.

Desktop resolution size: 2560x2048px

Desktop / Tablet HD Horizontal (in landscape position): 1600x1280px

Tablet / Mobile Horizontal (in landscape position): 1024x819px

Mobile / Tablet HD Portrait (in portrait position): 1638x2048px and 819x1024px
(Also in the case of reduced size, please follow proportionally the location of the graphic elements according to the example below)
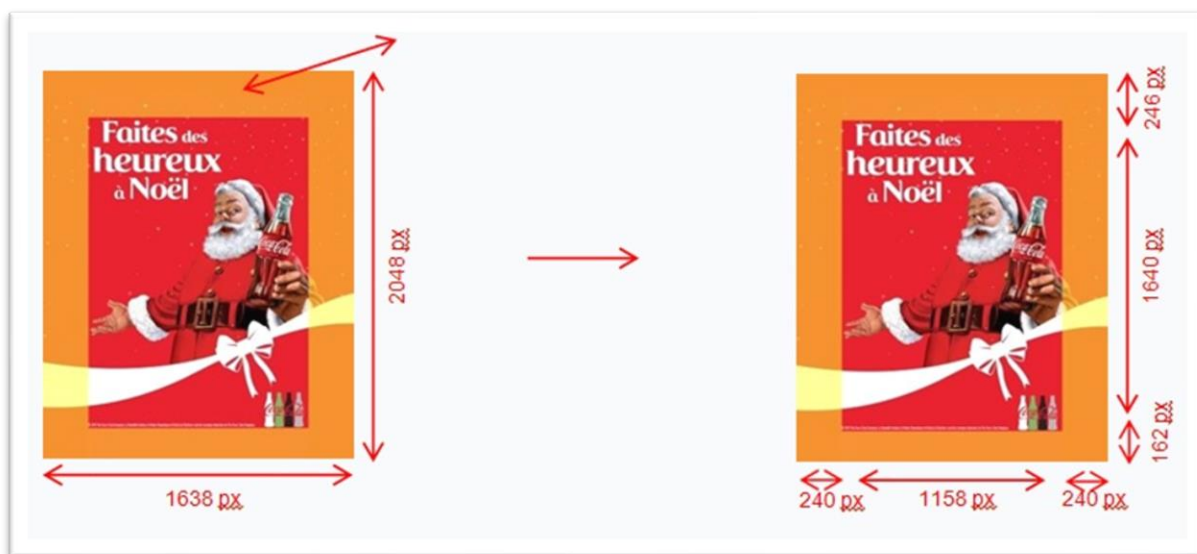
Fullvideo + Wallpaper

Operation
Fullvideo display (pre- and mid-roll) is complemented with a Wallpaper creative. The Wallpaper will remain around the player full screen while the video is playing, after which it disappears. It is only displayed on desktop. Both creatives open the landing page URL when clicked.
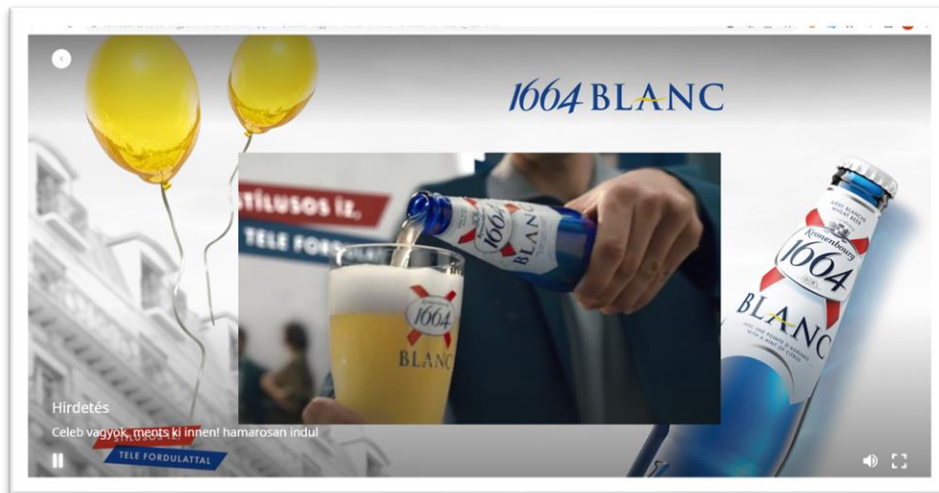
To be submitted
  – commercial for RTL Digital via Adstream or BRISK service
  – Film Code used for uploading (please send it to your sales contact)
  – A 1920x1080pxl size JPG/JPEG/PNG creative in 16:9 aspect ratio, maximum size: 800kB
  – Please consider the safety zones shown below when designing your creative
  – target URL + external 1 AV and 2 CT measuring codes when necessary

