

# Instructions for materials: Total TV, TV advertising

## Delivery of ads and broadcasting instructions

Ads and broadcasting instructions must be delivered to MTV on weekdays by 14:00 allowing one full working day between delivery day and first broadcasting day. Advertisements are delivered via Spotgate ([www.spotgate.fi](http://www.spotgate.fi)). Broadcasting instructions including the number of the advertisement or Spotgate ID must always be delivered by emailing MTV's Media Planning [video@mtv.fi](mailto:video@mtv.fi).

Please check exceptions in the material delivery schedules before holidays etc. MTV Oy accepts no liability for any errors in transmission if the advertisement is not delivered as described above.

## Material

Aspect ratio 16:9 (anamorphic). Detailed information: [www.spotgate.fi](http://www.spotgate.fi)

## Broadcast errors

If a broadcast error occurs for which MTV is responsible for, the method and amount of compensation will be separately agreed on. The maximum compensation for erroneous broadcast will be corresponding airtime, or not invoicing for the advertisement that was transmitted erroneously. Complaints concerning the broadcasted advertisement must be made in writing within 8 days of the broadcasting date.



## Broadcast rights and discharge from liability

The advertiser is responsible for obtaining ownership and/or user rights for advertisement materials along with the necessary copyright, patent and other such rights. The advertiser is responsible for the rights of the spots so that they can be broadcasted by MTV Oy to different types of receivers as part of simultaneous and unaltered TV broadcasts, using different transmission techniques. MTV Oy holds the right to change the times when a commercial is broadcasted or to interrupt a campaign if special reasons require, without any obligation to provide compensation. After a commercial has been broadcasted for the first time, MTV Oy has the right to use the commercial for demonstration, training and research purposes unless the advertiser forbids this in writing.

## Content of a TV commercial

The advertiser is responsible for the content of commercials. Commercials must comply with laws, statutes, the International Code of Advertising, and the regulations set by the Consumer Ombudsman and other officials. Commercials for pharmaceutical products must be submitted for preliminary inspection to the Inspection Board of Pharma Industry Finland (PIF). MTV Oy is not liable for any costs or consequences incurred for the advertiser as a result of a commercial not complying with official regulations. MTV Oy reserves the right to postpone the broadcasting of a commercial or to cancel a campaign, should reasons relating to the content so require, without any liability to provide compensation.

## Products and services that cannot be advertised

- tobacco products
- pharmaceuticals or medical treatments available only with prescription
- alcohol (over 22 %)

## Products and services with restrictions in advertising

- content harmful to children (limitations concerning the time of the day)
- alcohol (under 22 %); allowed after 22:00
- adult entertainment services, chat and dating lines etc.
- gambling games



# Instructions for materials: Total TV, RBS program sponsorship

## Delivery of identifiers and broadcasting instructions

Identifiers and broadcasting instructions must be delivered to MTV on weekdays by 14:00 allowing one full working day between delivery day and first broadcasting day. Identifiers are delivered via Spotgate ([www.spotgate.fi](http://www.spotgate.fi)). Broadcasting instructions including Spotgate ID must always be delivered by emailing [rbstrafiiikki@mtv.fi](mailto:rbstrafiiikki@mtv.fi).

Please check exceptions in the material delivery schedules before holidays etc. MTV Oy accepts no liability for any errors in transmission if the identifier is not delivered as described above.

## Material

Aspect ratio 16:9 (anamorphic). Detailed information: [www.spotgate.fi](http://www.spotgate.fi)

## Broadcast errors

If a broadcast error occurs for which MTV is responsible for, the method and amount of compensation will be separately agreed on. The maximum compensation for erroneous broadcast will be corresponding airtime, or not invoicing for the identifier that was transmitted erroneously. Complaints concerning the broadcasted identifier must be made in writing within 8 days of the broadcasting date.



## **Broadcast rights and discharge from liability**

The advertiser is responsible for obtaining ownership and/or user rights for identifier materials along with the necessary copyright, patent and other such rights. The advertiser is responsible for the rights of the identifiers so that they can be broadcasted by MTV Oy to different types of receivers as part of simultaneous and unaltered TV broadcasts, using different transmission techniques. MTV Oy holds the right to change the times when an identifier is broadcasted or to interrupt a campaign if special reasons require, without any obligation to provide compensation. After an identifier has been broadcasted for the first time, MTV Oy has the right to use the identifier for demonstration, training and research purposes unless the advertiser forbids this in writing.



