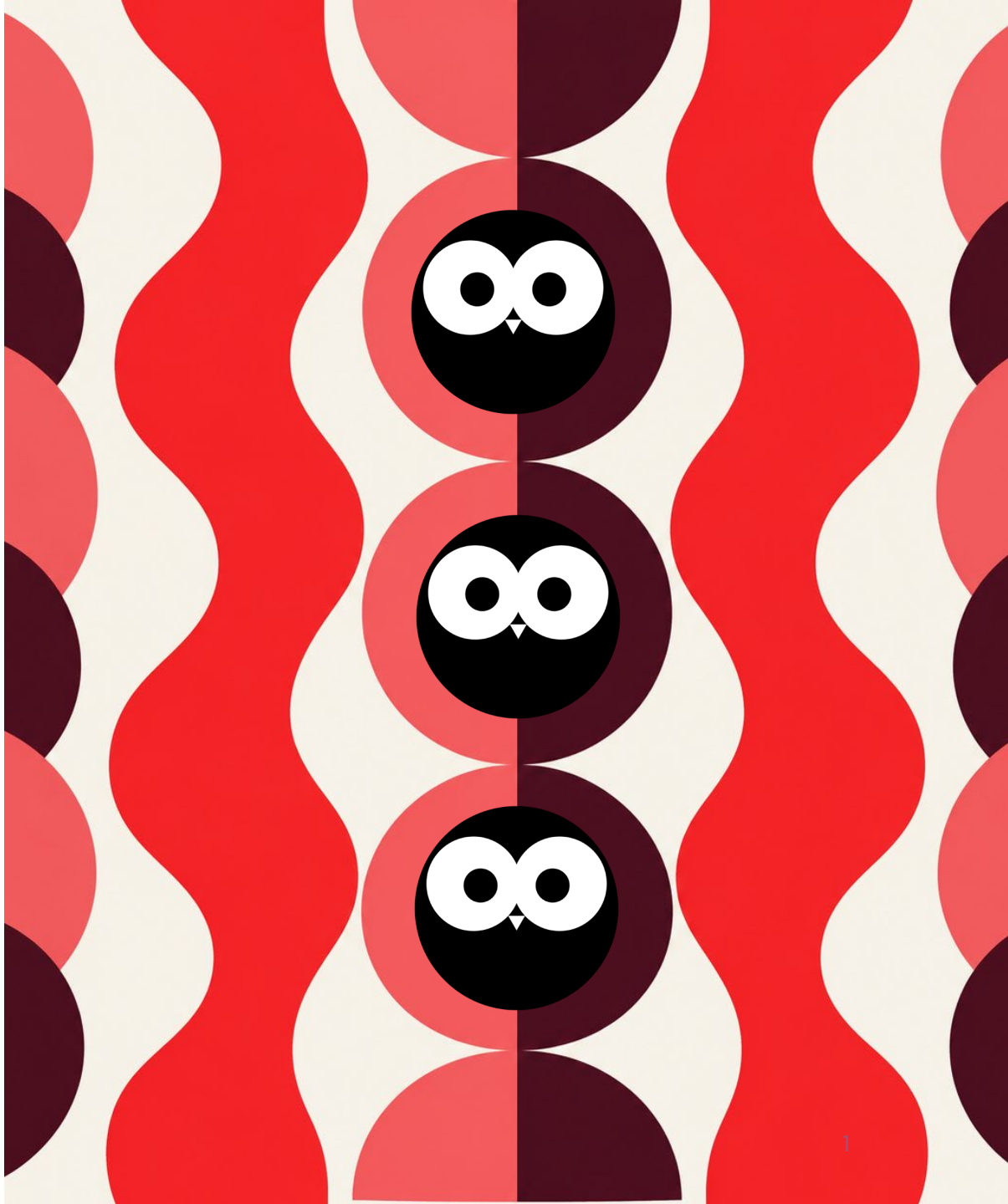
2027

Material instructions

Total TV advertising
RBS Total TV sponsorship
Video advertising
Display advertising
Outstream video
Native advertising



Material instructions 2027

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How to deliver your material

Weekdays by 12:00

Material and broadcasting instructions must arrive so that there are 2 working days between the delivery day and the first broadcasting day.

Spotgate

Ads and bumpers via the Spotgate.fi service, starting with SG4.

video@mtv.fi

Broadcasting instructions, URLs and tracking in writing, using the material's SG code.