The spot must technically meet the selected service provider's own specifications. Please contact a representative at Adstream or BRISK at one of the following contacts for the delivery process and technical questions:

Adstream   hu.delivery@extremereach.com   BRISK   support@brisk.digital
                +36 1 881 6505   +36 20 480 80 61
                +36 70 318 6457

In order to identify the commercial films, the Client shall determine the film code in accordance with the following encoding method, the process of which is:

  (a)   the first three characters (capitalised letters) of the Film Code identify the Agency (e.g. AGE refers to Agency);
  (b)   the 4th and 5th digits of the Film Code identify the year concerned (e.g. 25 refers to 2025);
  (c)   the 6th, 7th and 8th characters of the Film Code are the first three letters of the name of the Advertiser (e.g. ADV refers to Advertiser);
  (d)   the 9th, 10th and 11th characters of the Film Code are the first three letters of the product to be advertised (e.g. PRO refers to Product);
  (e)   the 12th and 13th digits of the Film Code identify the version number of the commercial film (e.g. 03 refers to the third reedited version of the film concerned); and
  (f)   the 14th and 15th digits of the Film Code identify the length of the commercial film (e.g. 05 refers to 5 seconds).
  An example for a Film Code is given as follows: UGY/25/HIR/TER/03/05 – Agency, 2025, Advertiser, product, 3rd version, 5 seconds.

In the bottom left corner the following notice will be displayed: "ADVERTISEMENT + Program will start soon" which should be left free together with the safety zones marked in the example below.

The appearance is responsive to the resolution of the screens, so the position of the player can be minimally different from the marked position. It is recommended to give the player minimal room when placing captions and pictorial elements.