# Instructions for materials: Total TV, video advertising

## Delivery of ads and broadcasting instructions

We recommend delivering video materials for online advertising (mtv VOD service, MTVuutiset.fi, MTV Video network) primarily via [Spotgate](#) service. Materials can also be delivered via download service, or by email [video@mtv.fi](mailto:video@mtv.fi) (instream) and [digitrafiikki@mtv.fi](mailto:digitrafiikki@mtv.fi) (oustream).

Materials must be delivered to MTV on weekdays by 14:00 allowing one full working day between delivery day and first broadcasting day. Please check exceptions in the material delivery schedules before holidays etc. MTV Oy accepts no liability for any errors in transmission if the advertisement is not delivered as described above.

## Information to be included in the email:

- customer's name, campaign name and number
- campaign period
- possible SG id, video file in MP4 / MOV format, or VAST ad tag
- url to which the video/material will be linked
- necessary ad-specific instructions

## MTV's instream

- File formats: MP4 tai MOV (H.264), via Spotgate .mpg, .mpeg or .mxf
- Video file size: 1920 x 1080 pixels
- 25 fps
- Stereo audio 44.1 kHz or 48 kHz
- Sound levels: EBU R128 standard -23 LUFS for loudness
- Video bitrate: 8000–16 000 kbps
- Audio bitrate: 384 kbps

In interactive ads directly booked, only VPAID 2.0 standard is supported (not VPAID 1.0)



## MTV Uutiset Article video (outstream)

- File format: MP4 (also VAST ad tag is applicable)
- Video size: max 5 MB
- Aspect ratio depends on the purchased product:  
landscape applicable for all devices 16:9, or mobile vertical 9:16
- Duration: 5–120 s

## VAST ad tags

- > Material can also be delivered as VAST ad tag to [video@mtv.fi](mailto:video@mtv.fi).
- > When material is delivered as VAST ad tag or when a campaign is purchased programmatically, please ensure the following:
  - Tag only returns a high-quality MP4 file
  - Other file formats must be turned off
  - Recommendable size 1024x576
  - Video bitrate: applications max 1500 kb/s, desktop max 2000 kb/s
  - In order to user experience not declining due to different sound levels between content and ad, -23 LUFS for loudness must be followed
  - Tag must be fully SSL (https) compatible
  - Tag does not contain VPAID creatives



## Pause ad

- File format: .png or .jpg
- Size: 1280x720, max 200 kB
- Translucent layer bars are placed over the ad. Depending on the device, close button is located either on upper right or left corner, and play button on lower left corner.
- Ad may contain one target url to advertiser's website

## Interactive video ads (desktop)

Materials for an interactive ad:

- logo of the brand, fonts, color codes/color profile (min resolution 1920x1080)
- product images (min resolution 1920x1080)
- messages/texts of your choice on formats
- alternatively a finished PSD file (min resolution 1920x1080)
- video spot as MP4 or MOV file, or with Spotgate ID (min 1920x1080 @ 10 MB/s)
- url or trackings

In case you're planning an interactive ad or other special ad format, please contact [video@mtv.fi](mailto:video@mtv.fi)



## **Ad placement**

Campaign starts at 00:01 on the first day of the media period provided that advertising materials are delivered to MTV Oy according to delivery deadlines and material delivery specifications. If campaign materials are not submitted by the delivery deadlines or according to the instructions, MTV Oy is not liable to compensate for the delay of the campaign launch.

## **Faulty material**

In case the material does not comply with our technical specifications, or if some information related to the material is missing, primarily the material will be returned to the submitter. MTV Oy is not responsible for possible delays in material processing and campaign launches caused by faults in the material.

## **Products and services that cannot be advertised on MTV's online services**

- tobacco products
- pharmaceuticals or medical treatments available only with prescription
- alcohol (over 22 %)
- gambling games

## **Products and services with restrictions in advertising**

- content harmful to children (limitations concerning the time of the day)
- alcohol (under 22 %); allowed after 22:00
- adult entertainment services, chat and dating lines etc.





