

# **TECHNICAL SPECIFICATIONS**

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## GENERAL INFORMATION

### DELIVERY

Creatives should be forwarded to [online.werbung@orf.at](mailto:online.werbung@orf.at).

In order to be able to provide campaigns on all available ORF.at platforms/devices, it is mandatory to deliver the cross-device creatives for digital advertising as they are specified in the tariff scheme.

In addition to booked desktop creatives, fallbacks (e.g. for tablets) and mobile creatives must be delivered as listed on page 8ff. Mobile creatives can only be booked as cross device creative in the ORF.at network.

Special advertising formats and HTML5 creatives should be delivered 5 working days prior the start of the campaign. We recommend delivering creatives physically. Alternatively, it is possible to deliver them via streaming-link or tag-in-tag. All ad impressions are delivered in our total inventory, without any consent to marketing cookies.

IAB standards must be followed in any case. <https://www.iab-austria.at/>

The E-Mail for the delivery of the creative must contain the following information:

- Client- and campaign name
- Booking period
- Booked sites/channel
- Placement (RON, ROS, fixed)
- Details on target URL
- Contact person in case of queries

### TECHNICAL INSPECTION

Upon delivery all creatives will reviewed to make sure that they meet with the existing specifications. Despite inspection however, problems can also arise after launch of the campaign or the flight. ORF-Enterprise reserves its right to remove creatives either partially or entirely if:

- there are serious complaints on behalf of the users/viewers after the campaign launch
- it should later be found that the creatives interfere with the performance of the page or the user's/viewers computer
- the creative medium was subsequently replaced without consultation and does not meet our technical specifications
- the ad misleads the user/viewer which is strictly forbidden

Failure to comply with the specifications or a delayed or wrong delivery may lead to complications in the campaign's execution. Therefore a timely campaign launch can no longer be guaranteed.

## **CONTENT CHECK**

The content of the creative has to comply with the ORF-Enterprise GmbH & CO KG General Terms and Conditions, which can be found at <https://enterprise.orf.at/>.

## **HEAVY AD INTERVENTION**

Heavy Ad Intervention is a new function in Chrome- und Edge-browsers, which will unload ad frames that use an egregious amount of the CPU or network bandwidth – except the ad received a user gesture.

An ad will be subject to unload if it has not received a user gesture and:

- Used the main thread for more than 60 seconds total
- Used the main thread for more than 15 seconds in any 30 second window (50% utilization over 30 seconds)

In order to be consistent with the Heavy Ad Intervention and not to overload / put too much strain on the user's bandwidth we recommend the ads to be produced under 2,5 MB and without extensive animation.

<https://developer.chrome.com/blog/heavy-ad-interventions/>

## DESKTOP CREATIVE / SITEBAR

The scalable sitebar is fully visible at all times and its dynamic adaption to the screen size makes it ideal for a wide variety of screen sizes.

### TECHNICAL DATA

- Sound: only activated via sound button through user interaction
- Close button is mandatory
- Delivery via streaming link, tag-in-tag (iframe), or physical delivery; at least 5 business days before launch
- Max. file size (hosting ORF): for HTML5 incl. images: initial load 120 KB in compressed format
- Max. file size, allowed to be reloaded on external streaming as per polite download: max. 2,5 MB
- File format: HTML5 (see HTML5 specs from page 10 onwards)
- Fixed aspect ratio, usually 1:2 (e.g., 300×600 or 500×1000 px)
- Responsive behavior, automatically adjusts to the current size of the browser window (e.g., CSS width: 100% and height: auto)
- Scaling is proportional based on the available width and height (maximum possible size at which the sitebar remains fully visible, e.g., object-fit: contain)
- Images/videos must scale responsively (e.g., with CSS max-width: 100% and max-height: 100%)
- Advertising tags, tracking pixels, click commands, and streaming/hosting links must be delivered as HTTPS URLs
- Delivery of fallbacks (dimensions: 300×600 px) required
- For a Sitebar XL, a background element can be used that occupies the full width and height of the browser window (e.g., background image or video with background-size: cover)

If no separate mobile sitebar can be delivered (see Mobile Undersital p.6), the desktop version of the creative will be used as well for mobile delivery (as far as technically possible) Alternatively, a fallback (.jpg or .gif) with fixed dimensions (300x600 px or 320x480 px) will be used.



