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VIDEO AD FORMATS

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.



Materials to be submitted

- Commercial uploaded to the RTL Digital platform via XR Global (Adstream) or BRISK
- Film Code used for uploading (please send it to your sales contact)
- Target URL + optional external AV/CT tracking code

Video technical specifications can be found on page 9 of the document.

CTV Video

Operation

The advertisement starts before and/or during the program (pre-roll and mid-roll). The video is non-skippable.



Materials to be submitted

- Commercial uploaded to the RTL Digital platform via XR Global (Adstream) or BRISK
- Film Code used for uploading (please send it to your sales contact)
- Optional external AV tracking code

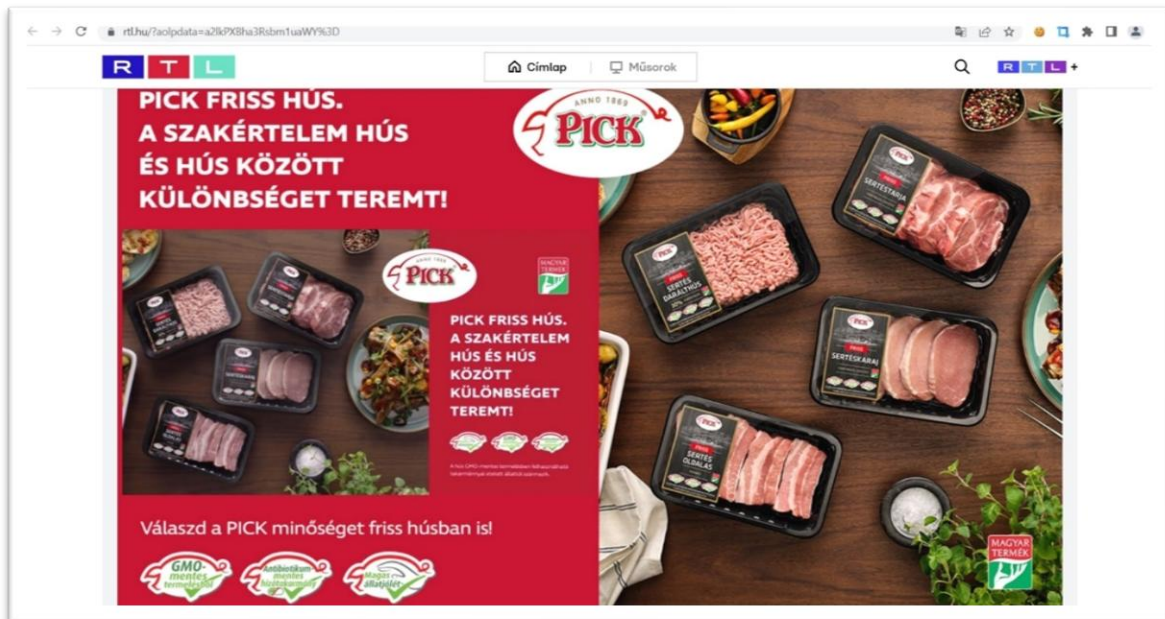
If Fullvideo/Fullvideo+ and CTV Video are ordered together, the creative only needs to be uploaded once via one of the selected providers to the RTL Digital platform.

Video technical specifications can be found on page 9 of the document.

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.



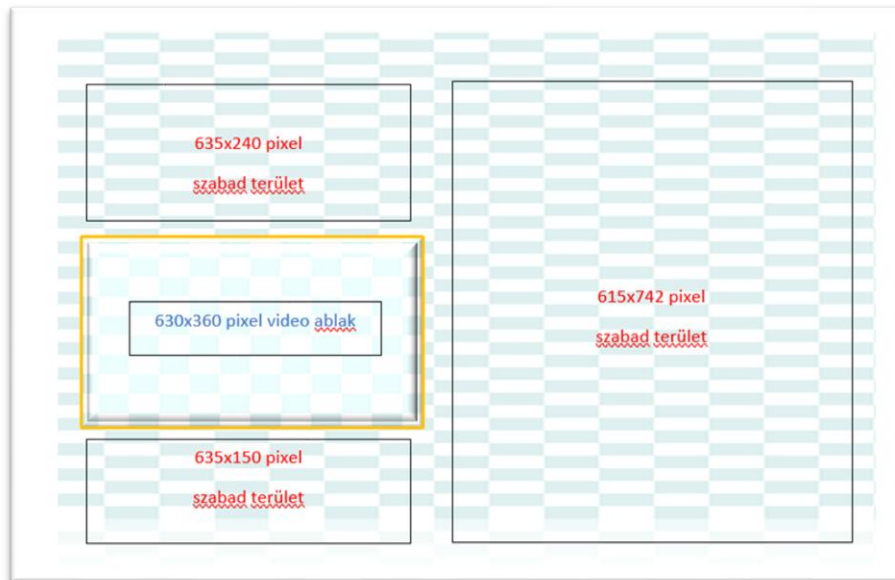
Materials to be submitted

- Commercial uploaded to the RTL Digital platform via XR Global (Adstream) or BRISK
- 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
- Target URL + optional external AV/CT tracking code
- Please pay close attention to the safety zones shown on the following pages when designing your creatives.

Video technical specifications can be found on page 9 of the document.

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

Masthead Desktop:



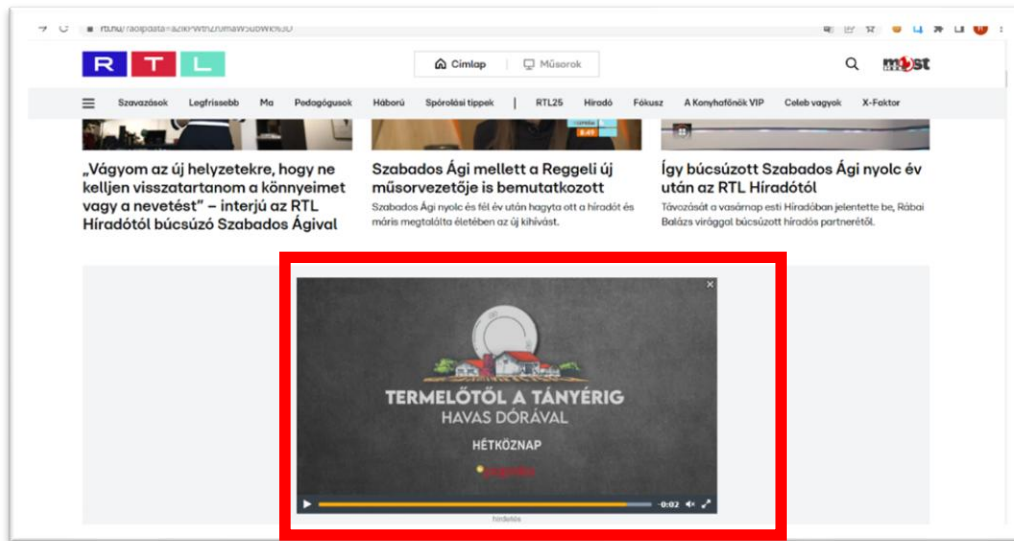
Masthead Mobile:



Videobanner

Operation

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.