# Instructions for materials: Display advertising

## Delivery of ads and broadcasting instructions

Materials must be delivered to [digitrafiikki@mtv.fi](mailto:digitrafiikki@mtv.fi) on weekdays by 14:00 allowing one full working day between delivery day and first broadcasting day. Please check exceptions in the material delivery schedules before holidays etc. MTV Oy accepts no liability for any errors in transmission if the advertisement is not delivered as described above.

## Ad placement

Campaign starts at 00:01 on the first day of the media period provided that advertising materials are delivered to MTV Oy according to delivery deadlines and material delivery specifications. If campaign materials are not submitted by the delivery deadlines or according to the instructions, MTV Oy is not liable to compensate for the delay of the campaign launch.

## Faulty material

In case the material does not comply with our technical specifications, or if some information related to the material is missing, primarily the material will be returned to the submitter. MTV Oy is not responsible for possible delays in material processing and campaign launches caused by faults in the material.

### Information to be included in the email:

- customer's name, campaign name and number
- campaign period
- url to which the banner will be linked
- necessary ad-specific instructions

### Products and services that cannot be advertised on MTV's online services

- tobacco products
- pharmaceuticals or medical treatments available only with prescription
- alcohol (over 22 %)
- gambling games

### Products and services with restrictions in advertising

- content harmful to children (limitations concerning the time of the day)
- alcohol (under 22 %); allowed after 22:00
- adult entertainment services, chat and dating lines etc.



# Instructions for materials: Display special ad formats

## Mobile 3D Cube (MRAID)

- > Movement catches the eye, which makes it possible to tell many messages. This format is available in all mobile ad sizes.

To be needed:

- o 4 banner panels (size of your choice, max 80 Kb/banner)
  - o backup banner
  - o target URLs for panels; possible to have unique URLs for each panel
- > In case video or other special elements are used in a banner, completed material must be delivered to MTV by Adform template (link below) either as a third-party tag or as completed zip file.
  - > If you are using only images, MTV can build the cube from panels, backup and URLs if needed.
  - 🔗 Example of an [execution](#)
  - 🔗 Material template ([without video](#) and [video](#))
  - 🔗 Builder Mode material template with more editing possibilities ([without video](#) and [video](#))



## Mobile Slice box (MRAID)

- > This ad format is a combination of a mobile 3D cube and Venetian banner, which catches the attention very well. In the beginning the first panel of the banner is showing normally, after which small slices turn from it one at a time, until the second banner is showing completely etc. Mobile Slice box is available in all mobile ad sizes.

To be needed:

- o 5 banner panels (size of your choice, max 80 Kb/banner)
  - o target URLs for panels; possible to have unique URLs for each panel
  - o backup banner
- > Completed material must be delivered to MTV by Adform template ([link below](#)) either as a third-party tag or as completed zip file.

[Example of an execution](#)

[Material template](#) ([link](#))

[Instructions](#) ([link](#))



## Mobile Scratch (MRAID)

> This ad format arouses curiosity. The format is available in all mobile ad sizes.

To be needed:

- o start image with a prompt to scratch/swipe/clean
- o the image that's revealed under the start image
- o target URL
- o backup banner

> Completed material must be delivered to MTV by Adform template (link below) either as a third-party tag or as completed zip file.

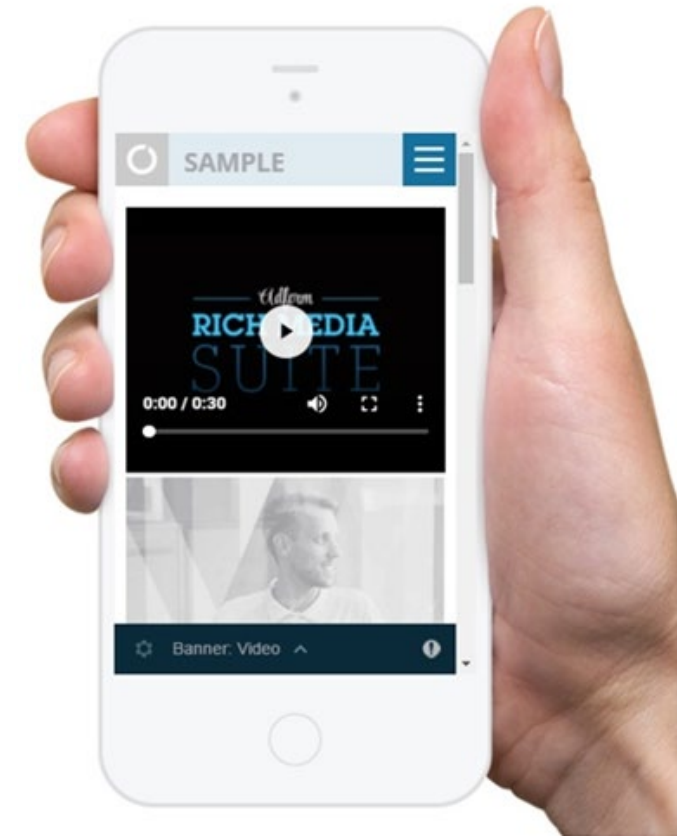
🔗 Example of an [execution](#)

