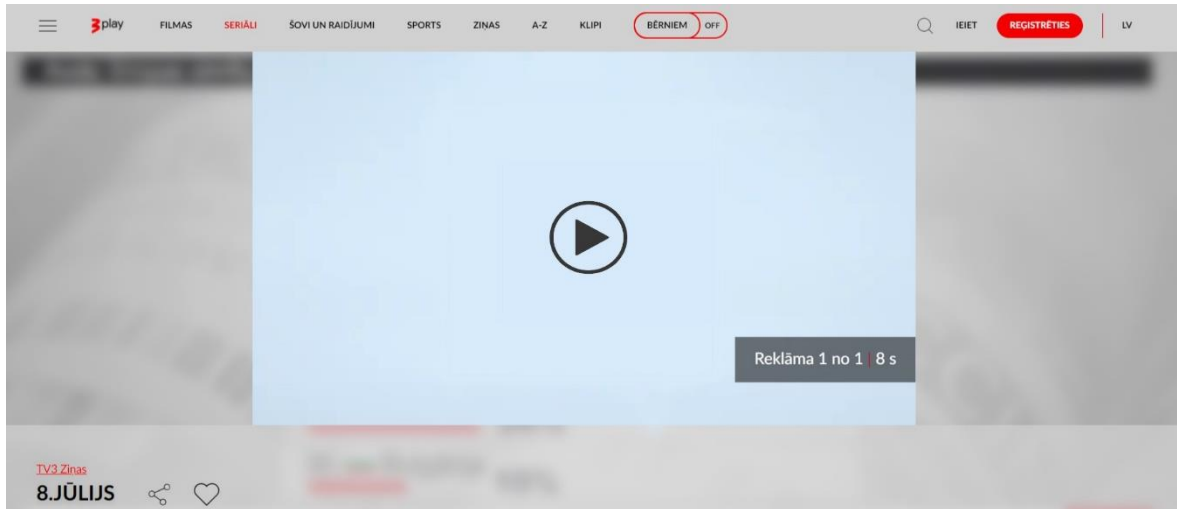


Instream Video Ad



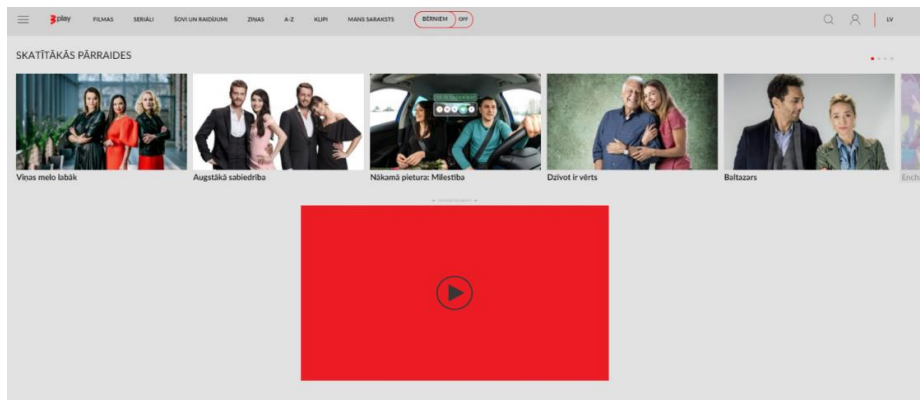
Technical Specification:

Container:	MPEG-4
Codec:	H.264
MPEG-4 Profile:	Main @ Level3.1
Resolution:	1024x576
Pixel aspect ratio:	Square
Scantype:	Progressive, De-Interlaced
Frame rate:	25 fps
Bitrate:	900 kbit/s
Bitrate mode:	CBR / Constant Bitrate
Aspect ratio:	16:9 Full frame

Audio Specification:

Format:	MPEG-4 AAC
Bitrate:	96 kbit/s
Sampling rate:	48.0kHz
Peak level:	-10dB
Loudness level:	-21dB LUFS

