



Technical Specification for linear TV & digital inventory

Linear TV

Linear TV

Linear TV - Sweden

Viaplay Group Sweden linear tv channels includes TV3, TV6, TV8, TV10 & History Channel.

For V Sport channels, please use specific destinations accordingly.

In order to deliver your commercials or sponsorships for linear broadcasting, the video asset needs to be uploaded via one of the services below.

XR

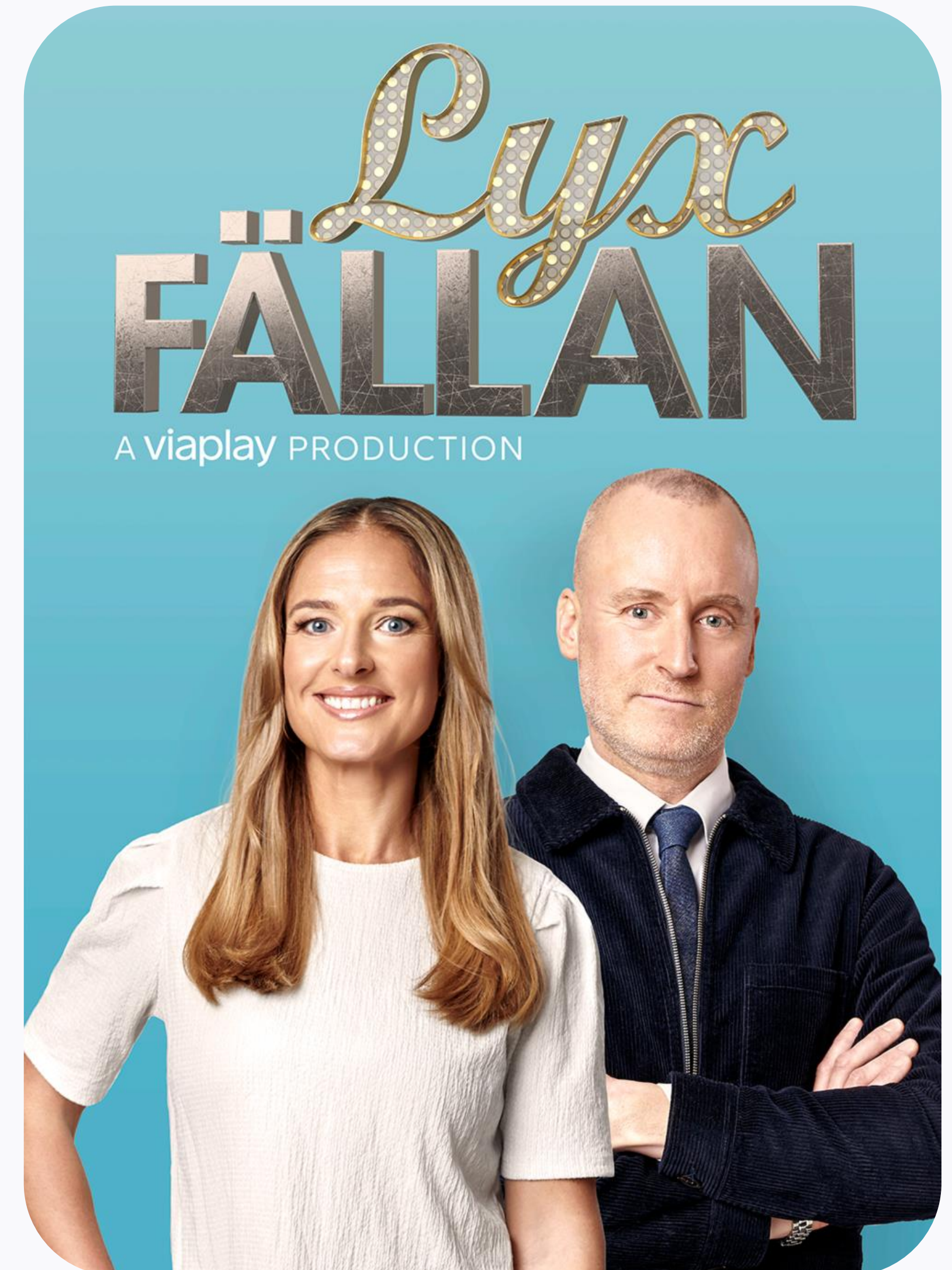
Viaplay Group Sweden TV HD and History Channel Sweden HD
For V Sport – Viaplay Group Sport

Peach

Viaplay Group TV HD and Viaplay Group TV (History Channel) Sweden
For V Sport – Viaplay Group Sport Sweden

The above services have their own technical specification for uploaded video assets. Please check with your selected service for specifications.