🔗 Material template ([link](#))



## Mobile standard video banner (MRAID)

- > Video is always an effective ad format. This format is available in all mobile ad sizes, as long as the video is either the exact size or smaller than purchased ad size.  
  
To be needed:
  - o video
  - o poster banner the size of the video, that will be shown as the start image of the video
  - o background image in case the video does not fill the banner entirely
  - o backup banner
- > If you wish the video being as big as the banner, you can create wherever suits best a clickable link button area that takes the user to your target page. Without this a click either starts or pauses the video. Otherwise, Adform's global link button can be added in the template to the area outside the video.
- > Completed material must be delivered to MTV by Adform template (link below) either as a third-party tag or as completed zip file.
- > Example of an [execution](#)
- > Material template ([link](#))
- > Builder Mode material template with more editing possibilities([link](#))



## Video Panorama (Standard banner with video, HTML5)

- > You can easily make a video banner yourself.
- > To be needed:
  - o video (max 3 000 kB, max 30 s)
  - o poster banner the same size as the video that will be shown before the video starts
  - o background image if the video does not fill the entire banner
  - o backup banner (must comply with the kilobyte limits of the specified banner size)
- > Note:
  - o The images of the banner must comply with the kilobyte limits for the specified banner size
  - o The initial download of the video banner may not exceed the kilobyte limit of the banner size – this means the video cannot be included in the initial download, but must be called separately
- 🔗 If your banner uses other special elements or the video must be placed exactly in a specific location, the materials must be assembled and provided to MTV via the Adform template ([link below](#)) either as a third-party tag or as a completed zip file. If the video is the size of the banner and there are no additional elements, MTV can compile the materials if needed.
- 🔗 Material template zip ([download link](#))  
  
Download the zip file to edit in Adform HTML5 Studio ([link](#))
  - o if necessary, first change the pixel size in the template and then start editing
- 🔗 Builder Mode material template with more editing possibilities ([link](#))

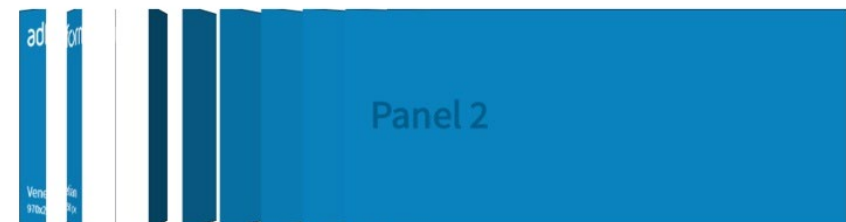


## Venetian (desktop, HTML5)

- > A very eye-catching ad format. The first panel of the banner starts flipping one small piece at a time until the second panel is revealed in its entirety. Can be used with all ad sizes available for desktop.