Outstream video ad



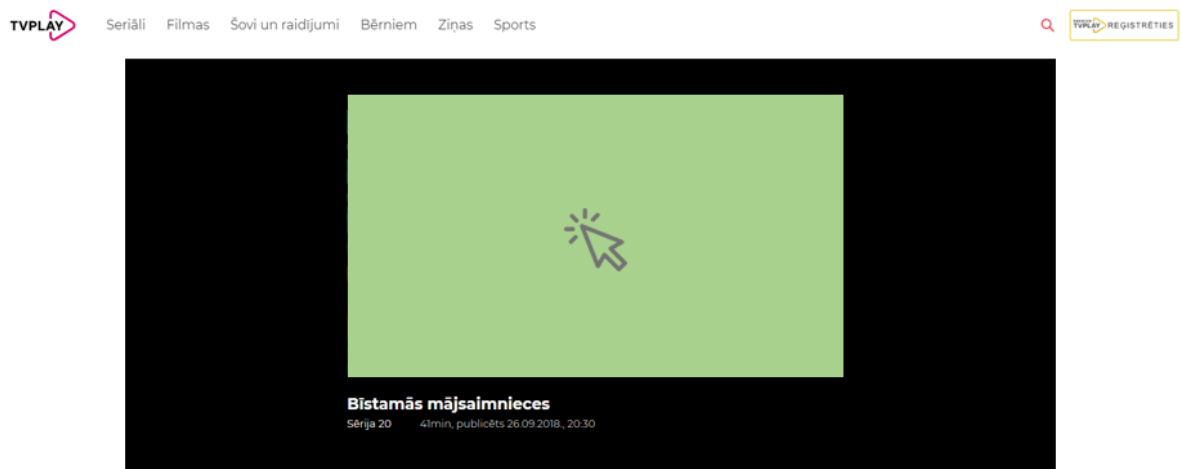
Wallpaper



Format: PNG, JPG
Size: 1920px x 720px
Max Weight: 500kb



Pause Banner



Format: PNG, JPG
Size: 1024px x 576px
Max Weight: 500kb

Leaderboard

The screenshot displays the TV3 Play website's leaderboard. At the top, there is a navigation bar with the TV3 Play logo and menu items: FILMAS, SERIĀLI, ŠŌVI UN RAIDĪJUMI, SPORTS, ZINAS, A-Z, KLĪPI, BERNIEM, and OFF. A search icon, 'IEIET', and a 'REGISTRĒTIES' button are also present. The main content area features several promotional cards:

- Krāmu tirdziņa mistērijas. Masku Slepkavības**: A card with a woman's face and text: "Dženifera izsolē nopirkusi interesantu pamesto mantu glabātuvi. Noliktavu vadītāja piedāvā Dženiferai apskatīt vēl vienu..."
- UgunsGrēks S01E01**: A card showing a man in a suit, with a 'JAUNUMS' tag.
- TV3 Sport | Basketbols. FIBA U19 Pasaules kauss 2021. Kanāda-Spānija**: A card with a basketball theme, 'PĒCGRĀDS' tag, and a clock icon indicating 'jūl 09 | 11:50 - 14:20'.
- Aiz restēm S01E07**: A card showing a man and a woman in a close embrace, with a 'JAUNUMS' tag.
- Euro 2020: Anglija - Dānija. Pilns spēles apskats. Pirms 1 dienas**: A card showing football players, with a 'JAUNUMS' tag.

At the bottom of the page, there is a banner for 'Ugunsgrēks' with the TV3 Play logo and the text: "Skaties atkal kā pirmoreiz! IENĀC TV3PLAY.LV".