Materials to be submitted

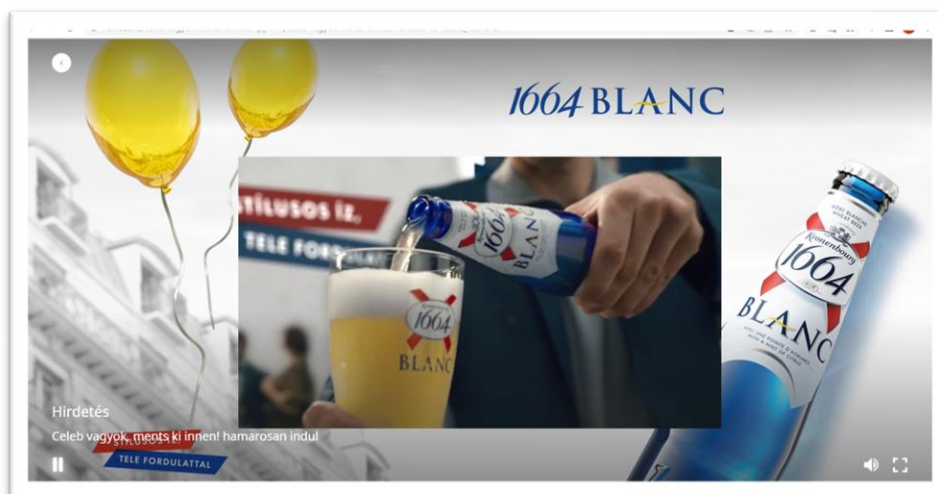
- Commercial uploaded to the RTL Digital platform via XR Global (Adstream) or BRISK
- Film Code used for uploading (please send it to your sales contact)
- Target URL + optional external AV/CT tracking code

Video technical specifications can be found on page 9 of the document.

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.



Materials to be submitted

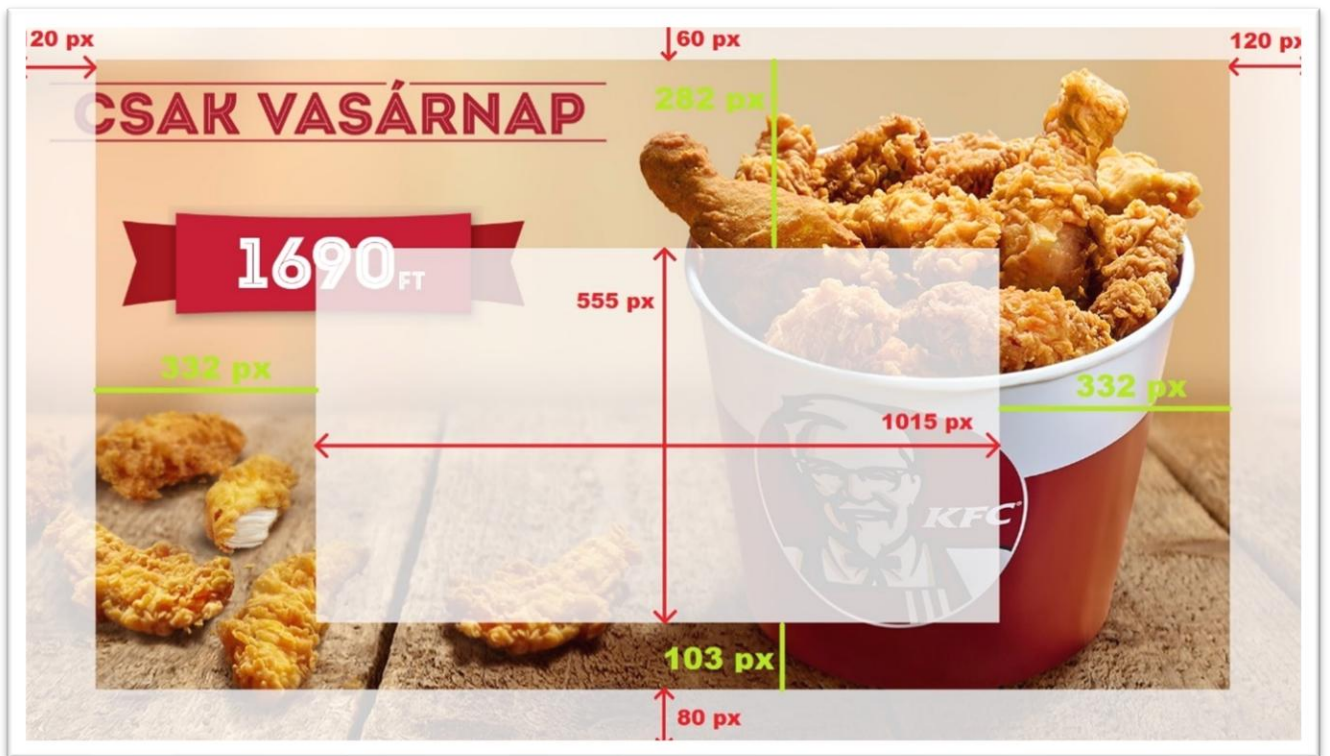
- Commercial uploaded to the RTL Digital platform via XR Global (Adstream) or BRISK
- Film Code used for uploading (please send it to your sales contact)
- A 1920x1080pxl size JPG/JPEG/PNG creative in 16:9 aspect ratio, maximum size: 800kB
- Please consider the safety zones shown below when designing your creative
- target URL + optional external 1 AV and 2 CT tracking codes

Video technical specifications can be found on page 9 of the document.

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.



SUBMISSION OF COMMERCIALS

Submission via XR Global or BRISK Providers

For commercials, sponsorship films, and public service advertisements, the materials required for broadcasting must be submitted to the RTL Digital platform via either XR Global (formerly Adstream) or BRISK.

The spot must technically comply with the specifications of the selected provider. For information regarding the submission process and technical questions, please contact XR Global or BRISK using one of the contact details below:

XR Global (Adstream)	hu.delivery@extremereach.com	BRISK	support@brisk.digital
	+36 70 395 1410		+36 20 480 80 61
	+36 70 318 6457		Technical support: +36 20 417 93 27
	Technical support: +36 70 945 5234		+36 20 480 93 26

To ensure proper identification of commercials, the Client shall define the film code for upload according to the following coding structure:

- (a) The first three letters of the Film Code (in uppercase format) indicate the Agency code (e.g. UGY for Agency);
- (b) The 4th and 5th digits of the Film Code indicate the relevant year (e.g. 26 for 2026);
- (c) The 6th, 7th, and 8th letters of the Film Code indicate the first three letters of the Advertiser's name (e.g. HIR for Advertiser);
- (d) The 9th, 10th, and 11th letters of the Film Code indicate the first three letters of the advertised product (e.g. TER for Product);
- (e) The 12th and 13th digits of the Film Code indicate the version number of the commercial (e.g. 03 for the third re-edited version of the given film); and
- (f) The 14th and 15th digits of the Film Code indicate the duration of the commercial (e.g. 05 for 5 seconds).

Example of the above Film Code: UGY/26/HIR/TER/03/05 – Agency, 2026, Advertiser, Product, Version 3, 5 seconds.

Adstream technical parameters

Quicktime ProRes 422HQ 1080/50
Container : MOV

Video:

Codec: Apple Quicktime ProRes 422 (HQ)
Bitrate: 8 bit
Profile: HQ
Chroma Subsample: 4:2:2
Interlacing: Upper/Top Field First
Frame Size: 1920x1080
Frame Rate: 25 FPS
Aspect Ratio: 16:9

Audio:

Codec: Integer (Little Endian) PCM
Sample Rate: 48kHz
Sample Size: 24b
Channels: Stereo

MXF Wrapped XDCAM 1080/50
Container: MXF

Video:
Codec: XDCAM 422

Bitrate: 8 bit
Profile: MPEG-2 422P@HL
Bitrate: 50Mb/s CBR

Chroma Subsample: 4:2:2
Interlacing: Upper/Top Field First
GOP Structure: Long GOP
Frame Size: 1920x1080
Frame Rate: 25 FPS
Aspect Ratio: 16:9

Audio:
Codec: Integer (Big/Little Endian)
PCM
Sample Rate: 48kHz
Sample Size: 24bit
Channels: Stereo

MPEG-2 Transport Stream 1080/50
Container: MPEG-2 Transport Stream

Video:
Codec: MPEG-2
Bitrate: 8 bit
Profile: 4:2:2 Profile @MainLevel (422P@ML)
Bitrate: 100Mb/s CBR
Chroma Subsample: 4:2:2
Interlacing: Upper/Top Field First
GOP Structure: I Frame Only
Frame Size: 1920x1080 Frame
Rate: 25FPS
Aspect Ratio: 16:9

Audio:
Codec: PCM
Sample Rate: 48kHz
Sample Size: 24bit
Channels: Stereo

HD Video Level Requirements

- TV Format: HDTV
- Aspect Ratio: 16:9
- Action Safe: 90%
- The video signal must comply with ITU-R BT.709.
- Video levels must not exceed 700 mV or fall below 0 mV.