The location of the player and the safety zones are for illustration only, please do not include them in the final creative.
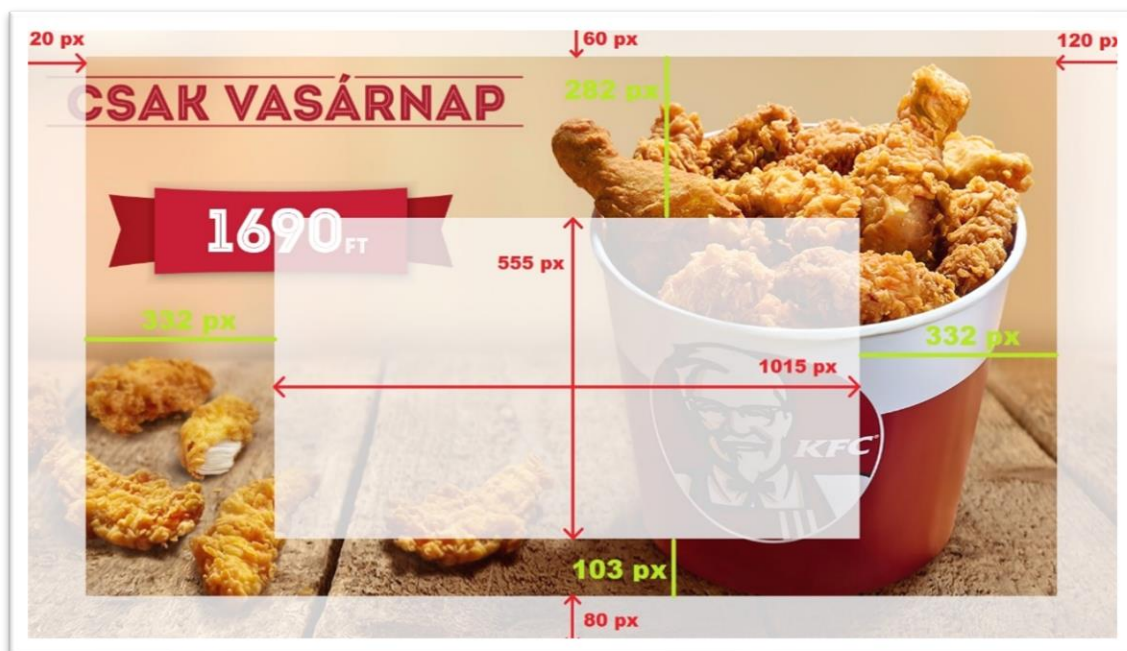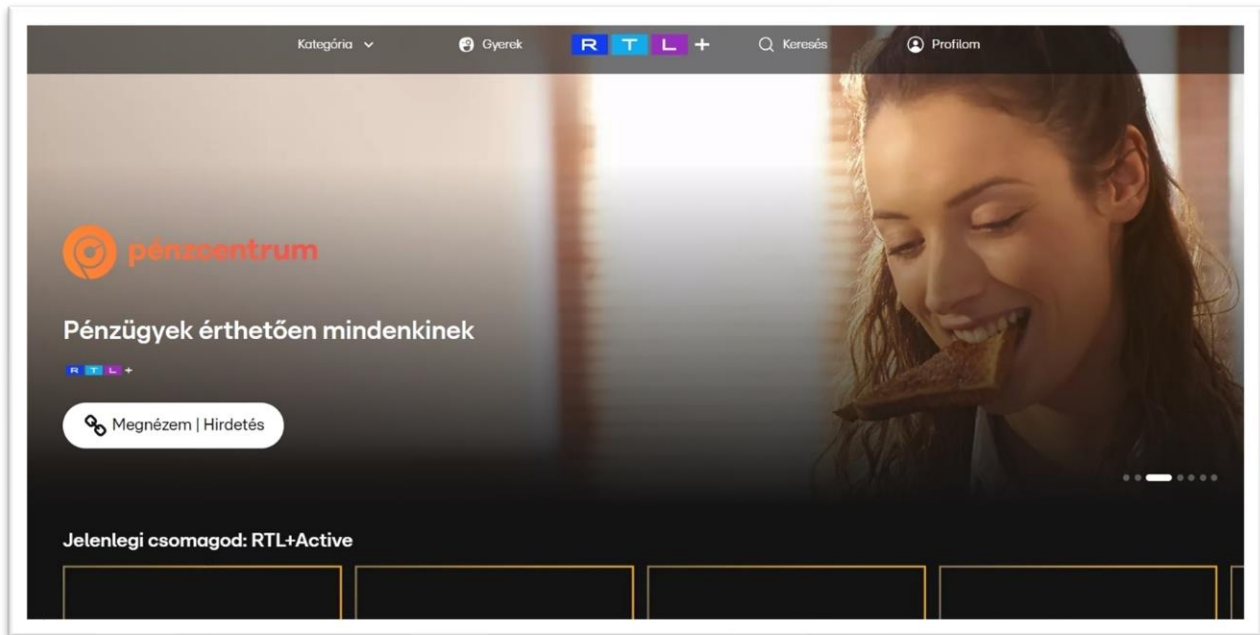
Highlight

<u>Operation</u>
An advertising space placed fixed in one of the positions of the start page of RTLplusz.hu, embedded as a native content in the page, displaying in the whole screen. You can place captions in text boxes built into the page.
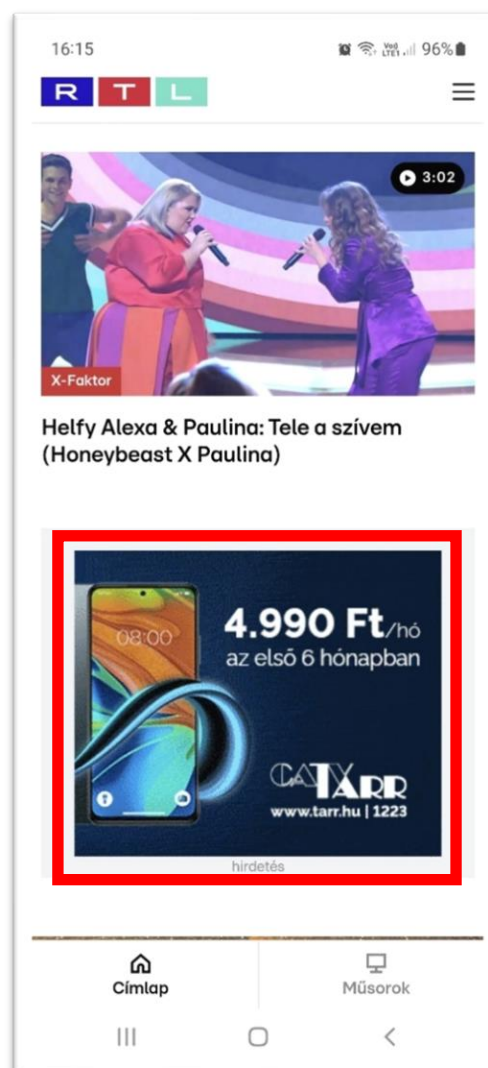

<u>To be submitted</u>
For the exact technical details, please reach out to your point of contact.