Format: PNG, JPG, GIF, HTML5

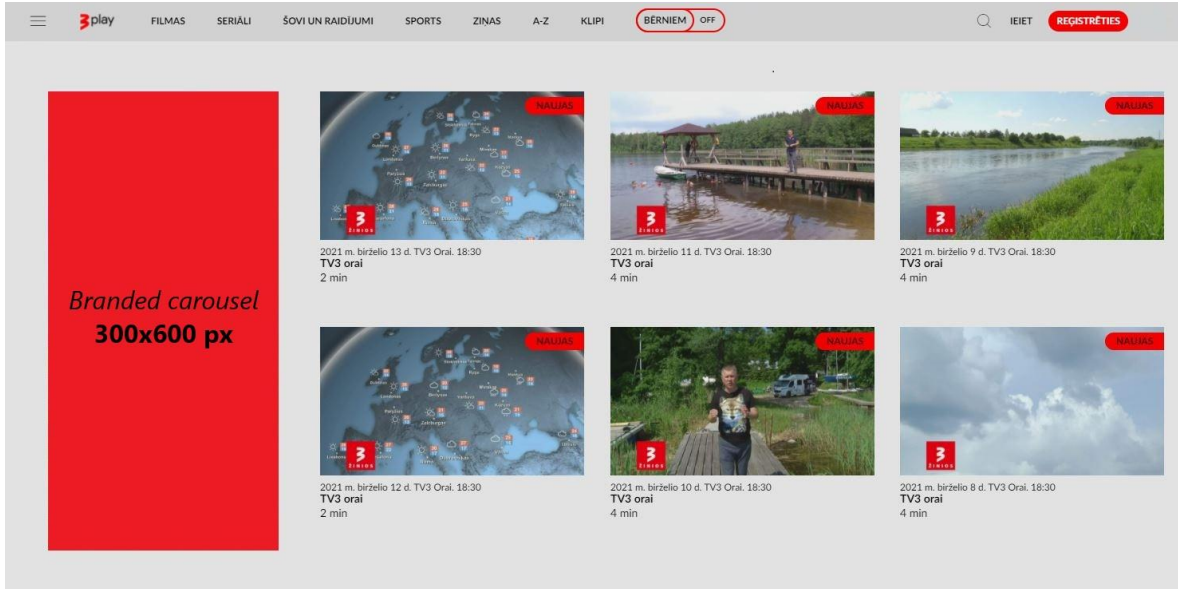
Size: 980px x 200px

Max Weight: 200kb

Branded carousel

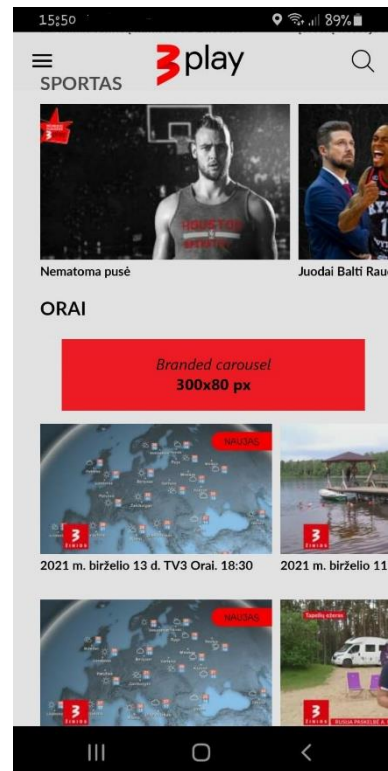
Browser

Format: PNG, JPG, GIF, html (served by 3rd party)
Size: 300px x 600px
Max Weight: 200kb