Sitebar vs. Sitebar XL

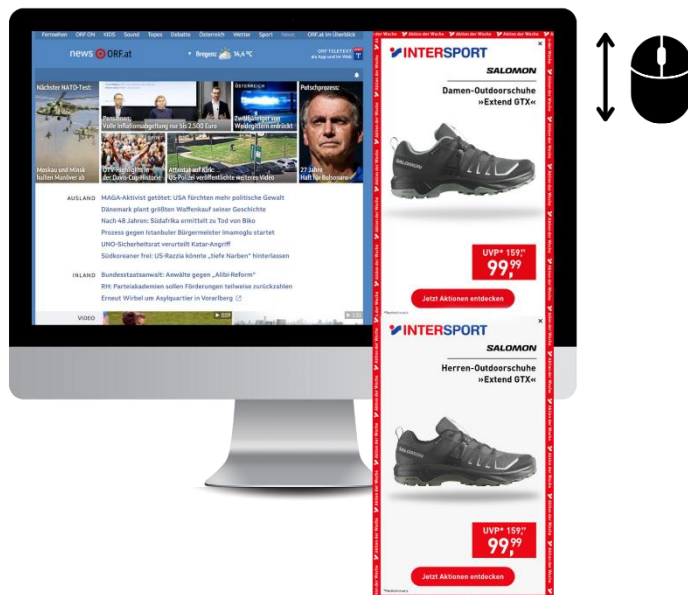
## DESKTOP WERBEFORMEN / INFINITY-SITEBAR

For interactive sitebars, the following information will be provided upon request via PostMessage:

- Scroll position on the Y-axis with postMessage name „scrollY“
  - Window height on the Y-axis with postMessage name „windowHeight“
  - Offset height (excl. Margin, but including padding/border) with postMessage name „docHeight“
  - Offset width (excluding margin, but including padding/border) with postMessage name „docWidth“
- Both values can be read via an eventListener and used, for example, for animations based on the current scroll position.

```
window.addEventListener("message", (event) => {  
    // Do something with event.data  
}, false);
```

The scroll position and offset height are not passed by default. If this information is required, please let us know with the booking, and it will be specifically enabled for this campaign. If other values are needed for your banner, they can also be requested.



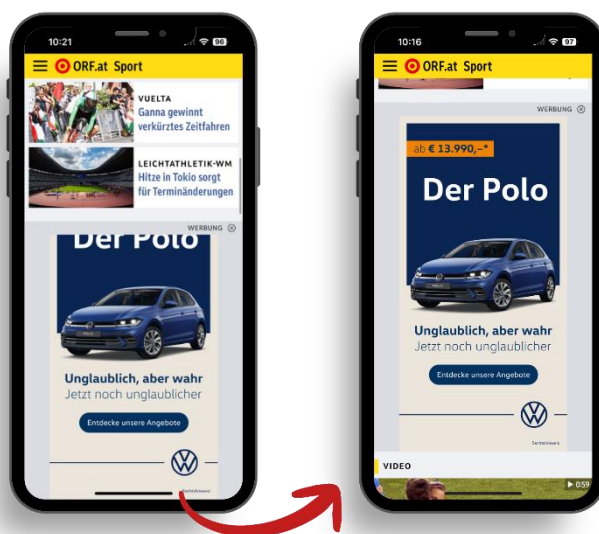
## MOBILE CREATIVE / MOBILE UNDERSTITAL

On mobile websites and apps the creative “sitebar” will be integrated with Parallax-effect (if technically possible).