MOBILE ADVERTISEMENTS

Mobile banner

Operation

A 300x250pxl advertisement that is displayed on mobile devices among the content in the mobile zone of the page. It opens the landing page URL when clicked.

To be submitted
- 300x250pxl size with a clickTag variable with HTML5 specification + target URL, external AV/CT measuring code when necessary, or
- a 300x250pxl JPG/PNG/GIF creative + target URL + external AV/CT measuring code when necessary, or
- agency JS or HTML code that displays the advertisement
- maximum size 300kB for each creative

Mobile full screen layer

<u>Operation</u>
On mobile devices, the creative is displayed in full screen in a layer above the page and will load the landing page URL when clicked. It can be closed once it has displayed.

<u>To be submitted</u>
- a 480x654pxl JPG/PNG/GIF creative + target URL + external AV/CT measuring code when necessary
- maximum size 300kB for each creative

The creative can be submitted both in portrait and/or landscape view.

Sticky Footer

On mobile devices, the creative is displayed at the bottom of the page in a layer above the page and will load the landing page URL when clicked. It can be closed once it has displayed.

To be submitted
–   a 300x100pxl JPG/PNG/GIF creative + target URL + external AV/CT measuring code when necessary
–   maximum size 300kB for each creative

Bubble

Operation

On mobile devices, the creative is displayed in a layer above the page and will load the landing page URL when clicked. It can be closed once it has displayed.

To be submitted
- a 100x100pxl JPG/PNG/GIF creative + target URL + external AV/CT measuring code when necessary
- maximum size 300kB for each creative
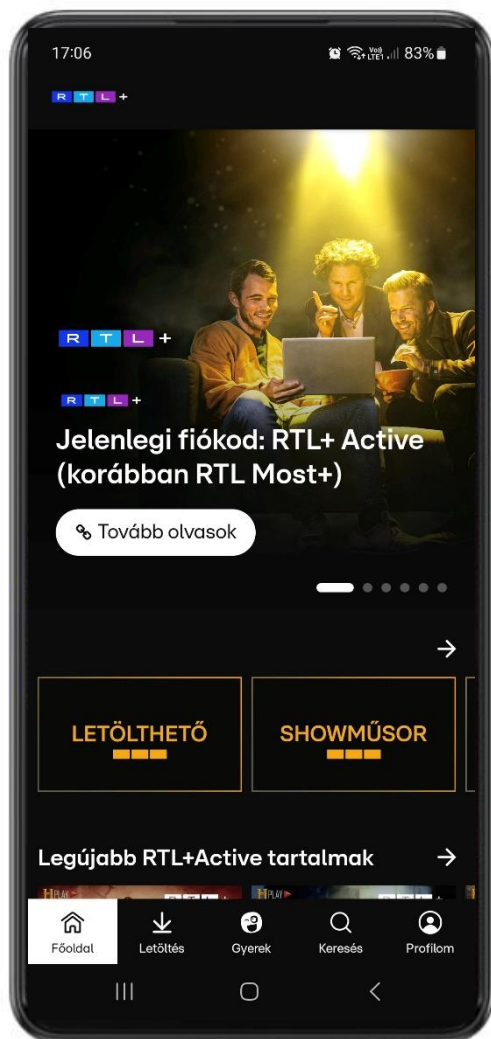
MOBILE APPLICATIONS

RTL+

Watch your favorite shows and programs with the help of the RTL+ application more easily and more quickly.

Display option as part of Fullvideo/Fullvideo+,for more information, reach out to your point of contact!

RTL.hu

Send your vote through the RTL.hu application, and you too will have a say in how things play out in our programs.

Display option as part of the rtl.hu banner campaigns, for more information, reach out to your point of contact!