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TV PIA

AD SPACES
TECHNICAL SPECIFICATIONS



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TV PIA



User experience:

PIA is an advertising area located in the Smart Hub, Samsung SmartTV's home screen that all users have to visit in order to access SmartTV contents. Ads displayed in PIA will be shown to all Samsung SmartTV users, every time they access Smart Hub.

If the users clicks on the PIA ad, a full screen landing page expands, delivering more information with greater interactivity!

PIA Image Banner

There are four types of PIA ad units, for 2010, 2011, 2012 (res 1280x720) and 2012 (res 1920x1080)

User Senario:

When the user clicks on the image banner there are 4 different scenarios

- Click to open Image (full screen)
- Click to open Video (full screen)
- Click to App D/L
- Click to Microsite

Important information:

- We need **all 4 creatives for the initial image banner** and the creative of the selected user scenario.
- All creatives must be submitted **at least 10 working days (for the microsite option) and at least 4 days (for all other options) prior to the desired flight date assuming all creatives are on specs.**
- All creatives need to be delivered according to the specifications for each template to meet development schedule
- It is recommended that the submitted initial PIA Image Banner to contain a button with Samsung's **Enter Button** and a call to action message. The color/message of the button is fully adjustable according to advertiser's needs. Examples of the open .psd file with Samsung's Enter Button: [Link1](#), [Link2](#).
- Data reported: Impressions, Clicks (every 2 weeks and final report 4 days after campaign end date)
- In order to count Impressions and Clicks with a third party please provide us with 3rd party impression pixel and 3rd party click tracking tag

PIA Initial Banner Specs

2010 Model



Standard Creative			
Width	Height	File Weight	File Type
295	169	100k	PNG(preferred), JPG, GIF (animated up to 15sec max)

2011 Model



Standard Creative			
Width	Height	File Weight	File Type
322	76	100k	PNG(preferred), JPG, GIF (animated up to 15sec max)

2012 (res 1280x720) Model



Standard Creative			
Width	Height	File Weight	File Type
220	124	100k	PNG(preferred), JPG, GIF (animated up to 15sec max)

2012 (res 1920x1080) Model



Standard Creative			
Width	Height	File Weight	File Type
330	186	100k	PNG(preferred), JPG, GIF (animated up to 15sec max)

Scenario: Click to open Image (full screen)

When the user clicks on the initial ad a second Image open to full screen. Depending on the screen model the Image specs are (all four needed).

File weight: up to 1.56 MB (preferred)

2010 Model

Standard Creative		
Width	Height	File Type
960	506	PNG(preferred), JPG

2011 Model

Standard Creative		
Width	Height	File Type
1280	675	PNG(preferred), JPG

2012 (res 1280x720) Model

Standard Creative		
Width	Height	File Type
1280	720	PNG(preferred), JPG

2012 (res 1920x1080) Model

Standard Creative		
Width	Height	File Type
1920	1080	PNG(preferred), JPG

Scenario: Click to open Video (full screen)

When the user clicks on the initial ad a video opens to full screen. The video specs (common for all 4 models) are

Video Creative			
Quality	Run Time	File Weight	File Type
At least HD (1280x720) is required. Ratio 16:9	No limitation. (15-60 seconds Recommended)	Up to 10MB (preferred), max 30MB, max 2,5 Mbps streaming	mp4(preferred), mov, wmv / MPEG-4, H.264

Scenario: Click to App D/L

When the user clicks on the initial ad a rich media microsite encoded in HTML/Javascript/CSS code (should comply with TV SDK spec). For more information [see here](#).

Scenario: Click to Microsite

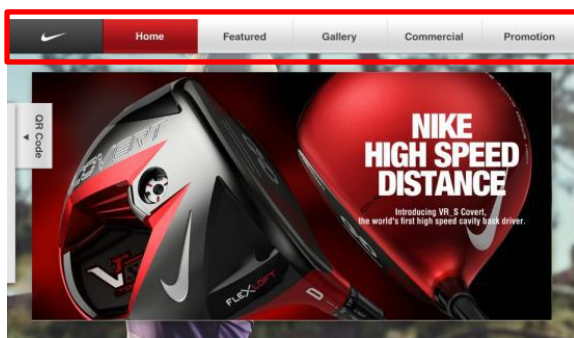
SmartTV Microsite Templates are a fast, cost effective and easy-to-use tool to create custom brand experiences on Samsung SmartTV.

