

SCREENFORCE ONLINE VIDEO DELIVERY SPECIFICATIONS

1. General

This document describes the technical delivery requirements for Online Video Commercials (OLV) intended for use in VOD environments, including pre-roll, mid-roll, post-roll, and bumper placements. These specifications apply to the DigitalDeli workflow alongside the existing linear SpotDeli workflow. The submitted file serves as a high-quality ingest file for further processing and distribution.

The platform provides:

- Technical validation (VidChecker)
- File validation (format, audio, duration)
- Metadata processing

Content validation (such as ReclameChecker) is not part of this workflow. The submitting party remains responsible for creative, legal, and editorial compliance, including claims, rights management, and safety aspects such as flashing images or patterns.

Materials that do not meet these requirements may be rejected.

2. File Format Requirements

2.1 Container en codec

Material must be delivered as:

- **Container:** MP4
- **Video Codec:** AVC / H.264
- **Scanning:** Progressive

This differs from the linear TV workflow (MXF) but aligns with online distribution standards.

2.2 Video specifications

Property	Value
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Resolution	1920x1080
Aspect Ratio	16:9
Frame Rate	25 or 50 fps (Constant Frame Rate required)
Constant Bitrate (CBR)	>10 Mbps en <25 Mbps
Scanning	Progressive
Codec	H.264/AVC
Field Order	No interlacing, no blended frames

2.3 Audio specifications

Property	Value
Codec	AAC
Channels	Stereo (L/R). If mono, duplicate on channels 1 and 2.
Sample Rate	48 kHz
Bitrate	192-320 kbps
Loudness	-23.0 LUFS, Max Short-term -18.0 LUFS / +5 LU en True Peak max -1 dBTP

Loudness must comply with **EBU R128**, in accordance with both television and online industry standards.

2.4 File Size

Minimum: 10 MB

Maximum: 200 MB

3. Quality Requirements (Video & Audio)

3.1 Video Quality

The video must:

- Be free from artifacts, compression errors, and noise
- Maintain consistent colour reproduction
- Contain no flicker or patterns that may trigger photosensitive epilepsy
- Display smooth motion without judder

3.2 Audio Quality

Audio must:

- Be free from clipping, noise, and distortion
- Be synchronised with the video
- Be suitable for stereo playback
- Be correctly normalised (-23 LUFS, Maximum Short-term Loudness: -18.0 LUFS (+5 LU relative to -23 LUFS))

4. Duration

- The duration must exactly match the supplied metadata.
- Duration must be expressed in whole seconds.
- There is no minimum or maximum duration, provided the file size remains within specification.
- Note: This differs from the linear TV workflow (the 5-second rule does not apply).

5. File Structure

- No technical leader
- No slate
- No colour bars
- No tone
- No colour frames or black frames before or after the commercial

- The commercial must begin immediately with picture and audio.

Silence or black video is only permitted if it is demonstrably part of the commercial and fully included in the declared duration.

6. File Naming Convention

File names:

- Must be unique
- Should follow the existing TV asset naming convention
- May only contain:
 - Letters (A–Z, a–z)
 - Numbers (0–9)
 - Hyphens (-)
 - Underscores (_)

Spaces and special characters are not permitted.

- ⇒ During upload to DigitalDeli, the filename will be converted to the required naming format.

7. Delivery

7.1 Platform

Material must be submitted via the DigitalDeli platform.

The platform provides:

- Upload
- Validation (VidChecker)
- Metadata processing

7.2 Validatie (VidChecker)

A dedicated VidChecker profile is used for OLV material, validating:

- Video format (MP4 / H.264)

- Resolution and frame rate (25/50 fps)
- Bitrate
- Audio (AAC Stereo)
- Loudness (-23 LUFS)
- Duration (exact running time)

Separate validation profiles are used for:

- 25 fps
- 50 fps

VidChecker will automatically determine the appropriate profile.

7.3 Delivery Deadline

Material must be delivered **at least three working days before the campaign start date**.

8. Metadata

Metadata is an essential part of the workflow.

Mandatory fields

- Asset Name (generated automatically)
- Campaign Name (free-text field)
- Commercial Type (used, among other things, for Nielsen classification)
- Duration (exact duration in seconds)
- Landing Page (URL) (*mandatory*)
- Impression Tracker (URL) (*optional*)
- Comments (*optional*)

9. Ad serving and tracking

- VAST is **not supported** within this workflow.
- If required, VAST may be delivered separately outside the platform.

10. Placement types

The following placement types are supported:

- Pre-roll
- Mid-roll
- Post-roll
- Bumper (short format)

11. Future Developments

These specifications provide a solution alongside the existing linear TV workflow.

Planned future developments include:

- New platform: DigitalDeli
- Unified metadata standard
- Currently **no support** for VAST/VPAID
- Harmonisation across broadcasters