Attach to the email

- customer, campaign name and campaign number
- campaign period
- material's SG code (for video advertising also the VAST call)
- URL to which the ad is linked, and possible tracking
- ad-specific broadcasting instructions if required

Good to know

- Exception schedules (e.g. public holidays): Spotgate and video@mtv.fi
- Total TV materials are pre-checked in Spotgate before being transferred to MTV – please take the time this requires into account in your scheduling
- MTV retains materials delivered via Spotgate for 2 calendar years
- MTV does not accept responsibility for transmission errors if the material has not been delivered in accordance with these instructions.
- Material changes: see the Materials section of the Terms of Sale
- Read more about delivering spots and pre-checks: https://helpcenter.spotgate.fi/hc/fi/articles/53933689878804-Spotgate-palvelun-hinnasto-2027

Product differences at a glance

	Total TV ad	RBS Total TV sponsorship bumper	Video ad
Material in Spotgate	Total TV material (starting with SG4)	Sponsorship material (starting with SG4)	Total TV or online material (starting with SG4)
Length	Divisible by 5 s (5, 10, 15 s ...)	5 s, 10 s	Divisible by 5 s, bumper ad 6 s
Quantity	–	TV + video: 1 bumper / length / week TV or video: 1 bumper / bumper position / week	Max. 5 different ads / product
By email	Broadcasting instructions, URLs and tracking	Broadcasting instructions, URLs and tracking	Also VAST calls and Pause ads
Content	Laws and guidelines; political advertisement markings	No advertising expressions; partnership must be visible	Only approved tracking technologies in Disney+ material. Disney+ and SkyShowtime: restrictions on advertised products and services.
Advance approval	Spotgate pre-check Pharmaceutical ads: Pharmaceutical Advertising Review Committee (Lääketeollisuus ry)	Spotgate pre-check Recommended: concept check of the plan, script or raw version	Disney+ pre-check video@mtv.fi : charity, weight loss/diet, feminine hygiene, dietary supplements and non-prescription products, fuels, contests/prize draws

Same schedule for all products: by 12:00 on weekdays, 2 working days before the first broadcasting day.

What can be advertised on Total TV

Prohibited

- Products prohibited by the Tobacco Act
- Medicines and medical treatments available only with a doctor's prescription
- Alcohol (over 22% ABV) on Total TV
- *From 3.7.2026, alcohol (over 22% ABV) advertising is permitted in MTV's video- and digital advertising*

Restricted

- Content harmful to children (time restrictions)
- Alcohol (under 22% ABV): on Total TV, performances allowed only after 10:00 PM
- Adult entertainment services, chat and companionship lines
- Gambling advertising
- *Pharmaceutical ads are checked in advance by the Pharmaceutical Advertising Review Committee*

Political advertisement

- "Political advertisement" marking throughout the duration of the advertisement
- Name of the funder and the party with effective control
- The election or decision-making the advertisement is related to
- Mention of targeting, if profiling was used
- Reference to the transparency statement (link or QR code)

The advertiser is responsible for the content of the advertisement. Advertisements must comply with laws, regulations, international basic rules for advertising, as well as the regulations of the Consumer Ombudsman and other authorities. The customer is obliged to ensure that the advertisement complies with the advertising guidelines of MTV and/or other sales partnerships represented by MTV, as applicable.
MTV Oy is not responsible for costs or penalties to advertisers that arise from the advertisement not meeting the given regulations, being incorrect or not in accordance with the material guidelines. MTV Oy reserves the right, without any liability for compensation, to postpone the advertising times or to suspend the campaign if this is required for reasons related to the content of the advertisement or for other special reasons.

RBS Total TV sponsorship bumper rules

The bumper must not contain

- product descriptions or feature listings
- sales claims, references to quality or effectiveness
- slogans, calls to purchase or activations
- prices or phone numbers
- The product or service itself may be displayed

The bumper must contain

- the partner's affiliation with the program visible (e.g. "in co-operation", "sponsored by", "program provided by")
- internet address allowed

Quantity

1 bumper / length / week when the campaign includes TV channels and MTV Katsomo. In separate campaigns 1 bumper / bumper position / week.

No ad break commercial

The bumper cannot be a television commercial used in ad breaks. If you use material cut from a commercial, the commercial cannot be used in an ad break campaign during the program sponsorship.