- Choose from 5 Templates to select the best layout for your campaign.
- Choose the categories and contents you want to add to your template.
- Add more functions to enhance the performance of your campaign
- Dynamic Microsites can track impressions, clicks, CTR, and clicks on the individual tabs

Templates and recommended use

Top & Bottom Menu Template :

- Appropriate for providing visual information about products or services.
- Provides wide range of image and video viewing – recommended for promoting movies, cars and etc.



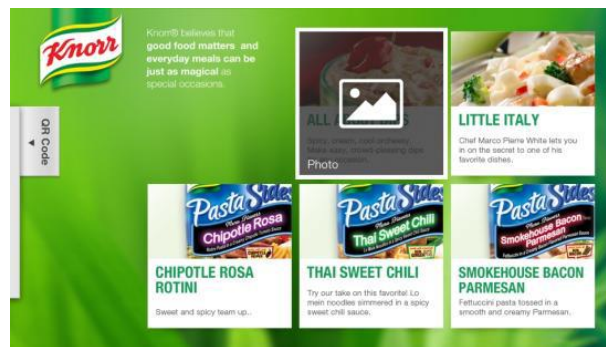
Left & Right Menu Template :

- Appropriate for providing descriptive information about products or services.
- Provides systematic and familiar navigation for image and video viewing – recommended for promoting credit cards, medical services and etc.



Tile Menu Template

- Appropriate for providing visual information about products or services (Each menu provides only one image or video contents)
- Provides simple and direct viewing of image and video – Recommended for promoting restaurants, food products and etc



Microsite Contents and Categories

In order to make a microsite by using the one of the above Ad-Templates you need to select the contents/categories for the selected template (**basic microsites comprise of 3 tabs/contents**)

- **Top / Bottom Template**
 - [Default Images](#)
 - [Info1](#)
 - [Info2](#)
 - [Gallery](#)
 - [Video](#)
 - [360 VR](#)
 - [Event](#)
- **Left / Right Template**
 - [Default images](#)
 - [Info1](#)
 - [Info2](#)
 - [Gallery](#)
 - [Video](#)
 - [Event](#)
- **Tile Template**
 - [Main](#)
 - [Single Image](#)
 - [Single Video](#)

Image specs per element (Quick Guide)

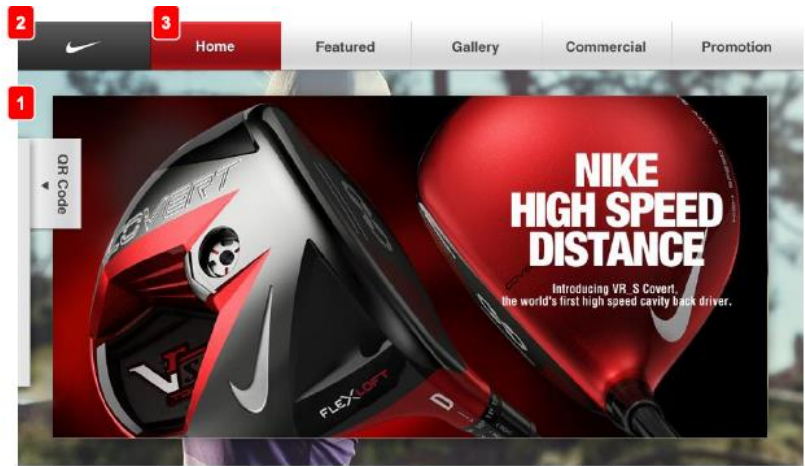
Category	Element	Layout					
		Top / Bottom		Left / Right		Tile	
		540p	720p	540p	720p	540p	720p
Feature – QR code	Image	267 x 267	356 x 356	267 x 267	356 x 356	267 x 267	356 x 356
Menu	Image	212 x 118	196 x 158	183 x 100	243 x 136	228 x 228	303 x 303
Info1	Image	874 x 417	1164 x 555	777 x 540	1037 x 720	-	-
Info2	Image	574 x 417	764 x 555	732 x 498	974 x 664	-	-
Gallery	Thumbnail	102 x 62	135 x 82	90 x 54	118 x 70	-	-
	Image	874 x 417	1164 x 555	777 x 540	1037 x 720	783 x 417	1040 x 552
Video	Sub Thumbnail	540 x 304	720 x 405	540 x 304	720 x 405	-	-
	Video Thumbnail	720 x 405	960 x 540	720 x 405	960 x 540	-	-
Event	Event Page	874 x 417	1164 x 555	777 x 540	1037 x 720	-	-
	Button	279 x 116	372 x 150	279 x 116	372 x 150	-	-
	Pop-up Image	247 x 430	328 x 572	247 x 430	328 x 572	-	-
360VR	Image	874 x 417	1164 x 555	-	-	-	-
Background	Image	960 x 540	1280 x 720	960 x 540	1280 x 720	960 x 540	1280 x 720
Logo	Image	167 x 59	216 x 79	183 x 82	243 x 109	-	-

