

TRT Video

Full screen ad that is no longer flat by creating a three-dimensional environment and adding video to create an immersive experience.

DEVELOPMENT

Requirements

- Send video in vertical or horizontal .MP4 format.
Recommended maximum duration: 30 seconds.

Specs for Logan’s development

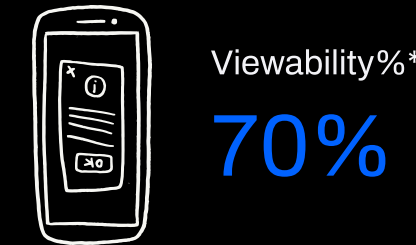
- Editable KVs in .PSD or .AI format with links or embedded images, preferably vertical and larger than 384x615 px.
- Fonts used.
- High-resolution images, videos, logos.
- Animation references: links or HTML files.

IMPLEMENTATION in the DSP

- Tags HTML5 y MRAID
Mobile: 320x480px,
Tablet: 768x1024px
- DV360:
We recommend disabling Open
Measurement to access in-app traffic (higher
CTR).

PMP®

Benchmarks



*Viewability% depending on the measurement system and DSP configuration.