### TECHNICAL DATA

- Dimension:
  - fixed size: 300x600px or 320x480px
  - File formats: .gif, .jpg, .png, HTML5 (see HTML5 specs, page 10)
- File size (Hosting ORF): 250KB
- Max. file size, allowed to be reloaded per polite download: max. 2,5 MB
- Sound: only activated via sound button through user interaction
- Delivery: via streaming-Link, as iFrame banner-tag, or physical delivery; at least 5 business days before launch
- Link is only permitted to be defined as „a href“. (no window.open() or mraid.open())
- Additional CSS style information for the „a“-tag of the link:  
„-webkit-tap-highlight-color: rgba(0, 0, 0, 0);“ when delivery of an HTML5-creative
- Video integration (without sound) in the form of a fullscreen, an animation or navigation element is possible
- Touch interactions must not block the page’s scrolling behavior (e.g., allow swipe elements to be navigated only within the banner, using touch-action: pan-y; or applying the event handler event.preventDefault() only specifically to banner elements).

If no separate mobile sitebar can be delivered, the desktop version of the creative will be used as well for mobile delivery. (Note: It has to be scalable in height.) Alternatively, a fallback (.jpg or .gif) with fixed dimensions (300x600 px or 320x480 px) will be used.



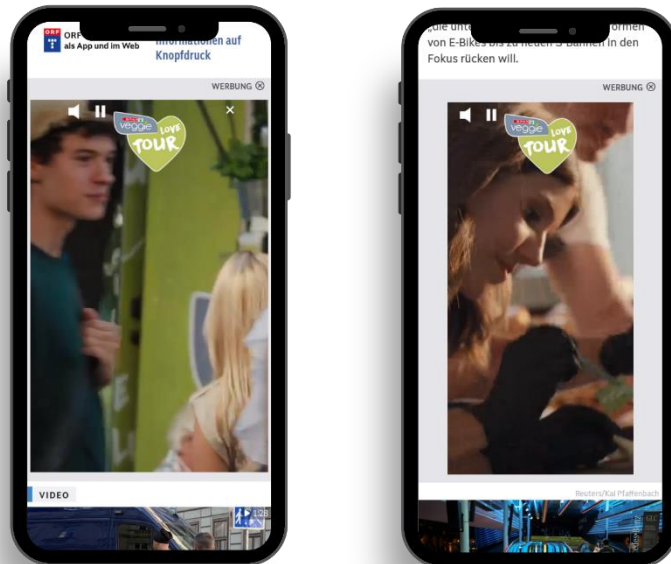
Parallax Effect - Mobile Understitial

## MOBILE CREATIVE / MOBILE FULL WIDTH

The new responsive banner format “Mobile Full Width” / “XL Mobile Understitial” can be used on the ORF.at frontpage <https://news.orf.at/> to utilize the full screen width of mobile devices.

### TECHNICAL DATA

- Width: 100%
- Maximum height: 600px
- Centered content via Flexbox
- Responsive via @media
- ClickTag according to IAB-Standard
- No fixed size specs in px for containers
- Font sizes and spacing defined in rem or %
- Images/videos must scale responsively (e.g. max-width: 100%)
- Max. file size, allowed to be reloaded per polite download: max. 2,5 MB
- File format: HTML5
- Sound: only activated via sound button through user interaction
- Code example including IAB ClickTag can be found in the HTML5 specs from page 10