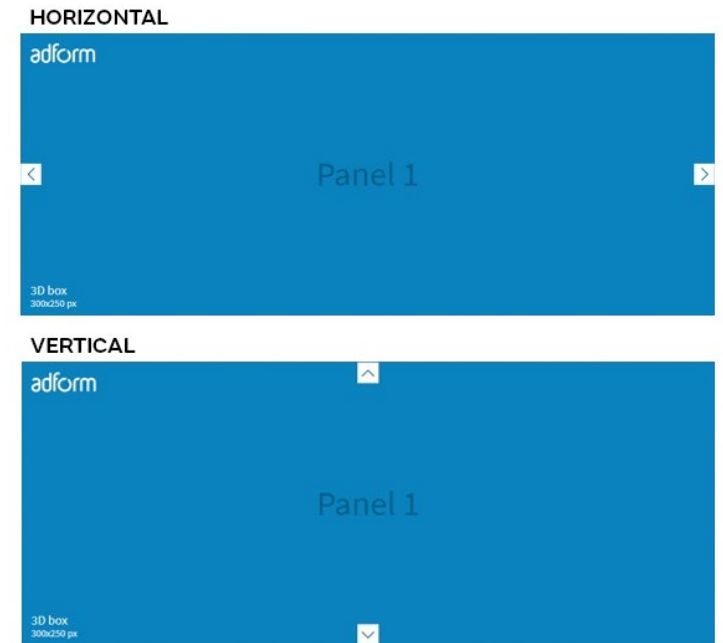
To be needed:

- o 5 banner panels
  - o target URLs for the panels, possible to have unique URL in each panel
  - o backup banner
- > The materials must be assembled and provided to MTV via the Adform template ([link below](#)) either as a third-party tag or as a completed zip file.
  - 🔍 An [example](#) of an execution
  - 🔍 Material template ([link](#))
  - 🔍 Builder Mode material template with more editing possibilities ([link](#))
  - 🔍 Instructions ([link](#))



## 3D Panorama / Rectangle (HTML5)

- > As the user enters the site, a 3D Panorama or Rectangle displays the first panel, then automatically displays all panels of the ad and finally comes back to display the first one. The user can change the panels by clicking on the arrows to the left and right of the ad.
- > This product supports using video. The Builder Mode template allows you to easily change the rotation direction (horizontal/vertical) as well as adjust the size according to your desired visibility. This ad format is a good fit for both panoramas and rectangles.
  - You need:
    - o 4 banner panels
    - o target URLs for the panels, possible to have unique URL in each panel
    - o backup banner
  - > If your banner uses video or other special elements, the materials must be provided to MTV via the Adform template ([link](#)) either as a third-party tag or as a completed zip file. If your banner only uses images, MTV can compile the 3D product using the panels, the backup and the URLs.
  - > An [example](#) of an execution
  - > Material template ([link](#))
    - o first change the size in the template, and then start filling in the required information
  - > Builder Mode material template with more editing possibilities, such as the rotation direction ([link](#))



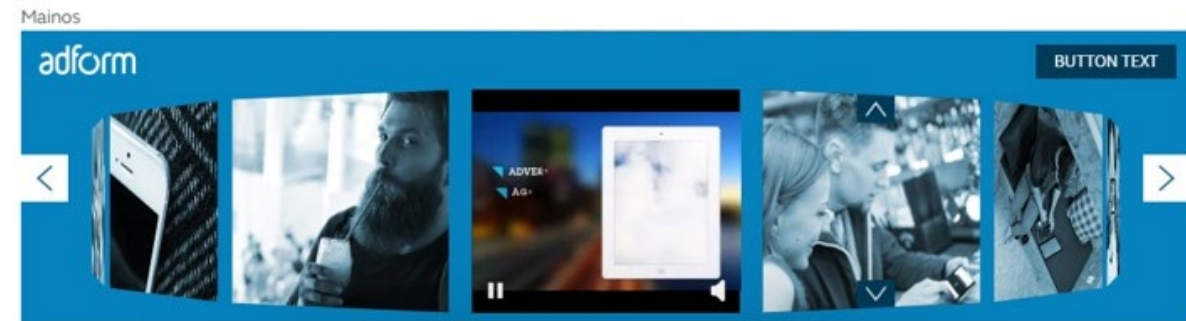


## Responsive Carousel (HTML5)

- > When designing the banner, please take into account that it will be displayed in two different sizes on MTVuutiset.fi: 980x400 and 300x250. The image/video carousel can be moved with the mouse, by swiping or using the arrow buttons at the sides. The carousel can contain videos, images and Adform effects. The example contains video and the slider effect in addition to images.