Additional Info:

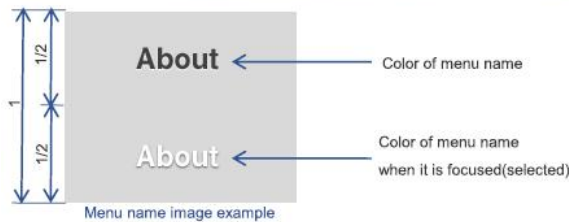
- If you want to support 2010 TV Model, 540p images should be prepared

Top Bottom Menu Template

Default Images



No	Element	Size	
1	Background Image	p540	960 x 540
		p720	1280 x 720
2	Brand Logo	p540	167 x 59
		p720	216 x 79
3	Menu Text Image	p540	212 x 118
		p720	196 x 158



- an Image for a menu name should be a pair set with a transparent background.
- For a canvas size for putting menu name, see number 3 above.
- Menu name images should be located in the middle as you can see on the example.
- Colors of text can be changed.

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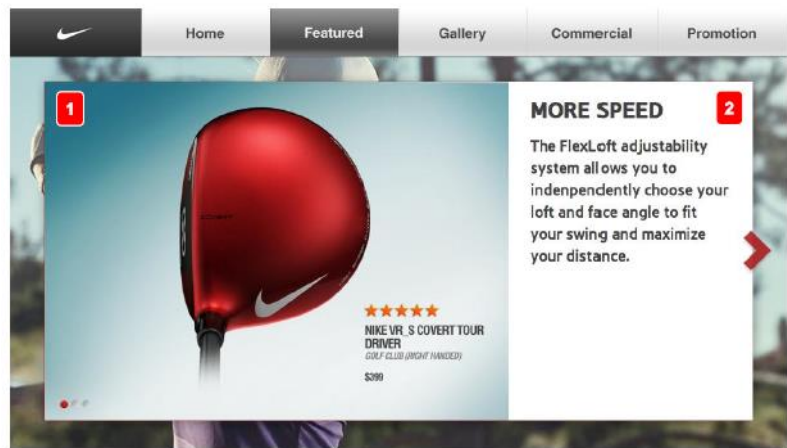
Info1



No	Element	Size	
1	Info1 Image	p540	874 x 417
		p720	1164 x 555
2	QR Code	p540	267 x 267
		p720	356 x 356

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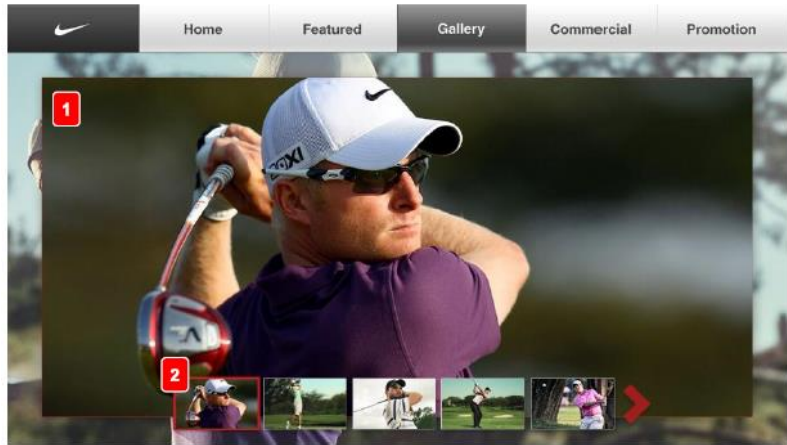
Info2