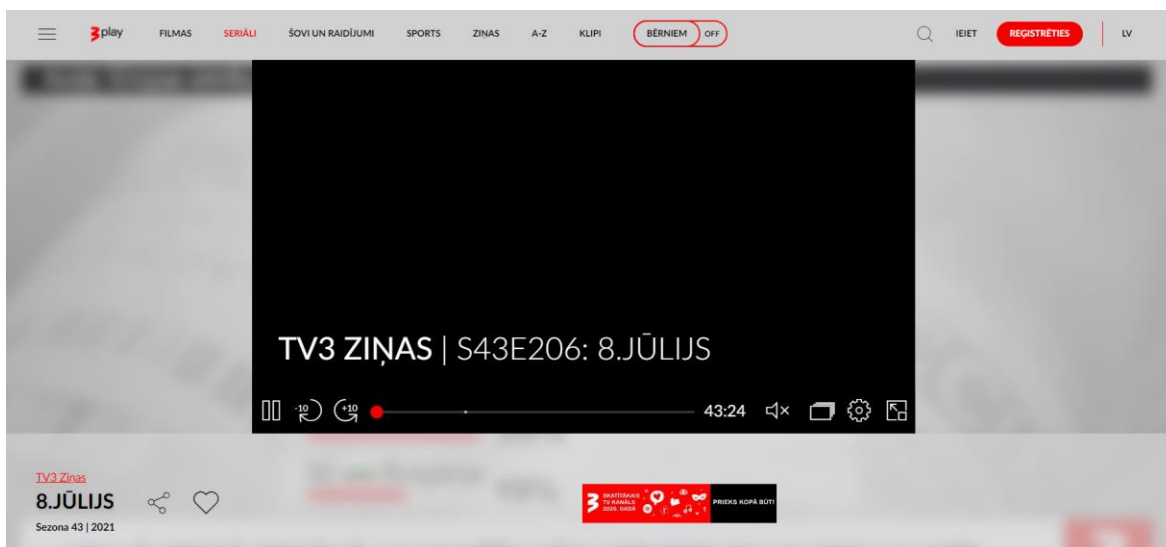


App

Format: PNG, JPG, GIF
Size: 300px x 80px
Max Weight: 200kb

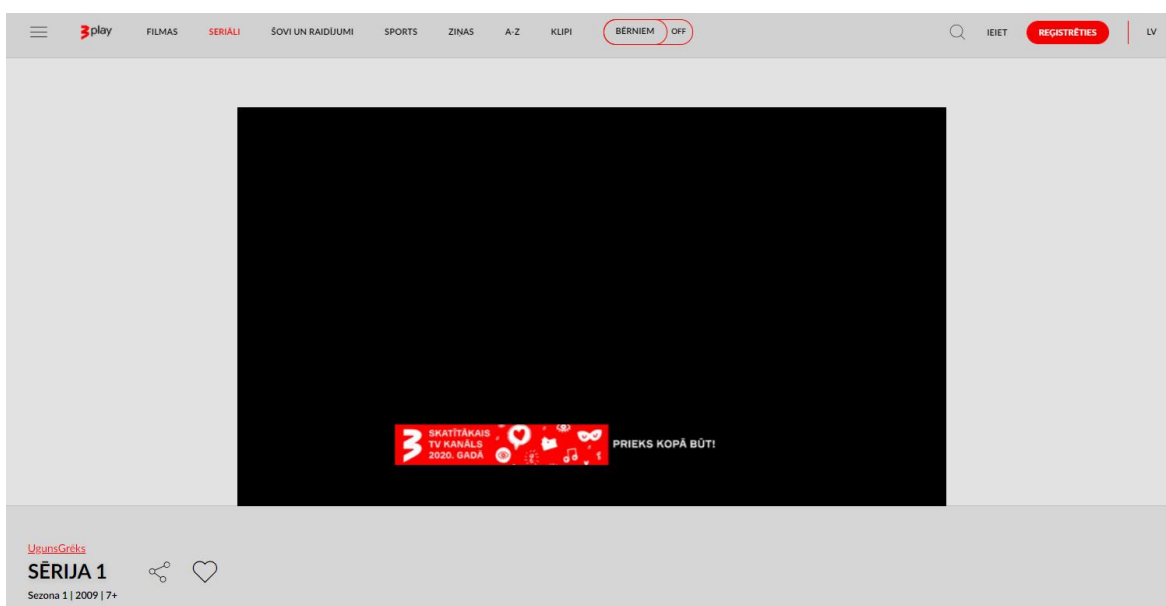


Companion



Format: PNG, JPG
Size: 300px x 60px
Max Weight: 100kb

Overlay



Format: PNG, JPG
Size: 520px x 65px
Max Weight: 100kb