Out of Gamut Tolerance

Adstream and broadcasters do not accept materials with non-compliant video levels. In certain cases, minor deviations may be accepted based on EBU Recommendation Rec. 103-2000, provided that the error affects less than 1% of the active picture.

- Luminance (Y): -1% to 103% (between -7 mV and 721 mV)
- RGB video levels: -5% to 105% (between -35 mV and 735 mV)

HD Audio Level Requirements

- EBU R.128-2014

Integrated Loudness Program: -23 LUFS

Target Level Tolerance: +/- 0.5 LU

Maximum True Peak: -3dBTP

The positioning of on-screen captions (safety zone) must comply with the EBU R 95-1 standard.

The given film must always have an exact frame-accurate duration. For example, in the case of a 30-second video (750 frames), the timecode of the first and last active frames must be: 00:00:00:00 – 00:00:29:24.

BRISK technical parameters

Files uploaded to the platform operated by BRISK Digital Hungary Ltd. are subject to immediate and automatic quality control (Auto QC). The following technical requirements must be met in order for the uploaded files to pass the quality check.

VIDEO CODEC

Codec: XDCAM 422, AVC Intra or ProRes

Container: .mxf or .mov

Level: MPEG-2 (422P@HL), AVC or 422HQ

Chroma Subsample: 4:2:2

Interlacing: Upper/Top Field First

Frame Size: 1920x1080

Frame Rate: 25 FPS

Aspect Ratio: 16:9

Audio: Codec: Integer (Little Endian)

PCM Sample Rate: 48kHz

Sample Size: 24bit Channels : Stereo

VIDEO LINE UP

All Video Signals Should Comply With ITU-R BT.709

Luminance (Y) -1% and 103% (ie between -7mV and 721mV)

RGB video levels -5% and 105% (ie between -35mV and 735mV)

AUDIO LINE UP

The loudness level of the material must be EBU R128-2020

Integrated Loudness Program: -23 LUFS

Target Level Tolerance: +/-0.5 LUFS

Maximum True Peak: -1dBTP

Maximum Momentary: -15 LUFS

Maximum Short Term Momentary (3 Sec): -20 LUFS

Loudness Range: -20LU

FILE BUILD

00:00:00:00-

00:00:29:24

Content Only,

No black at start or end

VAST or VPAID Ad Tag Submission

If the video creative is embedded in a VAST or VPAID ad tag and hosted on an external ad server, it is sufficient to send the tag via e-mail. In addition, the following loudness requirements must be met:

Audio:

- Codec: PCM (preferred) or AAC
- Bitrate: at least 192 Kbps
- Bit depth: 16 or 24 bit only
- Sample rate: 48 kHz

Audio settings: Required

- Loudness aligned with the EBU R128 specification of -23 LUFS $\pm$ 1 LU
- Maximum True Peak: -3.0 dBTP

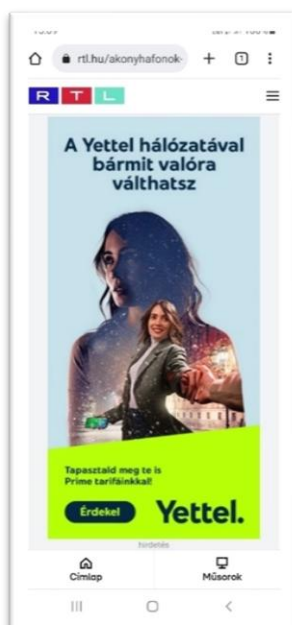
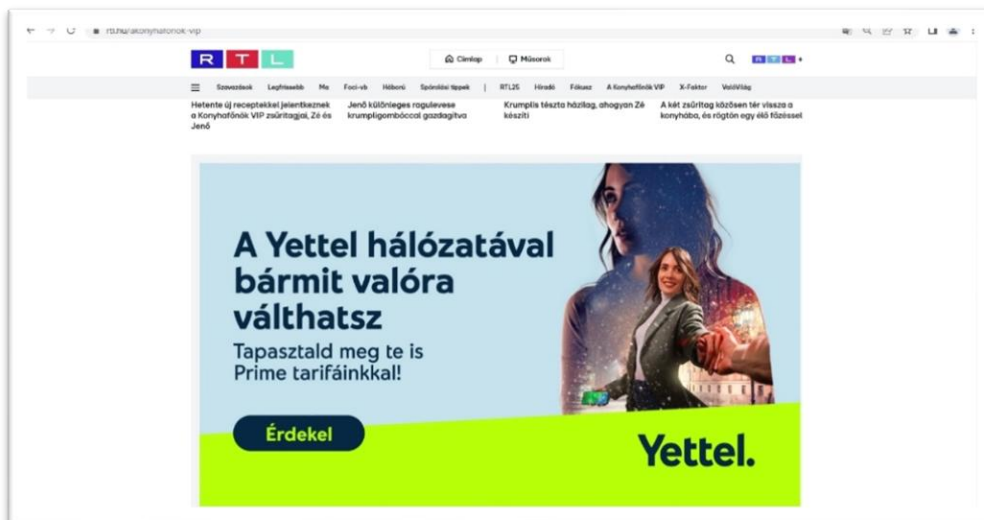
The player does not support the VAST/VPAID framework; therefore, the campaign cannot appear across the full inventory.

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.