The video assets must be uploaded for all channels where it is intended to be broadcasted.



Linear TV

Linear TV - Denmark

Viaplay Group Denmark linear tv channels includes TV3, TV3 Puls, TV3+, SEE, TV3 Max, TV3 Sport & Viaplay Sport News.

In order to deliver your commercials or sponsorships for linear broadcasting, the video asset needs to be uploaded via one of the services below.

XR

Viaplay Group Denmark TV HD

https://helpcenter.xr.global/hc/en-us/articles/27572328354964-Nordic-Broadcast-Specifications-and-Requirements#h_01HSX54N7Y8ADCHWZH5HM83MXP

Peach

Viaplay Group TV HD Denmark

<https://help.peach.me/hc/en-us/articles/4407971259153-Nordics-Technical-Specifications-XDCAM-Denmark-Norway-Sweden>

The above services have their own technical specification for uploaded video assets. Please check with your selected service for specifications.

In conjunction with the new Viewer Survey in Denmark, all commercial spots and sponsorships will in the future be awarded a Spot ID. The Spot ID is a unique number that follows each spot, regardless of which TV station or platform it appears on. It is the responsibility of the contracting entity that the Spot ID is specified in connection with the spot being uploaded and that a Spot ID may only be used on one specific spot. Viaplay Group reserves the right to reject the spot where the Spot ID is not communicated. It is possible to obtain a series of Spot ID's from Nielsen, who is facilitating the Viewer Survey in Denmark.



Linear TV

Linear TV - Norway

Viaplay Group Norway linear tv channels includes TV3, TV3+, TV6, V Sport1, V Sport Premier League & BBC Brit.

In order to deliver your commercials or sponsorships for linear broadcasting, the video asset needs to be uploaded via one of the services below.

XR

Viaplay Group Norway TV HD

Peach

Viaplay Group (TV3,TV3+,TV6, V Sport1, V Sport Premier League) Norway and Viaplay Group (BBC Brit) Norway

The above services have their own technical specification for uploaded video assets. Please check with your selected service for specifications.



Digital Specifications

Directly hosted media file specification

Video:

- Format AVC (MP4)
- Bit rate min. 8 500 kb/s
- Width min. 1920
- Height min. 1080
- Display aspect ratio 16:9
- Chroma Subsampling 4:2:0

Audio:

- Format AAC
- Integrated Loudness must be between -24 and -22 *
- Highest Reconstructed Peak not above -7 *

In order to deliver your commercials for digital campaigns, the media files needs to be uploaded for digital via XR or Peach.

Viaplay Group Digital Sweden HD

Viaplay Group Digital Norway HD

*Viaplay Group Digital Denmark HD***

** See recommendations on page 12 before submitting assets*

***Digital assets are included in the Linear destination bundling, if only digital the above destination needs to be applied.*



Directly hosted VAST & Programmatic specification

Video:

- Format AVC (MP4)
- Delivery Progressive

- Bit rate min. 515 kb/s

- Width min. 640
- Width max. 1 920

- Height min. 360
- Height max. 1 080

- Display aspect ratio 16:9
- Chroma Subsampling 4:2:0

Audio:

- Format AAC
- Integrated Loudness must be between -24 and -22 *
- Highest Reconstructed Peak not above -7 *

-
- VPAID Not allowed
 - VAST does not contain VASTAdTagURI

* See recommendations on page 12 before submitting assets



The best practices for PGs with Viaplay Group

- ☑ Insert assets at least three days before the flight date
- ☑ Targeting and trackers must be applied post-bid from Viaplay's SSP
- ☑ 3rd party trackers must also be applied post-bid from Viaplay's SSP
- ☑ Adform DSP: Verify that the Line item will serve ads in none-EU countries
- ☑ VPAID Not allowed
- ☑ VAST does not contain VASTAdTagURI



Additional information, tools & contact

Pluto TV - Kids

In order to deliver your commercials for digital Kids campaigns, the media files need to be uploaded via XR or Peach.
Please see media file specification on slide 7.