Mobile Full Width vs Mobile Understitial



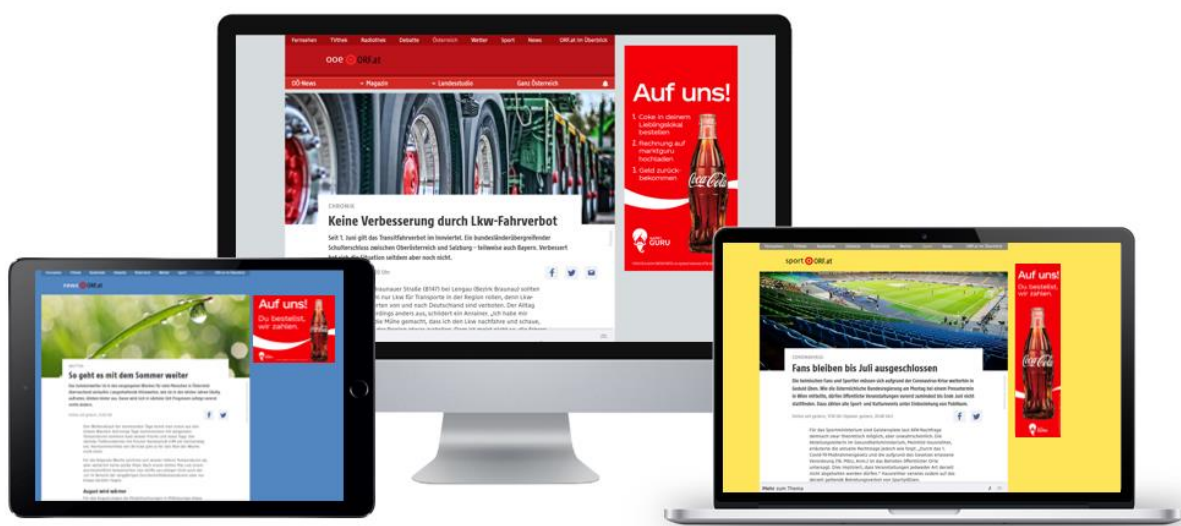
## FURTHER DISPLAY STANDARD CREATIVES

Bannert type	Dimensions	File size	Close-Button	Fallback	Desktop / Mobile
Half Page Ad	300 x 600 Px	250 KB	Nein	Ja	Desktop and Mobile
Medium Rectangle	300 x 250 Px	250 KB	Nein	Ja	Desktop and Mobile
Skyscraper	160 x 600 Px	250 KB	Nein	Ja	Desktop only
Superbanner	728 x 90 Px	250 KB	Nein	Ja	onl Desktop
Billboard	875 x 206 Px	250 KB	Ja	Ja	Nur Desktop

## TECHNICAL DATA

- Sound: sound can only be activated through user interaction
- Delivery: via streaming-Link, as iFrame banner-tag, or physical delivery; at least 5 business days before launch
- File size (Hosting ORF): 250KB
- Max. file size, allowed to be reloaded per polite download: max. 2,5 MB
- HTML5-specs from page 10ff
- Creative-tags, tracking pixels, click-commands and streaming-/hosting-links have to be delivered as **https**

## URL



## HTML5-CREATIVES IN THE ORF.AT-NETWORK

The standard for producing online creatives in HTML5 is subject to ongoing changes and enhancements due to the not yet official recommendation by the W3C. Therefore, the standards mentioned only serve as a guideline, however, they do not guarantee simple integration into websites using ad servers. This function and the functions within the creatives are not affected by these standards and fall into the responsibility of the (creative) agency.

### DELIVERY

5 working days prior to campaign launch applies to all HTML5 ad formats.

### FILE SIZE

Like websites, HTML5 advertising media consists of multiple elements. The following could be used (including combinations): HTML-files, CSS, libraries, images, videos.

The individual files of a HTML5 ad should be kept as small as possible, both in terms of their number and the file size. This should be achieved through compression and optimization processes as well as sparing use of animations or integration of external elements such as fonts and libraries. The creative must not - under no circumstances - put so much strain on the resources of the end device so that the device suffers problems while using the creative. f.e. frozen screen due to animations that operate on full capacity of the working storage or CPU.

- File size (Hosting ORF): 250KB
- Max. file size, allowed to be reloaded per polite download: max. 2,5 MB
- Video: The video should be available as H.264/mp4
- Maximum number of files HTML5-creative package: < 50 files plus images
- **Use https protocol**

### ALIGNEMENT OF CREATIVE

Creatives should be aligned left top with margin 0 and padding 0

### LIBRARIES

The use of standard libraries is recommended as they are less subject to errors. Use **https protocol!** Please note that as few libraries as possible should be implemented, and that only those functions will be initiated that are absolute necessary for the creative. The most common libraries include:

- CreateJS – <https://www.createjs.com>
- GSAP (GreenSock Animation Platform) – <https://www.greensock.com>
- Velocity.js – <https://velocityjs.org/>

### EXTERNAL REQUESTS:

Libraries which are integrated by external servers must be integrated as **https://[TARGETURL]**

Links must also be entered as **https://[TARGETURL]**

Creatives that contain elements which are integrated using **https://[TARGETURL]** can lead to differences in metrics and display errors.