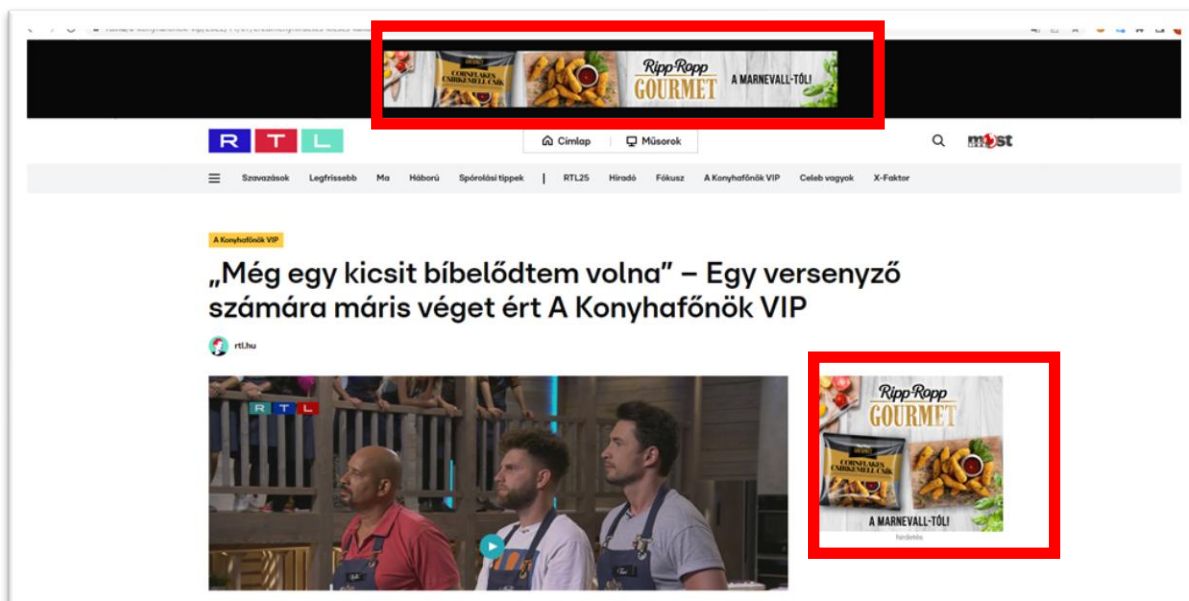
Materials to be submitted

- 2730x1532pxl + 300x600pxl JPG/PNG creative + target URL + optional external AV/CT tracking code,
- maximum size in the case of 2730x1532pxl: 800kB, in the case of 300x600pxl: 300kB

Bannermix

Operation

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



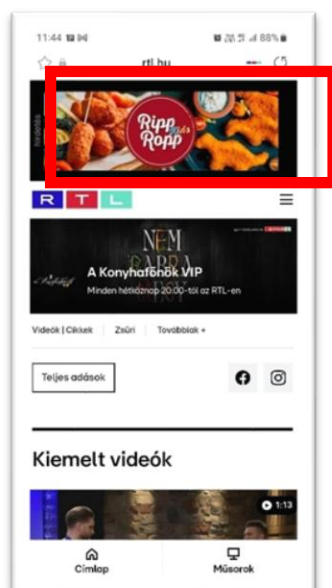
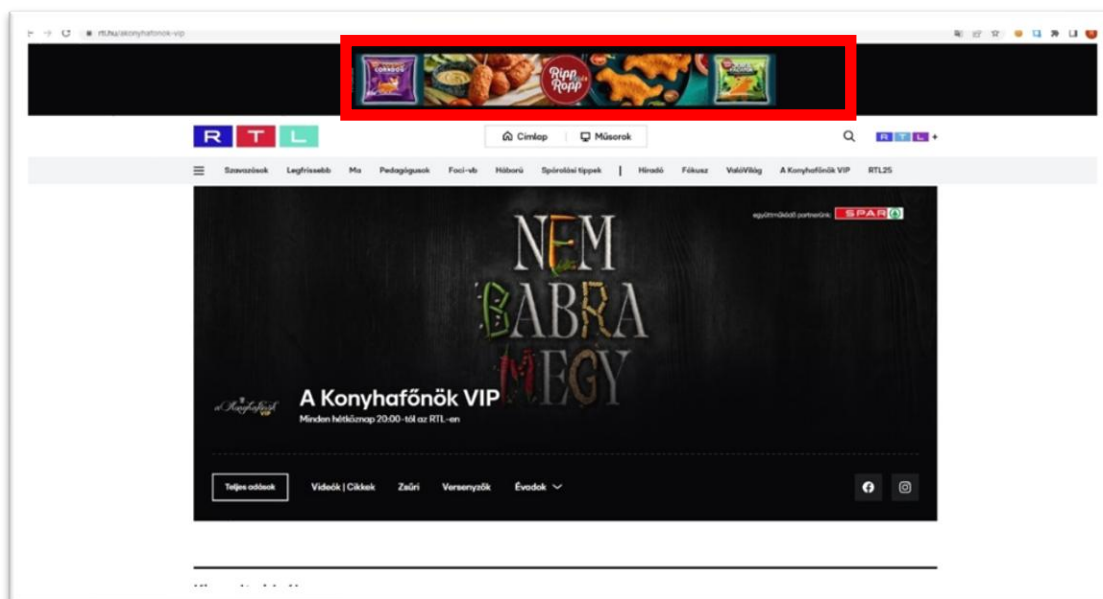
Materials to be submitted

- 728x90pxl + 300x250pxl size with a clickTag variable with HTML5 specification + target URL, optional external AV/CT tracking code, 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

Operation

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



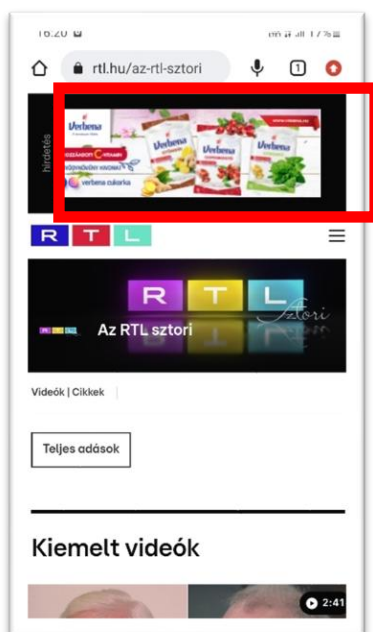
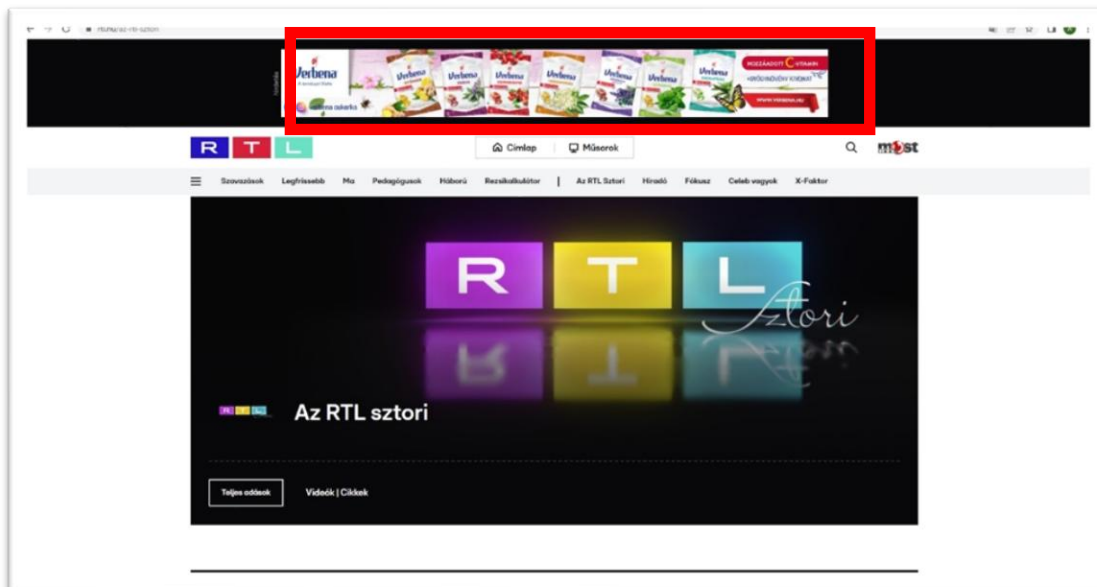
Materials to be submitted

- 728x90pxl + 300x100pxl size with a clickTag variable with HTML5 specification + target URL, optional external AV/CT tracking code, 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.