No	Element	Size	
		p540	574 x 417
1	Info2 Image	p720	764 x 555
2	Text		

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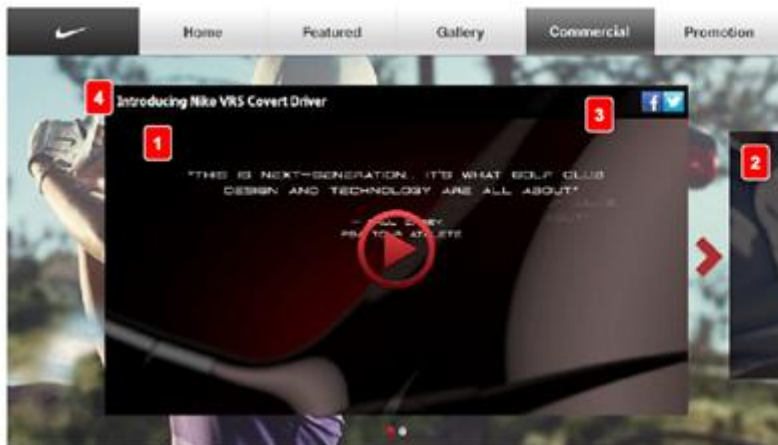
Gallery



No	Element	Size	
		p540	874 x 417
1	Gallery Image	p720	1164 x 555
2	Thumbnail	p540	102 x 62
		p720	135 x 82

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Video



No	Element	Size	
1	Main Thumbnail (min1, max10)	p540	720 x 405 (optional)
		p720	960 x 540
2	Sub Thumbnail (min1, max10)	p540	540 x 304 (optional)
		p720	720 x 405
3	Video		
4	Text		

See below for video specs

Video Tab can have up to 10 videos. For each video a main thumbnail, a sub thumbnail, a video and a text is needed.

Video Creative			
Quality	Run Time	File Weight	File Type
(1280x720) is required. Ratio 16:9	No limitation. (15-60 seconds Recommended)	Up to 10MB (preferred), max 30MB	mp4

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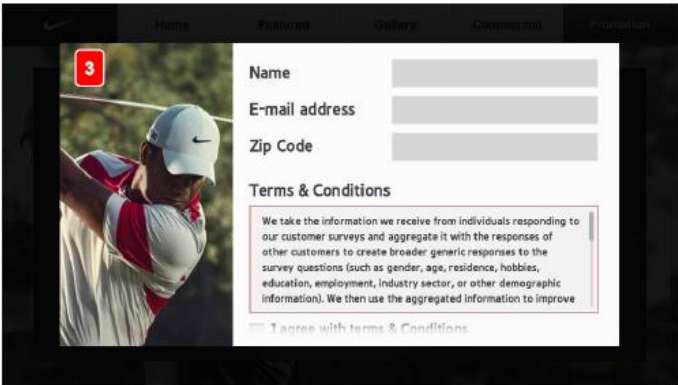
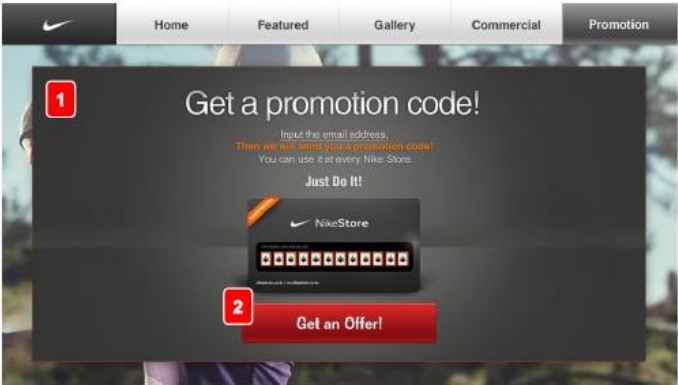
360VR



No	Element	Size	
1	360 Images	p540	874 x 417
		p720	1164 x 555

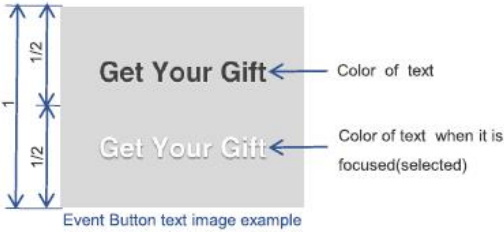
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Event



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No	Element	Size	
1	Event Page	p540	874 x 417
		p720	1164 x 555
2	Button Text	p540	279 x 116
		p720	372 x 150
3	Pop-up Image	p540	247 x 430
		p720	328 x 572



Event Button text image example

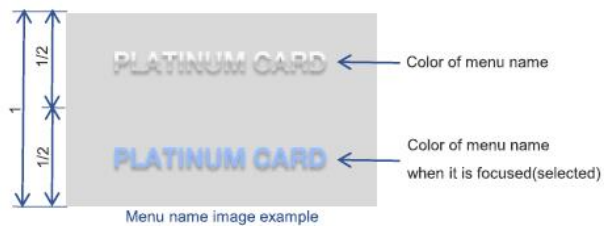
- The Image for a menu name should be a pair set with a transparent background.
- For a canvas size for putting text, see number 2 above.
- Menu name images should be located in the middle as you can see on the example.
- Colors of text can be changed.