To be needed:

- o 10 banner panels (max 80 kB/banner)
  - o target URLs for the panels, possible to have unique URL in each panel
  - o backup banner
- > The materials must be assembled and provided to MTV via the Adform template (link below) either as a third-party tag or as a completed zip file.
  - 🔗 An [example](#) of an execution
  - 🔗 Material template ([link](#))
  - 🔗 Instructions ([link](#))

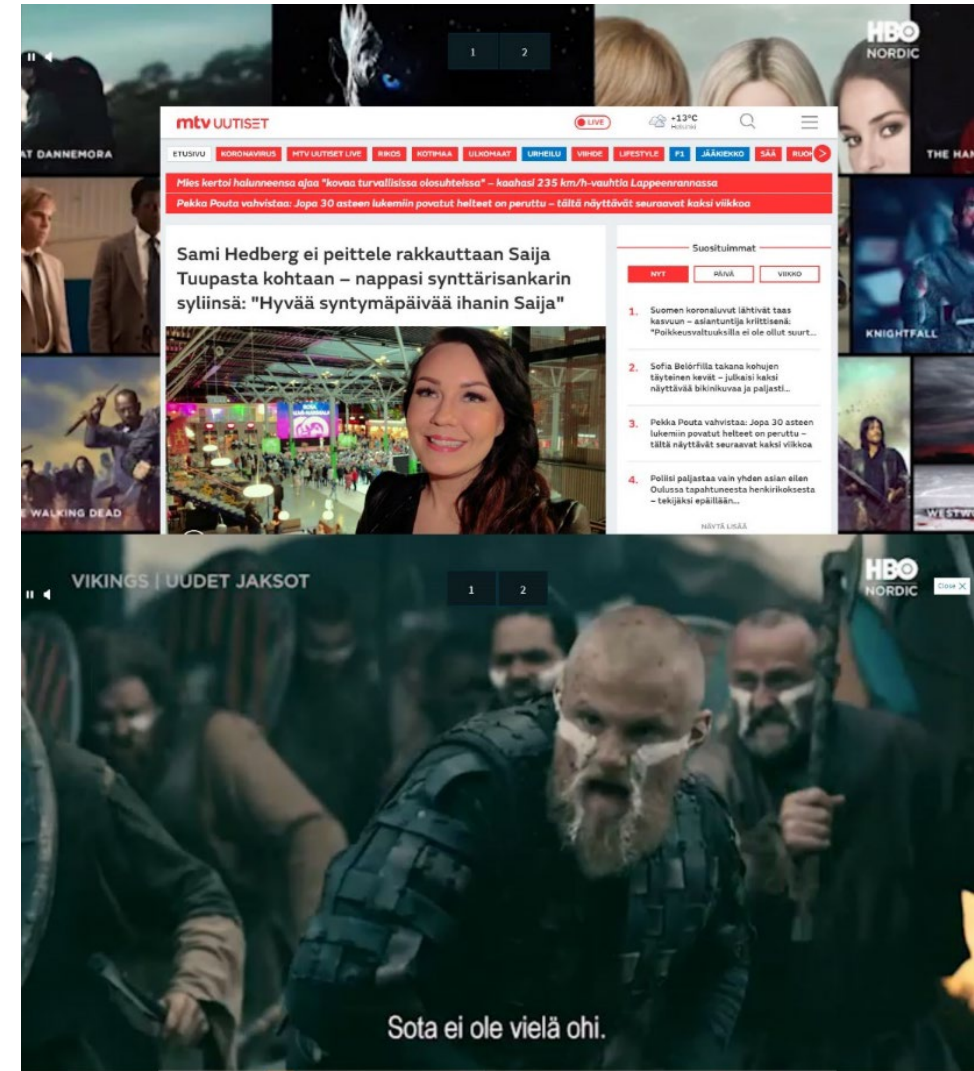


## Video Skin Marquee (HTML5)

- As the user enters the site, the active video plays as a wallpaper. By clicking the video expands and pushes other content downward. The user can choose 1–3 videos. The ad runs fully until the user closes the ad.

To be needed:

- 1103x1021 px .png/.jpeg image (screenshot)
  - videos in MP4 format for each 640x360 video option (max 3 videos)
  - videos max 30 s
  - images of the videos (640x360 px) – otherwise the wall will remain black if the video is delayed
  - materials (including the manifest.json and HTML files) zipped together with the images, scripts and other materials
  - Note! The manifest.json file and the HTML file should be located at the root of the zip file
- The materials must be assembled and provided to MTV via the Adform template (link below) either as a third-party tag or or as a completed zip file.
  - An [example](#) of an execution
  - Instructions ([link](#))
  - Material template in Adform HTML5 studio ([link](#))



## Wallpaper or background image

- The wallpaper can either repeat or be the size of a user's screen.