Get approval in advance

Submit the plan, script, raw version or finished bumper for a concept check well before the campaign starts.
To make sure the bumper is legal, you can also submit it for a concept check in advance in the Spotgate service.

Advertising restrictions: Disney+ and SkyShowtime

Disney+ prohibited/restricted

- Streaming services, competing streaming services
- Political advertising
- Credit and loans
- Adult entertainment and intimate products/services
- Dating
- Lingerie
- Movies and video games rated 16+
- In creative: prompts to click or leave the service
- *To pre-check: see Product differences at a glance*

SkyShowtime prohibited

- Streaming services, competing streaming services
- Teleshopping advertising
- Political advertising
- Religious advertising
- Fireworks

Good to know

Disney+ and SkyShowtime set their own service-specific restrictions on advertising. Advertising the products and services above in these services is prohibited or restricted. Please note that the list is not exhaustive: there may be other restrictions as well.

Contact us

Check suitability with video@mtv.fi before delivering the material.

Technical requirements for video material

	Instream video	Pause Ad	VAST call / direct campaigns and programmatic buying
Delivery	Spotgate (starting with SG4)	By email to video@mtv.fi	By email to video@mtv.fi
File	mxf / XDCAMHD422, 50 Mb/s CBR	.png or .jpg	.mp4, VAST 4.2 or earlier
Size	1920x1080 px, 25 fps, upper field first	1280x720 px, max 200 KB	Recommended 1920x1080 px, only 16:9 aspect ratio allowed
Length / bitrate	Divisible by 5 s (bumper ad 6 s)	–	It is recommended that VAST returns media files at several different bitrates. Min bitrate 1,500 kbps and max 4,000 kbps
Audio	48 kHz, 24 bit, stereo, -23 LUFS (EBU R.128)	–	audio level according to the EBU R128 standard -23 LUFS; video and audio tracks must be of equal length, pre-check https://mtv-loudness-check.a2d.tv/
Other	Instructions for the traditional ad format can be found here Other ad formats: Spotgate_Accepted_File-Formats	Possible target URL to the advertiser's page, or a QR code placed in the banner. Translucent layer bars on top: close button in the upper corner, play button in the lower left corner. Versions: with a QR code and without a QR code	No VPAID assets. If the ad behind the VAST call changes, the call must be resubmitted. Viewability measurements are not supported.

Security limits and Disney+ tracking



Example 1920x1080 px: 96 px from the edges on the sides, 54 px at the top and bottom

TV channels and MTV Katsomo

- Place important content about 5–10 % of the screen edges inwards
- This way the content is not clipped on older TVs (overscan) or on different screens
- Applies especially to texts, graphics and logos

Disney+ advertising space

Use only approved tracking technologies: Adform, DoubleClick, Flashtalking and IAS. Condition: the advertisement is directed at adults and the viewers have given the necessary consents. MTV may reject material containing tracking technologies other than these.

How to deliver material to MTV for digital campaigns



On weekdays before 12:00

allowing two full working days between delivery day and the first broadcasting day



digitrafiikki@mtv.fi

Advertiser name, campaign name, ad materials, delivery instructions, url-addresses & tracking

Good to know

- Please check exceptions in the material delivery schedules before holidays etc.
- MTV Oy accepts no liability for any errors in transmission if the ad is not delivered as described above.
- Forbidden products: Gambling, tobacco products, pharmaceutical products and medical treatments
- Restricted products: political advertising, adult entertainment services

Display ad placements and sizes 2027

AD FORMAT	SIZE (KB) max	BANNER SIZE (px)
Giant panorama Mega panorama	250	980x400 980x552
Panorama	250	980x120
Mobile parade	250	300x300 / 320x320
Full page desktop	250	620x891
Full page mobile	250	300x431 / 300x600 320x480 / 320x568
Giant rectangle	250	468x400
Mega rectangle	250	468x600
Mobile rectangle	250	300x300 / 320x320 /300x250
Elongated skyscraper	250	160x600
Mega skyscraper	250	200x600 / 250x600 / 300x600

MTV CLICK – campaign's display materials: Deliver these all!			
AD FORMAT	BANNER SIZE (px)	SIZE (KB) max.	FORMATS
Panorama	980x120	Max. 250 KB /banner	Allowed formats: 3rd party tags, JPEG, GIF, HTML5 (no rich media or videos)
Elongated skyscraper	160x600		
Giant rectangle	468x400		
Mobile parade	300x300		

See live examples on ad placements and size options here

Display ad file formats can be **.gif, .jpeg, .png, and HTML5**. Creative assets can also be delivered via a **third-party tag (3rd party tag)**.

