



Spezifikationen Digital Audio

Digital Audio Spezifikationen

Werbeform	
File type	MP3, WAV
Placements	Pre-Roll ; Mid-Roll ; Post-Roll
Min audio duration	5s
Max audio duration	60s
Max size	No limitation
Bitrate	CBR 256kbps or 320kbps recommended.
Audio levels	-24 LKFS (+/- 2.0 dB) in the NA as per ATSC A/85 - https://www.atsc.org -23 LUFS (+/- 1.0 dB) in the EU as per EBU R128 - https://tech.ebu.ch/
Sample rate	44.1 kHz recommended
Third party tracking	Allowed, only secure impression image 1x1 trackers
Ad serving template	We only accept VAST3.0 when directly used in our adserver. Please never use VAST/VPAID behind the DSP setup, due to specific audio pre-fetching technologies in audio players and apps, huge discrepancies in the 3rd party ad server should happen.

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Companion banner	(on-demand, when available)
File type	JPG, PNG, GIF
Fixed size	300x250px - 728 x 90px - 640x640px - 320 x 50px
Max weight	200KB
Animation	Static or animated
Third party tracking	Allowed. Only secure impression image 1×1 trackers (facultative) and only secure click trackers. If this granulated impression tracking is wished, you must provide dedicated companion banner impression image 1×1 trackers.
Availability	Synchro companion banner only available on limited portion of the inventory. It will be displayed when available.