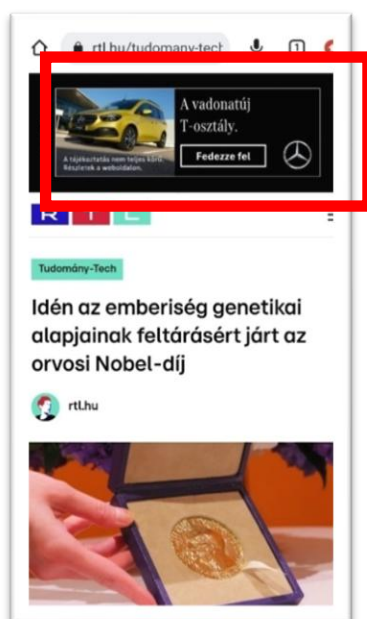
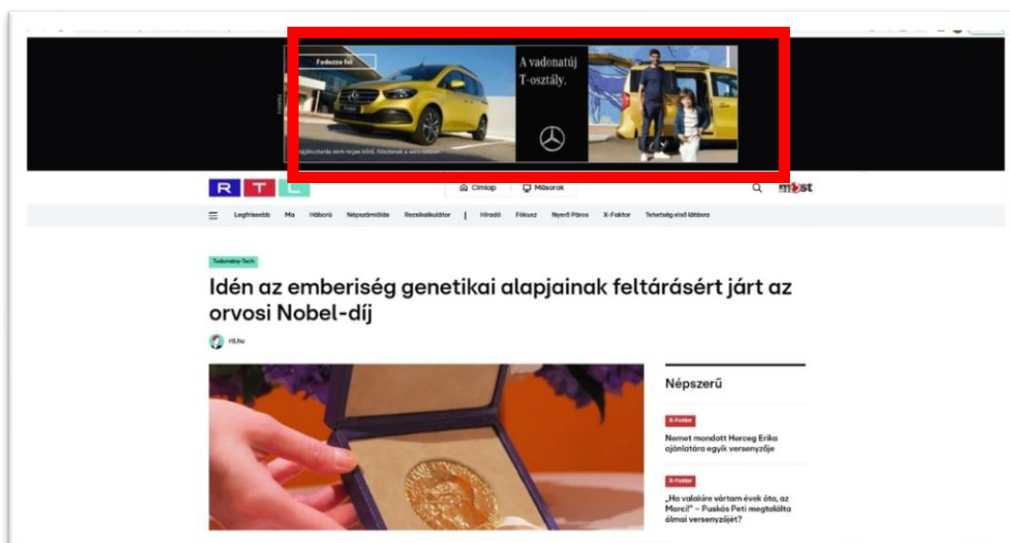
Materials to be submitted

- 970x120pxl + 300x100pxl with a clickTag variable with HTML5 specification + target URL, optional external AV/CT tracking code, 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.



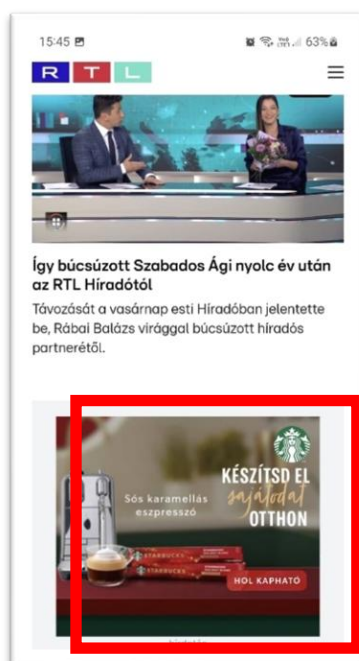
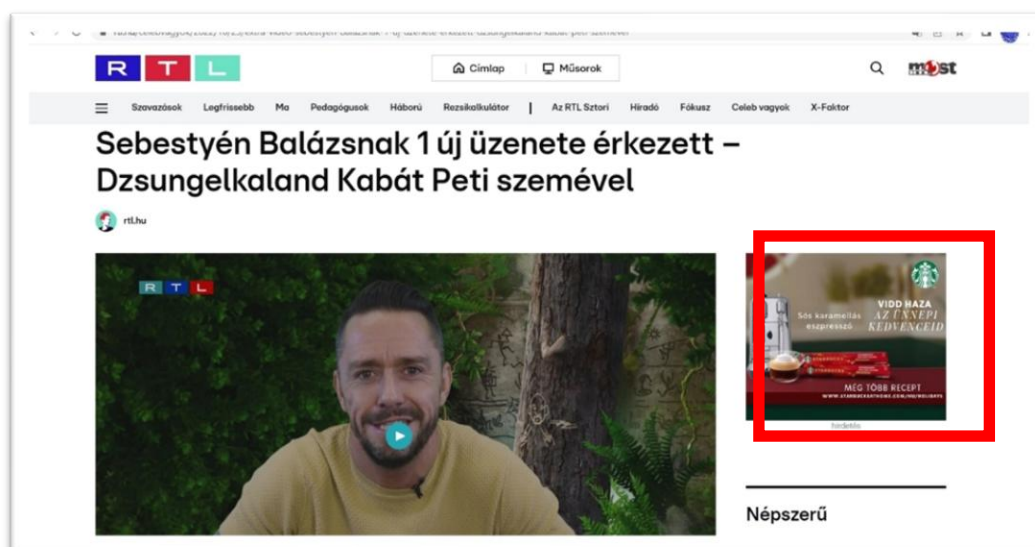
Materials to be submitted

- 970x250pxl + 300x100pxl size with a clickTag variable with HTML5 specification + target URL, optional external AV/CT tracking code, 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.



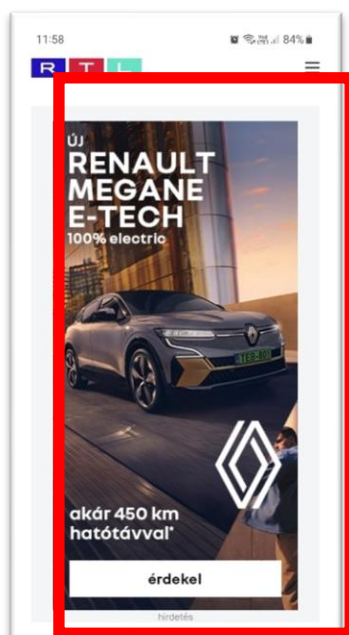
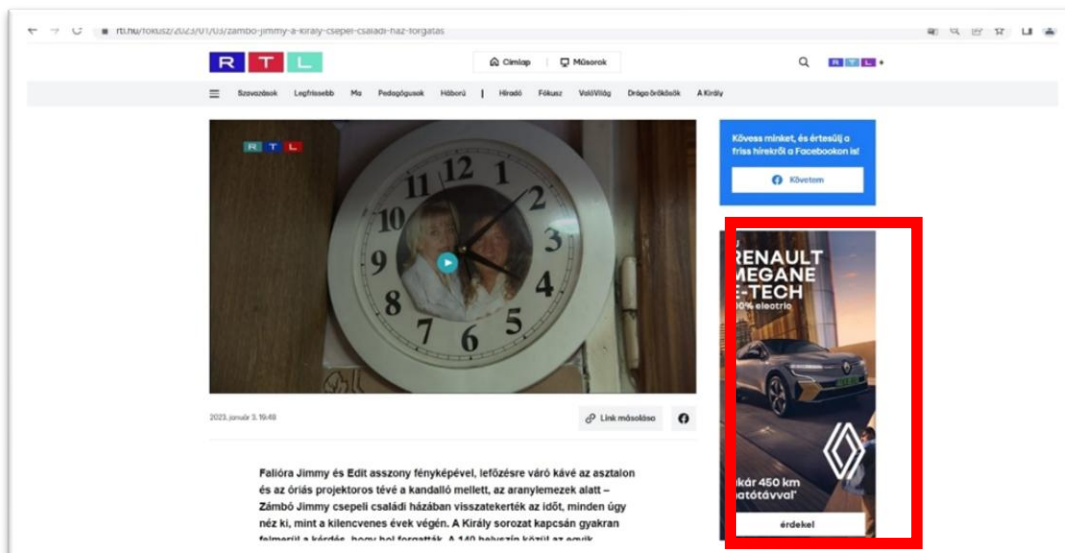
Materials to be submitted

- 300x250pxl size with a clickTag variable with HTML5 specification + target URL, optional external AV/CT tracking code, 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

Operation

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.