MTV Oy reserves the right to change the website structure and the location of advertising placements on the website

Material instructions

Display, video banners & outstream video and native ad

Adnami special ad formats

Mobile Topscroll

Mobile Midscroll

Desktop Topscroll

Desktop Midscroll

Desktop Skin formats

Mobile Elevator Scroll

Mobile Reel Expander

Mobile Cube

Mobile Social Display

Video banners and outstream

SeenThis Video banners

Outstream videos: Article video and Vertical video

Adform special ad formats

Mobile 3D Cube (MRAID)

3D Panorama / rectangle (HTML5)

Additional elements in banners: Video and sound

HTML5 banner instruction

Natiivinosto

MTV Click Native

Adnami special ad formats

Adnami Mobile Topscroll

IMAGE:

- 1080x1920 px, max. 250 KB
- .jpg, .png or .gif
- layout: important texts, logos or CTAs should not be placed on the bottom of the image. Keep a 35 % exclusion zone in the bottom so that all the important information will be visible on the screen simultaneously.

Instructions: link

VIDEO:

- 1080x1920 px, max. 3 MB
- video .mp4
- layout: important texts, logos or CTAs should not be placed on the bottom of the image. Keep a 35 % exclusion zone in the bottom so that all the important information will be visible on the screen simultaneously.

instructions: link

Adnami Mobile Midscroll

IMAGE:

- 1080x1920 px, max. 250 KB
- .jpg, .png or .gif
- layout: important texts, logos or CTAs should not be placed on the top or bottom of the image. Keep a 15 % exclusion zone in both top and bottom so that all the important information will be visible on the screen simultaneously.

Instructions: link

VIDEO:

- 1080x1920 px, max. 3 MB
- video .mp4
- layout: important texts, logos or CTAs should not be placed on the top or bottom of the image. Keep a 15 % exclusion zone in both top and bottom so that all the important information will be visible on the screen simultaneously.

Instructions: link

Adnami special ad formats

Adnami Desktop Topscroll

IMAGE:

- 2560x1440 px (16:9), max. 200 KB
- .jpg, .png
- layout: important texts, logos or CTAs should not be placed on the bottom of the image. Keep a 35 % exclusion zone in the bottom so that all the important information will be visible on the screen simultaneously.

Instructions: link

VIDEO:

- 1920x1080 px, max. 3 MB
- video .mp4
- layout: important texts, logos or CTAs should not be placed on the bottom of the image. Keep a 35 % exclusion zone in the bottom so that all the important information will be visible on the screen simultaneously.

instructions: link

Adnami Desktop Midscroll

IMAGE:

- 2560x1440 px, max. 200 KB
- .jpg, .png
- layout: important texts, logos or CTAs should not be placed on the top or bottom of the image. Keep a 15 % exclusion zone in both top and bottom so that all the important information will be visible on the screen simultaneously.

Instructions: link

VIDEO:

- 1920x1080 px, max. 3 MB
- video .mp4
- layout: important texts, logos or CTAs should not be placed on the top or bottom of the image. Keep a 15 % exclusion zone in both top and bottom so that all the important information will be visible on the screen simultaneously.

Instructions: link

Adnami Desktop Skin formats

MTV has certified several different Adnami Desktop Skin –formats, which all have different material instructions

- Seamless Skin
- Seamless Sliding Skin
- Pushdown Skin
- Fluid Skin

- Depending on the format, you can use either image or video as background, but notice, that the width of MTV's content area is 720 px!
- Depending on the format, top banner is optional. But please notice that the top banner width can be max. 720 px – this is an exception from other publishers!
- Different overlay-images can be used on top of both banner and the wallpaper/background
- The maximum weight of all formats is 3,5 Mb, and lighter versions bring best results
- If top banner included: MTV's size 720x400 px (JPG, PNG, MP4, HTML5-zip or 3rd party script
- If side panels included: video 1080x1920 px MP4 max 30 sec, or image 800x1440 px JPG
- If overlays included: transparent PNG, max 800x1440 px
- Formats with one background asset:
    - Image 1920x1124 px (JPG), max 250 kt
    - Video 1920x1080 px (MP4), max 1 Mb

Adnami Mobile Elevator Scroller

IMAGE:

- 1080x1920 px, max. 250 KB
- background image: 1080x1920 px, .jpg, .png or .gif
- overlay image: an image with transparent background including texts and advertiser's logo (.png)
- layout: important texts, logos or CTAs should not be placed on the top or bottom of the image. Keep a 15 % exclusion zone in both top and bottom so that all the important information will be visible on the screen simultaneously
- overlay pixel size is flexible, but please note that it places in the background in maximum size

Instructions: link

VIDEO:

- 1080x1920 px, max. 3 MB
- video .mp4
- layout: important texts, logos or CTAs should not be placed on the top or bottom of the video. Keep a 15 % exclusion zone in both top and bottom so that all the important information will be visible on the screen simultaneously

Instructions: link

Adnami Mobile Reel Expander

MATERIALS:

- Max. 5 images or videos: 1080x1920px (9:16)
- .jpg, .png or MP4
- Logo: 400x400 (1:1), logo cropataan ympyräksi!
- Weight: max. 3MB
- Urls: max. 6 URL addresses: an own for each image/video, and 1 for the CTA button
- Brand name: the name fo the advertiser or brand, max. 25 characters
- Headline text: max 65 characters
- Expand button: Propts the user to expand the ad, max 15 characters
- CTA button: the button propts the user to the advertiser's site, max. 25 characters

Instructions: link

Adnami Mobile Cube

IMAGE:

- 4 images, max. 100 KB / image
- .jpg, .png or .gif
- 300x600, 320x320, 300x300 or 300x250 px
- layout: important texts, logos or CTAs should not be placed on the top or bottom of the image. Keep a 15 % exclusion zone in both top and bottom so that all the important information will be visible on the screen simultaneously

Instructions: link

Adnami Mobile Social Display

Can be done either as mobile giant panorama or mobile full page.

FACEBOOK STANDARD:

- mobile format that resembles a Facebook post
- main image or video dimensions 320x200 px
- main image or video kilobyte limits: image 200 KB and video 1,5 MB, however in total max. 3,5 MB
- .jpg, .png, .gif / .mp4
- profile image 70x70 px
- hashtags max. 30 characters
- main text total max. 110 characters
- short CTA button text (e.g. Read more / Participate / Click here etc.); colors for the button and text can be defined
- possible to utilize 5 swipes, i.e. max. 5 images/videos taking the total size limit max. 3,5 MB into consideration

Instructions: link
Example of execution: link

INSTAGRAM STORY:

- mobile format that resembles an Instagram story
- main image or video dimensions 320x480 px
- main image or video kilobyte limits: image 200 KB and video 1,5 MB, however in total max. 3,5 MB
- .jpg, .png, .gif / .mp4
- profile image 70x70 px
- hashtags max. 30 characters
- short CTA button text (e.g. Read more / Participate / Click here etc.); colors for the button and text can be defined
- possible to utilize 5 swipes, i.e. max. 5 images/videos taking the total size limit max. 3,5 MB into consideration

Instructions: link
Example of execution: link

Video banners and Outstream videos

SeenThis video banners

The video banner can be made to any display size! It is easiest to use horizontal (16:9) or vertical (9:16) video – then the banner production is simple. Horizontal video banner sizes are 980x552 px in desktop and 320x180px in mobile, and vertical video banner size in mobile is 320x568 px.

- video format: MP4
- video size: can either be delivered directly in the size of the agreed banners, or, for example, in 16:9/9:16, and the video is either cropped as required, or placed as such in the banner and the color of background outside the video is agreed on
- Note! If the intention is to crop several banner sizes from one video, it would be good if any existing logos and texts in the video are not located on the outer edges
- weight: the video has no weight limit
- logo (optional): logo with background transparent, PNG
- CTA button (not mandatory): a prompt-text button can be added to the banner, e.g. Find out more!/View offer/Click and win!
- text (not mandatory): The text can be used, for example, to convey a message that would come from the soundtrack on TV
- button and text colors can also be defined (color codes!)
- fonts (optional): fonts to be used for buttons or text layers can also be provided
- preview: The preview is sent to the customer for approval

Outstream videos: MTV Uutiset Article video and Vertical video

- file format .mp4, also delivering a VAST ad tag* is possible
- video size max. 5 MB
- aspect ratio:
    - Article Video: landscape 16:9 (applicable for all devices)
    - Vertical video: vertical 9:16 (applicable to mobile devices)
- duration 5–120 sec, but 5-20 sec recommended

*When the material is delivered as a VAST tag or when a campaign is purchased programmatically, please ensure the following:

- VAST 4.2 or earlier versions
- file format .mp4
- maximum bitrate 12 000 KBps
- tags must be fully SSL (https) compatible

Adform 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.

