



Technical Specifications PROGRAMMATIC NOW

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Format:	Mp4
Video_codec:	Libx264
Framerate:	25
Profile:	High
Bitrate:	4500k
Size:	1920x1080
Audio_codec:	Libfaac
Audio_bitrate:	128k
Audio_sample_rate:	48000
Loudnorm:	-23
Loudnorm_range:	1
Loudnorm_peak:	-1
Video_codec_parameters Level:	40
Video_sync:	Passthrough
Encoder:	Edc1
Redirect:	Not Allowed
Tag:	Only Click And Pixel 1X1 (Vast,vpaid,wrap las/Moat, Third Part Not Allowed)

Rules

- Geographical Filter - will be handled manually for Italy and not on DSP
- Creatives must be uploaded directly from clients to the DSP
- Creatives will be subject to approval by SKY
- Once approved, the creative can't be overwritten, it is mandatory to receive a new creative to be approved and remove the old one
- Creatives must be uploaded at least 4 days before the start of the campaign
- Clients receive a preview for approval to live campaign