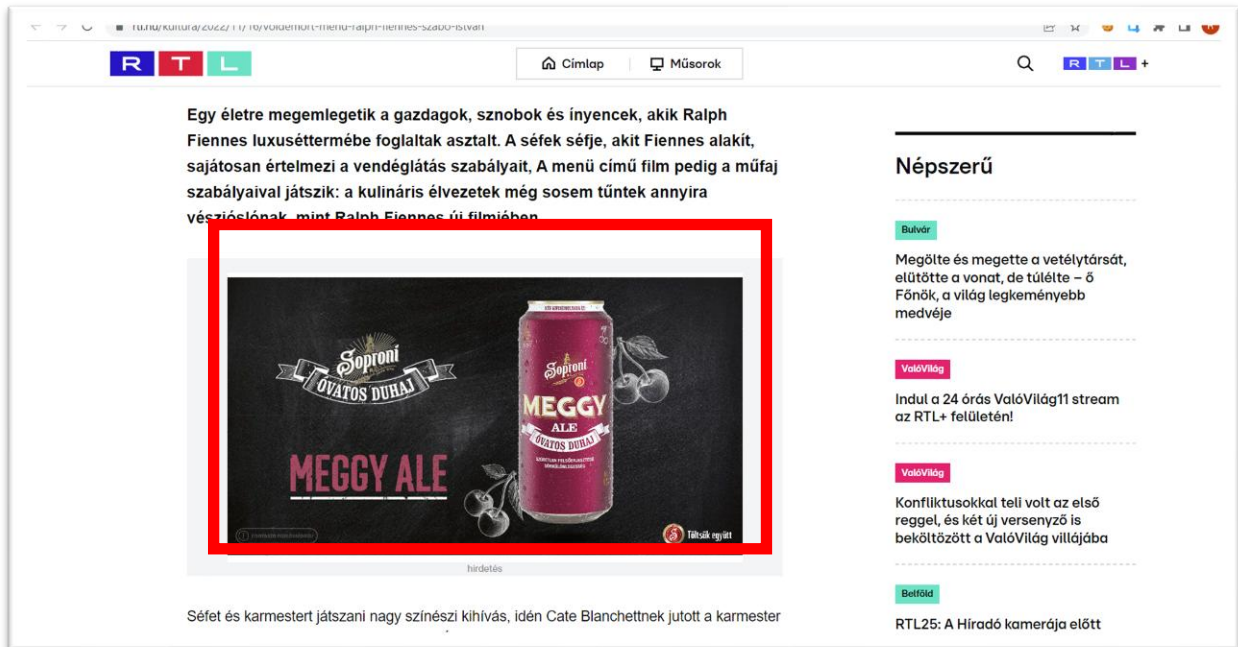
Materials to be submitted

- 300x600pxl size with a clickTag variable with HTML5 specification + target URL, optional external AV/CT tracking code, 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

Operation

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:

Materials to be submitted 640x360pxl

- 640x360pxl size with a clickTag variable with HTML5 specification + target URL, optional external AV/CT tracking code, 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

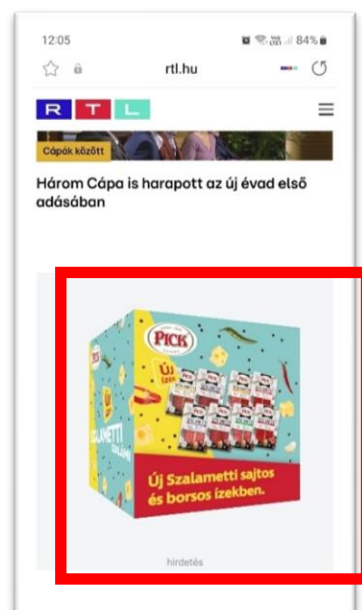
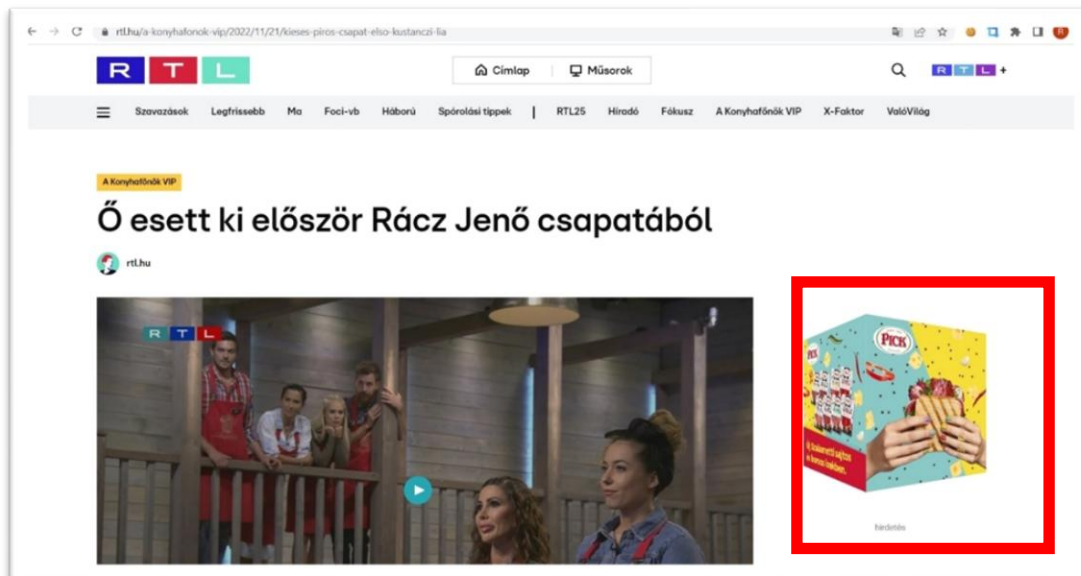
Materials to be submitted 480x480pxl

- a 480x480pxl JPG/PNG/GIF creative + target URL + optional external AV/CT tracking code
- 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.



Materials to be submitted

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

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.



