

 ProSiebenSat.1  
PULS4

THE COMPANY 4 GAMECHANGERS

2026

# TECHNICAL SPECIFICATIONS DIGITAL

joyn

4GAME  
CHANGERS

PULS4

ATV

PULS 24

ATV//

7





SIXX

MAXX

GOLD

DOKU



W  
VIRTUALMINDS

# DISPLAY

# CLASSIC

Creative	Pixelsize (B x H)	Filesize
Superbanner (UAP)	728 x 90 px	max. 50 KB
Content Ad / Medium Rectangle (UAP)	300 x 250 px	max. 50 KB
Skyscraper (UAP)	160 x 600 px	max. 50 KB
Billboard (BigSize)	800/820/970 x 250 px	max. 100 KB
Halfpage Ad (BigSize)	300 x 600 px	max. 100 KB
Sitebar (BigSize)	300x600 px+	max. 150 KB

No direct links in file => „clickTag“ is needed

## GUIDELINES

Size:	see Filesize
Sound:	Yes, only Mouseover
Format:	HTML5, JPG/GIF/PNG
3rd Party Tracking:	Yes
Streaming:	Yes



# CLASSIC

## BILLBOARD

No close button necessary

Sticky function is possible (overlapping for max. 5 seconds)

Sizes available: 820x250, 800x250, 970x250 px

No direct links in file => „clickTag“ is needed

## GUIDELINES

Size:	max. 150 KB
Sound:	Yes, only Mouseover
Format:	HTML5, JPG/GIF/PNG
3rd Party Tracking:	Yes
Streaming:	Yes



# CLASSIC

## SITEBAR

The creative is dynamically scaling on the available space

The best delivery size is 500 x 1.000 px, the minimum size is 300 x 600 px

No close button necessary, but favorable

No direct links in file => „clickTag“ is needed

## GUIDELINES

Size:	max. 150 KB
Sound:	Yes, only Mouseover
Format:	HTML5, JPG/GIF/PNG
3rd Party Tracking:	Yes
Streaming:	Yes



# MOBILE

Creative	Pixelsize (B x H)	Filesize
Mobile Leaderboard	320 x 50 / 320 x 150 px	30 KB
Mobile Content Ad (UAP)	300 x 250 px	50 KB
Mobile Understitial (BigSize)	300 x 600 px	100 KB

Platforms: Mobile (iOS & Android)

The link to a mobile-optimized landing page is favorable

No direct links in file => „clickTag“ is needed

## GUIDELINES

Size:	see Filesize
Sound:	Yes, only Mouseover
Format:	HTML5, JPG/GIF/PNG
3rd Party Tracking:	Yes
Streaming:	Yes



# VIDEO

# INSTREAM

## PHYSICAL-DELIVERY

Video formats: MP4 preferred (AVI, MOV, MPG, MXF possible as well)

Aspect ratio: **16:9** is mandatory (no portrait mode)

Codec: H.264 | Color pattern: Planar 4:2:0 YUV | Framerate: 25 fps

Please provide the best video quality possible:

- 1920x1080 (Full-HD)
- Bitrate: ~ 5000 kbps
- Filesize: up to 500 MB

Stereo-sound with loudness-level **EBU-R128** must be integrated (- 23,00 LUFS)

## GUIDELINES

3rd Party Tracking:	Yes
Streaming:	Yes
Protocols :	VAST 2.0   3.0   4.0
Exclusions:	VAST 4.1   VPAID   OMID



# INSTREAM

## REDIRECT-DELIVERY (VAST-WRAPPER)

Video formats: MP4 only (no mobile formats allowed)

Aspect ratio: **16:9** is mandatory (no portrait mode)

Codec: H.264 | Color pattern: Planar 4:2:0 YUV | Framerate: 25 fps

Stereo-sound with loudness-level **EBU-R128** must be integrated (- 23,00 LUFS)

Mediafiles with different bandwidths favorable (3 variations minimum)

### Recommandation:

- 750 kbps (640x360 px)
- 1500 kbps (854x480 px)
- 2500 kbps (1280x720 px)
- 3500 kbps (1920x1080 px)

skip-Tracking event is not allowed (<Tracking event="skip">)

Only one wrapper level allowed (no interlacing)

Trackings and mediafiles secured (https) are strictly necessary

## GUIDELINES

3rd Party Tracking:	Yes
Streaming:	Yes
Protocols :	VAST 2.0   3.0   4.0
Exclusions:	VAST 4.1   VPAID   OMID



# ADDRESSABLE TV

# ADDRESSABLE TV

## SWITCHIN XXL

Mandatory labelling	Anzeige + Datenschutz
Dimensions	284 x 720 + 996 x 160 px
Formats	JPG/PNG (static), no additional production is needed  No external delivery of animated SwitchIns, additional production is needed
Weight	max. 200 KB
Safe Area	see PSD template (on request)
3rd Party Tracking	Trackingpixel + Clickcommand possible

## SWITCHIN ZOOM

Mandatory labelling	Anzeige + Datenschutz
Dimensions	60% creative   40% tv screen
Formats	JPG/PNG (static), additional production is needed  No external delivery of animated SwitchIns, additional production is needed
Weight	max. 200 KB
Safe Area	see PSD template (on request)
3rd Party Tracking	Trackingpixel + Clickcommand possible

# ADDRESSABLE TV

## CUTIN XXL (DIGITAL)

Mandatory labelling	Anzeige
Dimensions	284 x 720 + 996 x 160 px
Formats	JPG/PNG (static), no additional production is needed No animations are possible (only static ads)
Weight	max. 200 KB
Safe Area	see PSD template (on request)
3rd Party Tracking	Trackingpixel + Clickcommand possible

## XXL-BUNDLE (CUTIN XXL + SWITCHIN XXL)

Mandatory labelling	CutIn XXL: Anzeige SwitchIn XXL: Anzeige + Datenschutz
Dimensions	284 x 720 + 996 x 160 px
Formats	JPG/PNG (static), no additional production is needed No animations are possible (only static ads)
Weight	max. 200 KB
Safe Area	see PSD template (on request)
3rd Party Tracking	Trackingpixel + Clickcommand possible

# CONTACT

## **PROSIEBENSAT.1 PULS 4 GMBH**

Media Quarter Marx 3.3

Maria-Jacobi-Gasse 1

A-1030 Wien

Tel. +43 / [0]1 / 368 77 66 - 0

## **CAMPAIGN MANAGEMENT DIGITAL**

E-Mail: [adops.digital@prosiebensat1puls4.com](mailto:adops.digital@prosiebensat1puls4.com)