4 banner panels (size of your choice, max. 80 KB/banner)
target URLs for the panels; possible to have a unique URL for each panel
backup banner
The final banner file's initial download must comply with agreed banner size kilobyte limit (max. 250 KB).

If a video or other special elements are used in the banner, the completed material must be delivered to MTV by Adform template (link below) either as a third-party tag or as a completed zip file.

If only images are used, MTV can build the cube from panels, backup and URLs.

Material template: without video and video
Builder Mode material template with more editing possibilities: without video and video

3D Panorama / Rectangle (HTML5)

When 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 changing the rotation direction easily (horizontal/vertical) as well as adjusting the size according to your desired visibility.

- 4 banner panels
- target URLs for the panels; possible to have a unique URL for each panel
- backup banner

The final banner file's initial download must comply with agreed banner size kilobyte limit.

If the banner includes video or other special elements, the completed material must be delivered to MTV by Adform template (link alongside) either as a third-party tag or as a completed zip file. If only images are used, MTV can build the 3D product from panels, backup and URLs.

Material template: link (first change the size, then fill in necessary information)
Builder Mode material template, with more editing possibilities: link

Additional elements in banners: video and ääni

Video

The video sounds may start only after user activity, meaning the user either starts the video by clicking it or by pressing the sound control buttons. The video must not loop. The video must stay within the area of the banner.

- Banneri file maximum size: 100–250 KB (depending on the ad format)
- Video file maximum size: 3 000 KB
- duration no longer than 30 sec

It is important to aim for making the file of the video banner as small as possible and make the loading of the video smooth also with slower connections. A start image the size of the video as well as a backup banner must always be provided for the video banner. The backup banner will be displayed in case the video banner load fails. If the pixel size of the video is smaller than the agreed banner, also a background image the size of the banner must be provided or a color code which is wanted for the background.

Video start and stop

The video file 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. It is advisable to add 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 the stop is to make it happen the same way the video starts: if the video starts by clicking, it is also stopped by clicking a separate stop button. Similarly, a video that starts by hovering the mouse cursor over the ad, stops as the cursor is moved off the ad.

Sound

It is important for the user experience of our site that the sound of the ad does not start automatically, but only by user input.

The sound can start if a user starts the video by clicking on the video start 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.

Material instructions

Display, making an HTML5 ad

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 HTML5-studio (a free-of-charge HTML5 service that does not require registering).

HTML5 materials must be delivered as a compressed zip file, which size must not exceed the ad format-specific kilobyte limit.

You can also check the completed zip file with Adform HTML5 Studio to make sure the different elements and click tags 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 a click of a button.

The material must have one uniting HTML 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. The media places the material inside an iframe element. The margin value for the style definitions of the material must be 0 to ensure that a browser’s default settings do not add any additional border lines on 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

Landing page URLs in the material

The URLs for the landing pages must be included directly in the material. The URL must begin with https:// and a link must open in a new browser tab. The advertiser's own possible click monitoring is set up directly in the material. The ads must support the click monitoring used by Adform (link).

Other things to note

Some older browsers do not support HTML5 technology. The backup image, which must be located within the HTML5 zip file, will be shown to browsers that do not support HTML5. This can also easily be added in Adform HTML5 Studio.

The HTML material must comply with the kilobyte and performance limits for materials 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 ad loads resources (images, videos, fonts etc.) from a third-party server, the server must be able to handle the load generated by the ad delivery.

- no public JavaScript variables
- no cookies or other user-specific data

The CSS definitions of the ad may not change the publisher's page style definitions. The CSS selectors must be defined so that they only affect the elements of the ad.

Material instructions for native advertising
MTV Click Native

MTV Click Native

The advertiser delivers following materials to MTV:

- Main image 1200x675 px (max 290Kb) with a logo (please do not align the logo in the left upper corner of the picture!)
- Advertiser/brand name, max 25 letters
- Headline max 90 letters
- Short teaser text (ingress) max 150 letters
- Short CTA-text, max 15 letters
- Article link/ url-address

It would be good to deliver multiple images and headlines, to optimize campaign delivery!