### Repeating wallpaper

- small image that is repeated at the background of the site
- format: .jpeg, .gif or .png
- max 50 kB

### Large wallpaper

- does not repeat
- format: .jpeg, .gif or .png
- recommended 1920x1124 p (Note! The content is 1220 px wide)
- max 100 kB

### Polite mode loading image and background image for the banner related to the wallpaper

- The purpose of the polite mode image is to show the advertisement message as early as possible (while the page loads) in case rich-media scripts slow down loading the actual banner. Improves the inscreen of a campaign by roughly 20–40 %.
- The same banner can also be used as a backup image for the campaign in case the properties of the banner use technology incompatible with the browser
- format: .jpeg, .gif or .png
- max 100 kB



- A large wallpaper can be scrolling or fixed. A scrolling wallpaper moves out of view together with the banner as the page is scrolled down. A fixed wallpaper will stay in place as the content is scrolled. When designing the wallpaper, consider the 1220 px wide content area in the middle that will hide the middle of the wallpaper. A large wallpaper works best with a large and clear motif that looks like it is being revealed from behind the content area. The layout should place the most important parts close to the edges of the content area because the amount of background that will be displayed depends on the size of the user's screen.
- The wallpaper is centered horizontally meaning the outer edges are cut off on a smaller display. If you want to align the wallpaper with the image on the banner, please note that the navigation bar at the top of the site, the tag list and the word "mainos" (advertisement) push the banner and other content down a total of 139 px. The wallpaper always starts at the top of the page.
- Making the banner transparent is the easiest and most eye-catching solution. A common solution is to layout the images to the wallpaper and keep the text in the banner with a transparent background. This way the wallpaper and banner do not have to align down to a single pixel.
- You should not leave the area covered by the content in the middle empty or with a different background color because that will often cause visual issues when scrolling or zooming. The advertiser should also define a background color. Blending the background image in with the background color on the sides and bottom creates the best appearance even on the largest displays.



- ③ The wallpaper can also be clickable. If you want the wallpaper to include a link button and a target URL, remember to mention this when providing the materials. A combination of giant panorama/panorama banner and wallpaper can be supplied either as two separate material deliveries or by including them both in the same third-party tag. Please also note that we cannot separate clicks on the banner from clicks on the wallpaper.
  
- ③ Materials are provided via e-mail to [digitrafiikki@mtv.fi](mailto:digitrafiikki@mtv.fi)
  - ready materials for .gif, .jpeg, .png and HTML5 banners must be provided three (3) working days before the start of the campaign
  - ready materials for rich-media banners must be provided five (5) working days before the start of the campaign
  
- ③ Information to be included in the e-mail:
  - name of customer and campaign
  - campaign time
  - the materials for display advertisement in gif, jpeg, png and HTML5 formats
  - the URL that the banner and wallpaper should link to
  - any necessary ad-specific instructions



## Additional elements in a banner: video and sound

### VIDEO BANNER (streaming banner)

- An in-banner video ad may not start automatically. The video may only start after user activity, meaning the user starting the video either by clicking or by hovering on top of the banner for long enough.
- Maximum size of the banner file: 100–250 kB (depends on the ad format)
- Maximum size of the video file: 3 000 kB
- No longer than 30 seconds
- The video may not loop
- You must always also provide a starting image the size of the video and a backup banner that is used if the video banner cannot be loaded
- If the pixel size of the video is smaller than the specified banner, you must also provide a background image the size of the banner
- It is important to aim to make the file of the video banner as small as possible and make loading the video smooth even on slower connections

#### Starting and stopping the video

- The video may not load at the initial download, but must be called into the banner separately
- If the video starts as autoplay, it must absolutely be muted. You should put in separate sound controls for starting the sound.
- The video must be stoppable, meaning the banner must have a pause or stop button. A common way of implementing stopping is to have it happen the same way the video starts. So if the video starts by clicking, it is also stopped by clicking. Similarly, a video that starts by hovering the mouse cursor over the ad, stops as the cursor is moved off the ad.
- The video must stay within the content area of the banner

### SOUND

- It is important for the user experience of our site that sound does not start automatically, but only via user input
- Sound can start if the user starts the video by clicking on a button
- Alternatively, if the video starts without user input, the video should have separate “sound on” and “sound off” buttons for the user to control the sound. In this case, the sound may not be turned on by default.