The same applies for in-app integrations.

### CLICK-TAG / CLICK-TRACKING:

The correct spelling for clicktag is: **clicktag**

The correct spelling for multiple clicktags is: **clicktag, clicktag2, clicktag3**

The following lines of code must be integrated into the HTML5 creative package to transfer the click tag:

The function re-delivers all GET parameters which are transferred to the file:

```
<script>
var getUriParams = function() { var query_string = {}
    var query = window.location.search.substring(1);
    var parmsArray = query.split('&');
    if(parmsArray.length <= 0) return query_string;
    for(var i = 0; i < parmsArray.length; i++) {
        var pair = parmsArray[i].split('=');
        var val = decodeURIComponent(pair[1]);
        if (val != "" && pair[0] != "") query_string[pair[0]] = val;
    }
    return query_string;
}();
</script>
```

### HTML example and assignment of the link:

#### 2 HTML links without assigned links:

```
<a href="#clicktag" id="IAB_clicktag" target="_blank">IAB clicktag</a>
<a href="#clicktag2" id="IAB_clicktag2" target="_blank">IAB clicktag2</a>
```

These 2 lines of Javascript allow the click tags to be assigned to HTML elements:

```
<script>
document.getElementById('IAB_clicktag').setAttribute('href',getUriParams.clicktag);
document.getElementById('IAB_clicktag2').setAttribute('href',getUriParams.clicktag2);
</script>
```

### CLICK-TAG / CLICK-TRACKING MOBILE CREATIVE

In order to correctly link and allow HTML5 banners to open in ORF apps in iOS, the link have to be entered in the creative using "HREF" whose target is either set to „\_blank“ or which can be dynamically transferred by us as a URL parameter.

The following functions are not supported by the ORF apps:

```
2 <html>
3 <head>
14 <body onload="init();">
15 <a href="undefined" id="IAB_clicktag" target="_blank">&nbsp;</a> <!-- Beim Target bitte standardmäßig "_blank" einstellen -->
16 <canvas id="canvas" width="320" height="50"></canvas>
17 <script>
18 // Die nachfolgende Zeile setzt den als Parameter übergebenen Ziellink
19 document.getElementById("IAB_clicktag").setAttribute("href",getUriParams.clicktag);
20 // Die nachfolgenden Zeilen setzen das als Parameter übergebene Target nur, wenn auch wirklich
21 // ein Target übergeben wurde. Ansonsten bleibt das Original-Target wie oben definiert.
22 if(getUriParams.target){
23     document.getElementById("IAB_clicktag").setAttribute("target",getUriParams.target);
24 }
25 </script>
26 </body>
27 </html>
```

The following codes can not be integrated into the HTML5 ad package to transfer the click tag:

HTML example and assignment of links:

```
<a href="#clicktag" id="IAB_clicktag" target="_blank">IAB clicktag</a>  
<a href="#clicktag2" id="IAB_clicktag2" target="_blank">IAB clicktag2</a>
```

These 2 lines of Javascript allow the click tags to be assigned to HTML elements:

```
<script>  
document.getElementById('IAB_clicktag').setAttribute('href',getUriParams.clicktag);  
document.getElementById('IAB_clicktag2').setAttribute('href',getUriParams.clicktag2);  
document.getElementById('IAB_clicktag').setAttribute('target',getUriParams.target);  
document.getElementById('IAB_clicktag2').setAttribute('target',getUriParams.target);  
</script>
```

### TESTING THE CLICKTAG-GET PARAMETER FOR TRANSFER TO THE CREATIVE

It is the responsibility of the creative agency to test that the click-tag transfers properly work.

