

Sky Media Ad Specifications

Status	June 2023
Delivery Address	SMNads@sky.de
Handling Time	4 working days in advance

YouTube – Sky Sport HD

Video Ads

- 16:9 or 4:3
- h264 (mp4) or VAST 3.0
- Max File Size: 10MB
- 1080p HighRes or higher
- 1x Video Bitrate >2.000kbps needed
- Audio: Mp3 or AAC preferred
- Up to 30 frames per second

Delivery Options

OPTION 1: YouTube Video-URL

- unlisted, embeds active

OPTION 2: physical Clip

- Please note Ad Specs

OPTION 3: VAST 3.0

- Pre-Fetch Tags only from certified partners: adForm, Extreme Reach, Eyewonder/Sizmek, Flashtalking, Innovid

Ad Format	
Non-Skippable	<ul style="list-style-type: none">• Not skippable• Min. 7 sec., max 20 sec. (15 outside of EMEA)• 300x60p Companion Banner optional
Ad Bumper	<ul style="list-style-type: none">• Not skippable• Max. 6 sec. Video length• 300x60p Companion Banner optional

Display Ads

- 300x60px only
- GIF, PNG, JPG / no Audio
- Max File Size: 150KB
- static/ animated, max. 30 sec.

Delivery Options

Display ads always have to be delivered physically and cannot be played via 3rd party providers.

Ad Format	
Companion Banner Ad	<ul style="list-style-type: none">• Delivery not guaranteed• No 3rd-party tracking possible• Available on all video ads
In-Video-Overlay (Sponsorship only)	<ul style="list-style-type: none">• Delivery only on desktop and embeds• 3rd party tracking: impressions, clicks, CTR• Only available at sponsorship roadblock

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3rd Party Ad Tracking

OPTION 1: Tracking providers connected with Google Ads Data Hub

- Standard Tags as.txt file
- SSL compatible
- Sky Media sends IDs for the campaign
- Provider measures through Ads Data Hub

OPTION 2: Tracking providers connected with Google Ad Manager

- Which provider is used?
- Vendor Client ID?
- Vendor Reporting ID?
- No pixels necessary

OPTION 3: Campaign Manager 360 (first party)

- Standard Tags as.txt file
- SSL compatible

Tracking Metrics

- Viewable Impressions
- Measurable Impressions
- Creative View
- Start / Complete
- 1st Quartile
- Midpoint
- 3rd Quartile
- Mute / Unmute
- Pause
- Rewind
- Resume
- Full Screen / Expand
- Click Tracking
- Customised Click
- Collapse
- Close
- Survey
- Accept Invitation
- Video abandon
- Fully viewable and audible for 50% duration