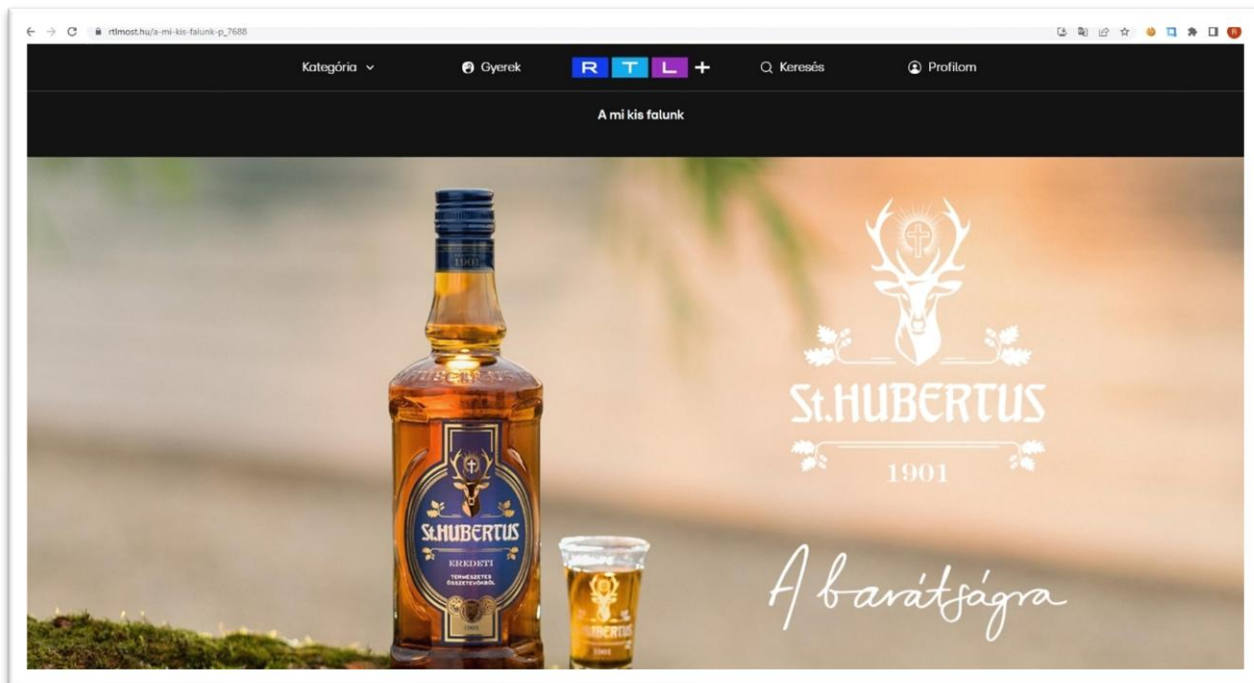
Materials to be submitted

- 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

Operation

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.



To be submitted

- 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

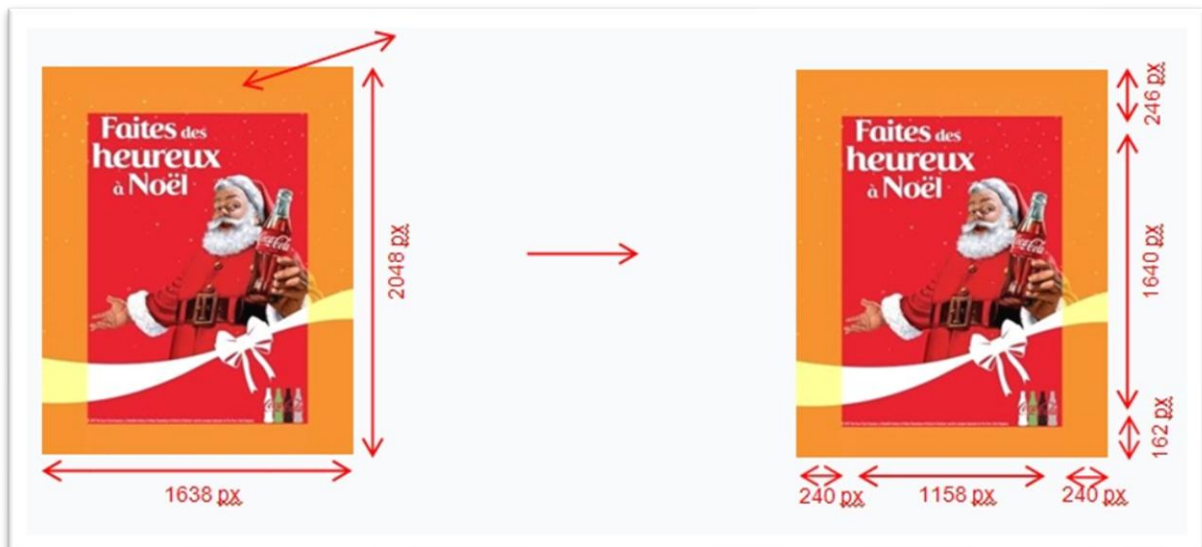


Tablet / Mobile Horizontal (in landscape position): 1024x819px



Mobile / Tablet HD Portrait (in portrait position): 1638x2048px and 819x1024px

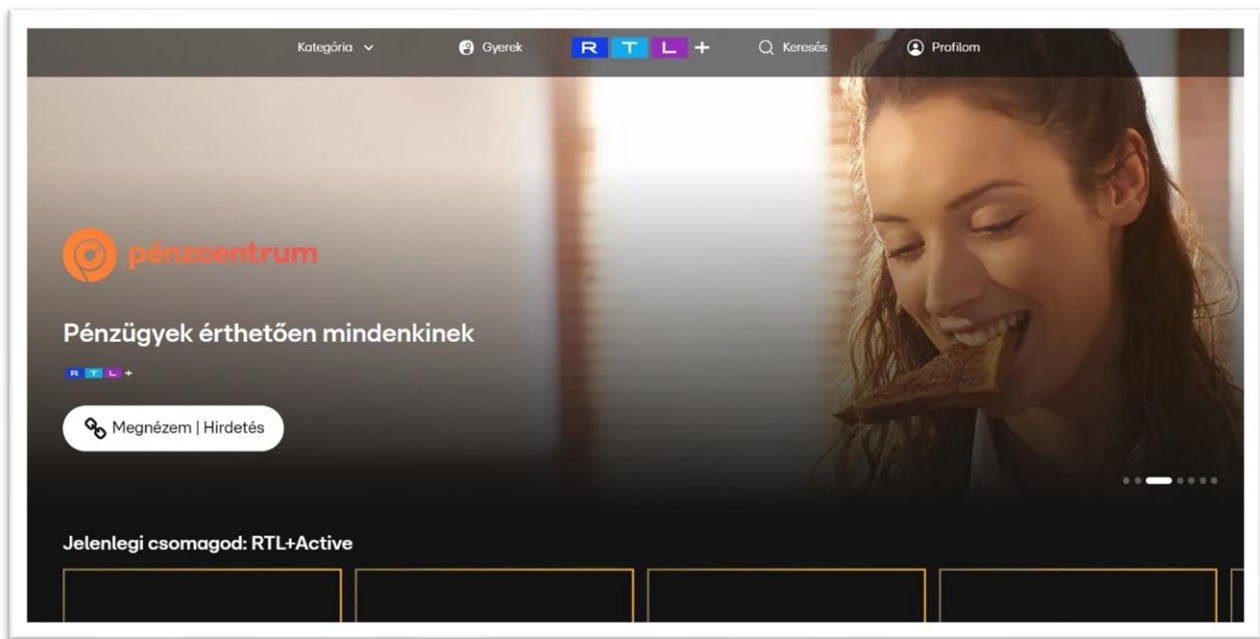
(Also in the case of reduced size, please follow proportionally the location of the graphic elements according to the example below)



Highlight

Operation

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.



Materials to be submitted

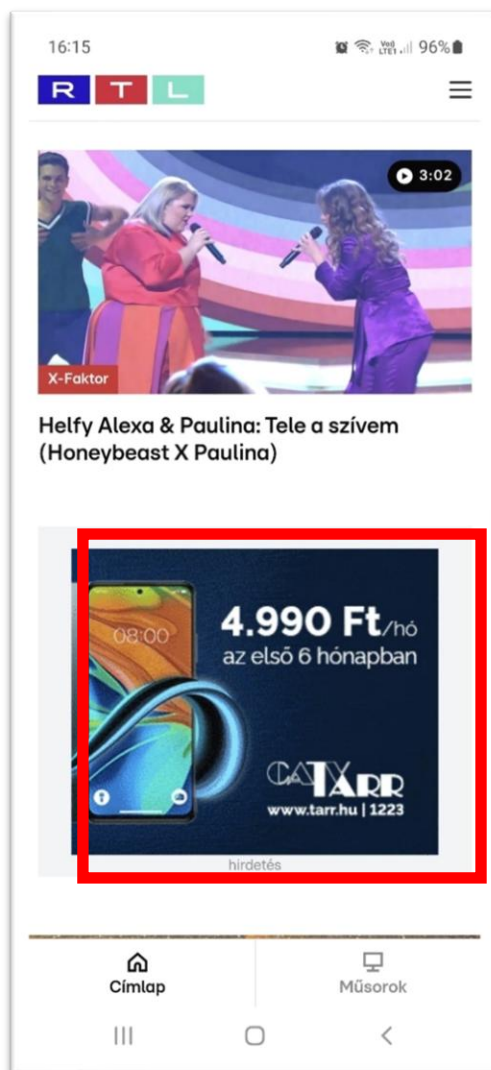
For the exact technical details, please reach out to your point of contact.