With mobile HTML5-banners the creative agency additionally must test the transfer of the target

**Test Desktop:** html5creative.html?clicktag=%LANDINGPAGE%

**Test Mobil:** html5creative.html?clicktag=%LANDINGPAGE%&target=\_blank

%LANDINGPAGE% should be replaced with a test target page and has to be transferred URL-encoded (encodeURIComponent-Function). Target can include the values \_blank, \_self or \_parent.

### INTEGRATION

If the HTML5 creative is delivered either physically or by streaming link, an (non-friendly) iFrame will be implemented by ORF for the request. The advert's formatting information, e.g. <html><head><body> etc., can conflict with the ORF.at website, potentially resulting in a layout crash.

### CLOSE-BUTTON

A close button is mandatory for sitebars which are advertised on the ORF.at network. When this button is clicked, it must hide the ad. Please note that the BODY tag is not set to display:none, as the BODY remains white in Internet Explorer. Only set the layer, in which the entire ad is located, to display:none.

Here is an example of how a close button can be integrated in any HTML creative, regardless which program made it:

**Creating the close-elements: (A Div containing a close graphic in PNG format):**

```
<div id="closeAd"></div>
```

**Skript-snippet, which has to be inserted before the final body tag:**

```
<script>
```

```
document.getElementById("closeAd").addEventListener("click", function(){ document.body.innerHTML = "";
});
</script>
```

**Close-button style (depending on where it is going to be displayed), must be adjusted to the "left" or "right" attribut:**

```
#closeAd{
position: absolute; top: 5px;
left: 5px;
z-index: 9999; cursor: pointer;
}
```

## VIDEO

Videos in HTML5-creatives are integrated using the tag <video></video>.

Creatives with videos must be provided with a preview image (poster). On most mobile devices the video starts as soon as it has loaded or as a result of user interaction. Please note that no click tags can be placed on videos on mobile devices. The click tag must be placed on an area outside the video.

The video must be optimized in terms of quality and file size and should always be streamed in a suitable server environment. The video should be available as H.264/mp4. Maximum size allowed to be reloaded per polite download: 2,5 MB.

### Code example:

```
<video controls height='640' width='360'>
<source src='yourVideo.mp4' type='video/mp4' />
</video>
```

## MOBILE FULL WIDTH CODEBEISPIEL (INKL IAB CLICKTAG)

```
<!DOCTYPE html>
<html lang="de">
<head>
<meta charset="UTF-8">
<meta name="viewport" content="width=device-width, initial-scale=1.0">
<title>Responsive Banner</title>
<style>
body { margin: 0; }
.ad-container {
width: 100%;
min-height: 600px;
display: flex;
justify-content: center;
align-items: center;
background: linear-gradient(135deg, #feba12, #1d4ed8);
color: white;
text-align: center;
padding: 20px;
box-sizing: border-box;
}
```

```

}
.ad-content { max-width: 90%; }
h1 { font-size: 2.5rem; margin-bottom: 10px; }
p { font-size: 1.2rem; }
@media (max-width: 600px) {
  h1 { font-size: 2rem; }
  p { font-size: 1rem; }
}
</style>
</head>
<body>
<a href="javascript:window.open(window.clickTag)">
  <div class="ad-container">
    <div class="ad-content">
      <h1>Deine Werbung hier</h1>
      <p>Responsive & 100% mobilfähig. Jetzt testen!</p>
    </div>
  </div>
</a>
</body>
</html>

```

## PHYSICAL DELIVERY

Physical delivery only allowed via file hosting service (f.e. wetransfer).

## DELIVERY VIA STREAMING LINK

Streamed ads must comply with the standards regarding file size and file count mentioned above. The advantage of streaming links is that the creative agency does not need to take into account the function or the correct output of the file path in the dynamic structure of an Adserver environment.