# Instructions for materials: Display, making a HTML5 ad



The HTML5 materials must be provided as a compressed file (.zip) that does not exceed the kilobyte limit of the specific ad format

## 1. Structure of the material

- Display advertising on MTVuutiset.fi uses the Adform advertisement server so the folder structure and content must comply with Adform [instructions](#).
- The easiest way of creating the HTML5 materials in the correct format is to use the Adform HTML5 Studio, a free-of-charge HTML5 service that does not require registering.
- You can also check the ready zip file with Adform HTML5 Studio to make sure that the various elements and clicktags work correctly. The service will notify you if, for example, a link button is not in the correct format to be used by Adform and the fix can be implemented with the click of a button.
  - The material must have one uniting HTML5 file (such as index.html)
  - Adform also requires that HTML5 banners that run on their server have the files "manifest.json" and "ADFBannerProperties.xml", which are easy to create by using Adform HTML5 Studio for compiling and checking the materials
  - Media will place the material inside an iframe element
  - The margin value for the style definitions of the material must be 0 to ensure that the browser's default settings do not add any additional borders at the outside edges of the banner

### Example of a folder structure in the file bannerdelivery.zip:

- banner\_main\_asset/
  - scripts/
    - custom.js
    - index.html
    - manifest.json
- ADFBannerProperties.xml
- backup.jpg
- polite.jpg



## 2. Landing page URLs in the materials

- the URLs for the landing pages must be included directly in the materials
- the links must open in a new browser tab
- the URL must start with https://
- the advertiser's own possible click monitoring is set up directly in the material
- ads must support the click monitoring used by Adform ([link](#))

### Other things to note

- Some older browsers do not support HTML5. The backup image, which must be located within the HTML5 zip file, is shown to browsers that do not support HTML5. This can also be easily added in Adform HTML5 Studio.
- The HTML material must comply with the kilobyte and performance limits and consider the number of individual https calls
- The material may not include calls to http content because they are automatically blocked on MTVuutiset.fi
- If the advertisement loads resources (images, videos, fonts etc.) from a third-party server, the server must be able to handle the load generated by the ads
- No public JavaScript variables
- No cookies or other user-specific data
- CSS definitions of the ad may not change the publisher's style definitions. CSS selectors must be defined so that they only affect elements of the ad.





# Instructions for materials: Native advertising and social media promotions

## Article images

Article main image (horizontal image) displaying the customer's logo, 2048x1152 px.  
There can be several images. If the customer does not provide a main image, one from an image bank will be used. MTV proposes the customer images to use.  
The customer's logo as a .psd, .png, .gif or .jpg file with the background removed.

MTV's gamification material information is game-specific and provided separately

## Video embedded in an article

YouTube or Vimeo link

- File formats: MP4 or MOV (H.264)
- Video size: 1920 x 1080 px
- 25 frames per second
- Stereo audio 44.1 kHz or 48 kHz
- Volume: -23 LUFS according to the standard EBU R128
- Video bitrate: 8 000–16 000 kbps
- Audio bitrate: 384 kbps

## Social media promotion

- Account/@/# to be tagged or otherwise included in the post
- Image size for Facebook is 720, 960 or 2048 px wide, further information [here](#)
- 320–1080 px for Instagram, with a ratio between 1,91:1 and 4:5 (height between 566 and 1350 px and width 1080 px), further information [here](#)
- We recommend that videos be short (15–30 s) with subtitles, further information for various sizes [here](#)

## Banner placements available in an article

- Giant Panorama 980x400 px, max 200 kB
- Giant Rectangle 468x400 px, max 80 kB
- Elongated Skyscraper 160x600 px, max 80 kB
- Mobile Giant Panorama 300x300 px, max 80 kB

## Material delivery 3 weekdays before publishing

All material delivered to the address [paivi.kaskia@mtv.fi](mailto:paivi.kaskia@mtv.fi). The e-mail must state which campaign the material is related to. If there are several materials, include appropriate instructions regarding which materials are intended for which use.

- www address the materials link to
- monitor tags, if using them