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.



Materials 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

Operation

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.



Materials to be submitted

- 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

Operation

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.



Materials 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.



Materials 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+

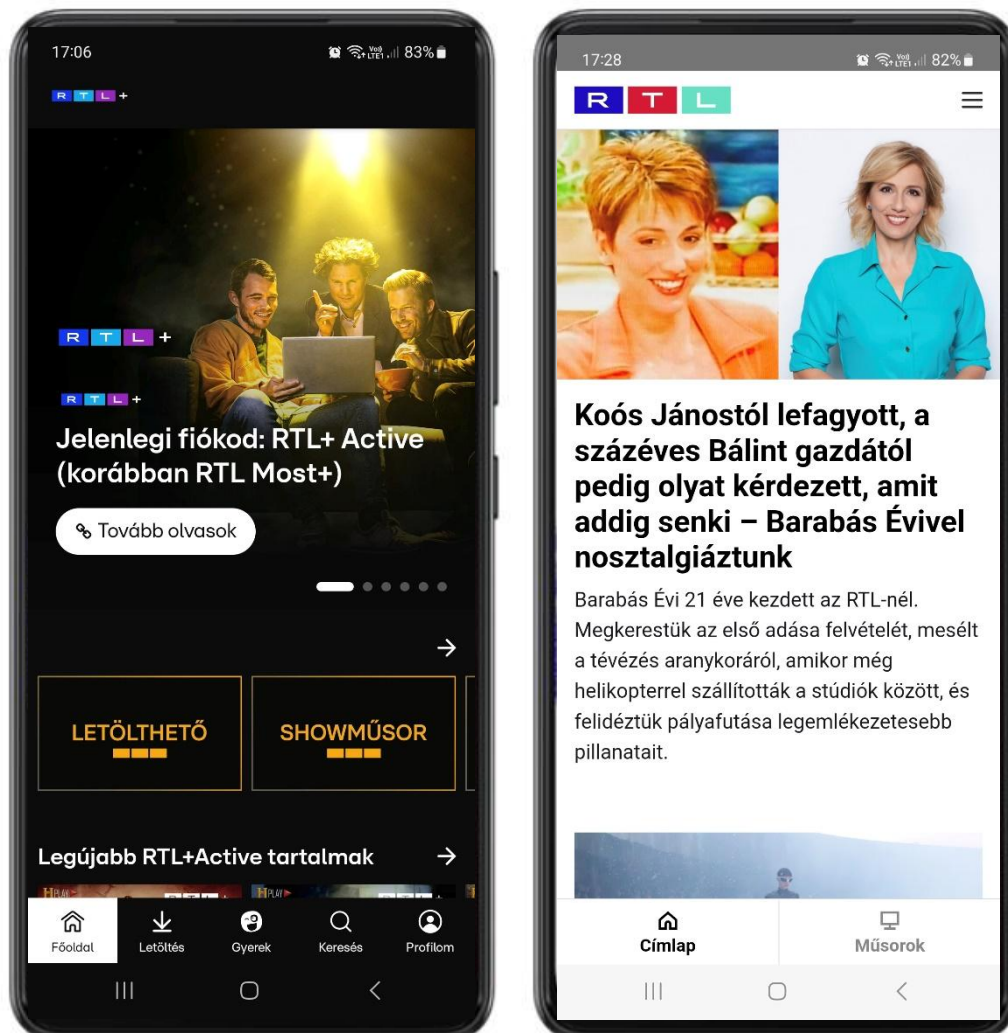
Watch your favorite shows and programs with the help of the RTL+ application more easily and more quickly.

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

RTL.hu

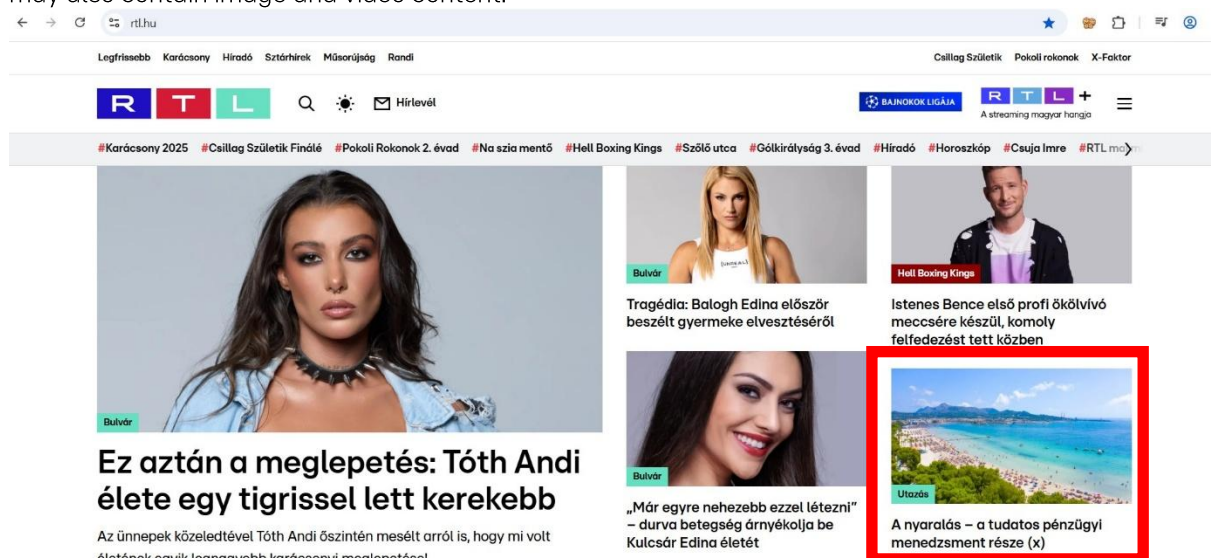
Send your vote through the RTL.hu application, and you too will have a say in how things play out in our programs.

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



PR ARTICLE

PR article placement on the RTL.hu platform with enhanced visibility. As part of the placement, the article remains available on the homepage for one week, including one day in the top highlighted section. Additional reach is supported by sharing the article link on RTL.hu's official Facebook page. The PR article may also contain image and video content.



Materials to be submitted

- Word document (.doc/.docx). Article length is unrestricted, but content longer than one page is not recommended.
- Embedded image:
 - Aspect ratio: 16:9
 - Resolution: 1920x1080 px
 - Minimum size: 300 kB
- Optional cover image:
 - Static image
 - Aspect ratio: 16:9
 - Resolution: 1920x1080 px
 - Minimum size: 300 kB
 - Placement of brand name and logo on the cover image is not recommended
- Video may also be included in the article, including embedded video formats.
 - Aspect ratio: 16:9
- Character limits:
 - Title: max. 50–80 characters
 - Lead: max. 140–180 characters
 - Introductory text: max. 250–500 characters
- NSFW content cannot be accepted.