## BACKUP IMAGE, BROWSER COMPATIBILITY

If a browser is unable to support a special feature or library which is used in the creative, a defined fallback JPG/GIF should be displayed in the ad.

If, for example, the creative is not supported by IE 10, the producer of the creative must ensure that the fallback JPG/GIF is displayed in this browser. The creative agency or the agency responsible for producing the creative must test the creatives on all common browsers and inform ORF-Enterprise of any browsers that are not compatible and are to be excluded.

In this case we recommend using the <http://caniuse.com> service to check the browser-compatibility of the features.

## IMAGE COMPRESSION

Images must be compressed in terms of file size. The use of PNG crusher and scalable vector graphics is recommended.

## ANIMATIONS

For animations, make sure that they do not unnecessarily overload the client CPU. Several parallel running animations and overlapping transparent images should be avoided. CSS and JS animations should be chosen with consideration to CPU and GPU load. All animations, scaling and positioning must be processed by the creative agency within the creative and adjusted for proper operation on the advertised media.

## INREAD VIDEO AD

### TECHNICAL DATA

- Ratio: 16:9, 4:5
- Resolution: 720 pixel or higher
- Fileformat: mp4 (AVC Video+AACAudio)
- Video bitrate: as high as possible
- Audio bitrate: starting with 128 Kbits/s
- Volume value pursuant to EBU R 128 (-23,00 LUFS)
- Max. file size: 3,5 MB
- Video Profile: "Base" or "Baseline" - as "High" and "Main" are not supported on the mobile side

### DELIVERY

- Physical incl. tracking
- NPA-VAST tag
  - personal data queried in the background prohibited
  - VAST with VPAID extensions are not supported
  - Multiple wrapped VAST tags can lead to problems. Unwrapped tags are preferable
  - Mezzanine is not supported



## INSTREAM-VIDEO & MAXREACH-VIDEO

### TECHNICAL DATA

- Ratio: 16:9
- Resolution: min. 1280 x 720 px
- Fileformat: mp4 (AVC Video+AACAudio)
- Video bitrate: max. 5000 kBit/s
- Audio bitrate: starting with 128 Kbits/s
- Volume value pursuant to EBU R 128 (-23,00 LUFS)
- Physical spot file size: max. 50 MB (converted by ORF to IAB standard)
- Vast tag file size: max. 10 MB

### DELIVERY

- Physical incl. tracking
- VAST tag
  - personal data queried in the background prohibited
  - VAST with VPAID extensions are not supported
  - Multiple wrapped VAST tags can lead to problems. Unwrapped tags are preferable
  - Mezzanine is not supported





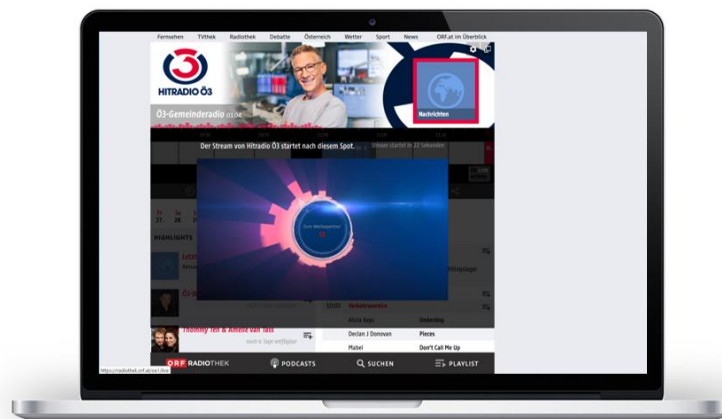
## CROSS-DEVICE-CAMPAIGNS / AUDIO CREATIVES

### CLICKABLE AUDIO PRE-ROLL-SPOT

#### TECHNICAL DATA

- Format: .mp3
- Audio bitrate: starting from 192 Kbits/s
- Volume: LUFS/dBFS: -16
- Max. file size: 2 MB
- Delivery: 5 working days prior to campaign start

**The commercial has to be delivered physically. Implementation via VAST or other platforms is not possible.**



## CONTACT

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