XR

Viaplay Group Kids SE
Viaplay Group Kids NO
Viaplay Group Kids DK

Peach

Viaplay Group Kids SE
Viaplay Group Kids NO
Viaplay Group Kids DK

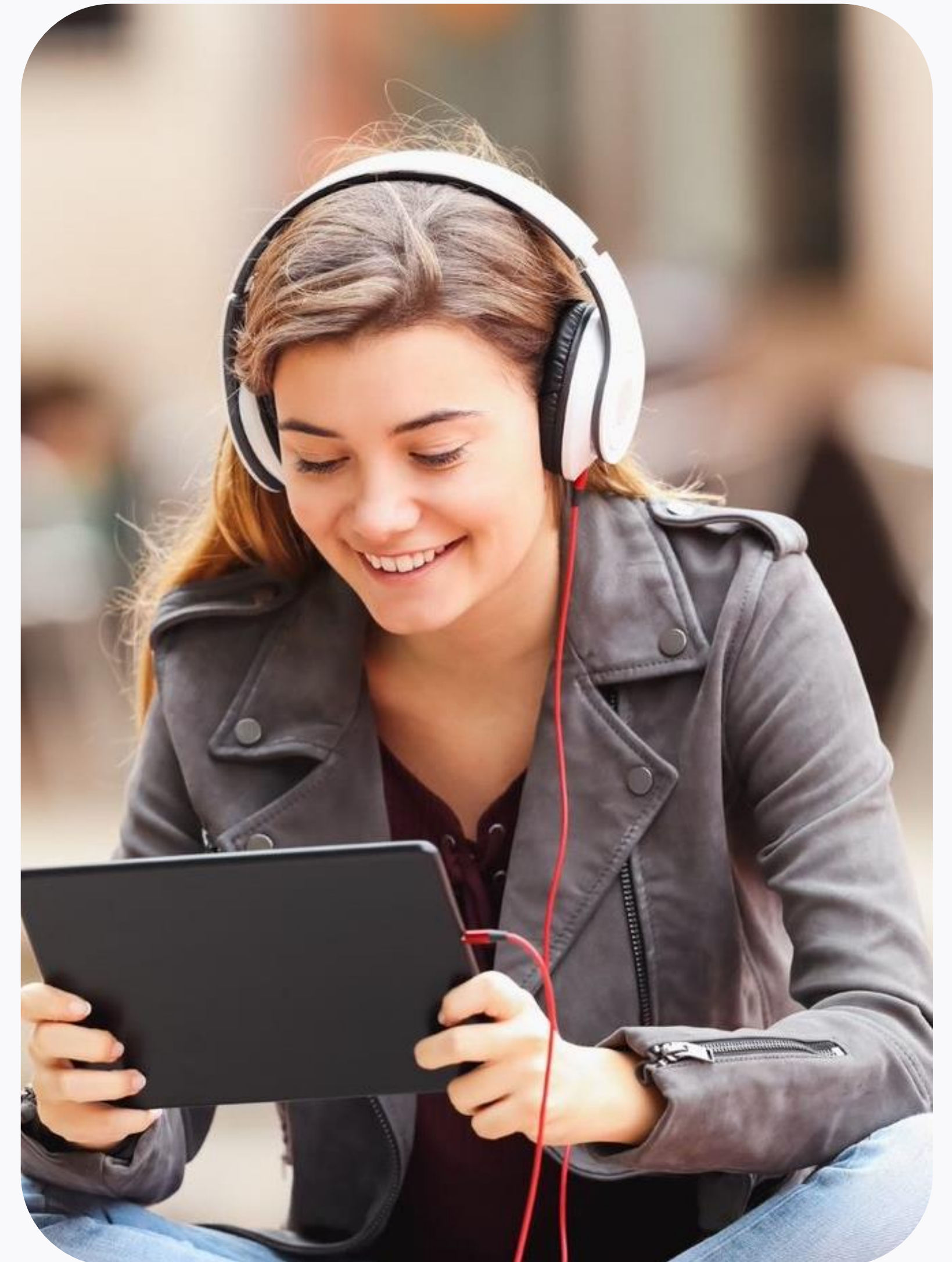
The above services can have their own technical specification for uploaded video assets. Please check with your selected service for specifications.



Audio Levels using Orban



Integrated Loudness must be between -24 and -22
Highest Reconstructed Peak not above -7



Contact information



XR support:
onedelivery.nordic@xr.global



Linear copycode delivery email:
SE-copycode@viaplaygroup.com
NO-copycode@viaplaygroup.com
DK-copycode@viaplaygroup.com

Digital copycode delivery email:
digitalmaterial-SE@viaplaygroup.com
digitalmaterial-NO@viaplaygroup.com
digitalmaterial-DK@viaplaygroup.com

V Sport Sweden copycode delivery email:
johan.holmberg@viaplaygroup.com



Peach support:
support.nordics@peach.me



DK Nielsen Adcode
<https://adkode.dk.nielsen.com/>



Thank you