Left / Right Menu Template

Default Images



No	Element	Size	
1	Background Image	p540	960 x 540
		p720	1280 x 720
2	Brand Logo	p540	183 x 82
		p720	243 x 109
3	Menu Text Image	p540	183 x 100
		p720	243 x 136



- The Image for a menu name should be a pair set with a transparent background.
- For a canvas size for putting menu name, see number 3 above.
- Menu name images should be located in the middle as you can see on the example.
- Colors of text can be changed.

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Info1



No	Element	Size	
1	Info1 Image	p540	777 x 540
		p720	1037 x 720
2	QR Code	p540	267 x 267
		p720	356 x 356

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Info2



The mockup for the Info2 ad space features a dark sidebar on the left with the following menu items: Platinum Card® from American Express, PLATINUM CARD, AT A GLANCE, VIDEO, EVENT, and TERMS & CONDITIONS. The main content area is divided into two sections. Section 1, labeled '1', shows a man in a suit pointing at a document with a bar chart. Section 2, labeled '2', is titled 'Offer Terms' and contains text about earning 25,000 Membership Rewards points. Below the text is an image of the American Express Platinum Card and a graphic that says 'GET 25,000' with a subtext: 'Membership Rewards points after you spend \$5,000 in the first 3 months of Card membership.'

No	Element	Size	
1	Info2 Image	p540	732 x 498
		p720	974 x 664
2	Text		

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Gallery

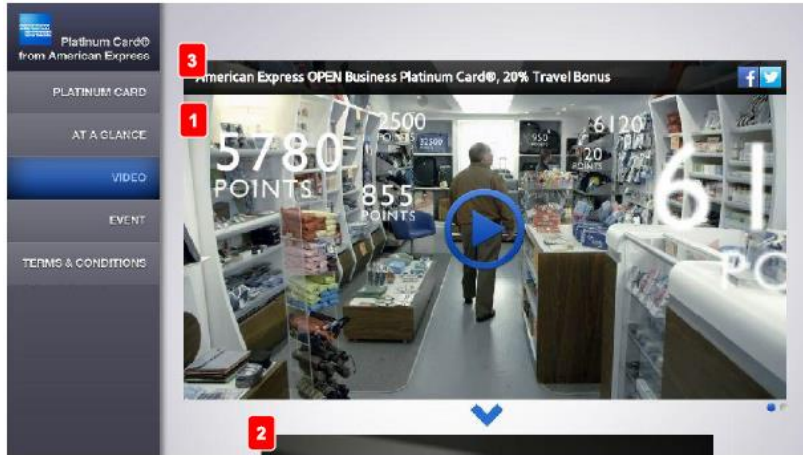


The mockup for the Gallery ad space features a dark sidebar on the left with the following menu items: Platinum Card® from American Express, PLATINUM CARD, AT A GLANCE, VIDEO, EVENT, and TERMS & CONDITIONS. The main content area is divided into two sections. Section 1, labeled '1', is titled 'Earn 25,000 Points' and contains text about earning 25,000 points by spending \$2,000 in the first 3 months. Section 2, labeled '2', is titled 'At a Glance' and contains text about receiving 25,000 points. Below the text is an image of the American Express Platinum Card and a graphic that says 'GET 25,000' with a subtext: 'Membership Rewards points after you spend \$5,000 in the first 3 months of Card membership.'

No	Element	Size	
1	Gallery Image	p540	777 x 540
		p720	1037 x 720
2	Thumbnail	p540	90 x 54
		p720	118 x 70

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Video



No	Element	Size	
1	Main Thumbnail	p540	720 x 405
		p720	960 x 540
2	Sub Thumbnail	p540	540 x 304
		p720	720 x 405
3	Video		
4	Text		

Video Tab can have up to 10 videos. For each video a main thumbnail, a sub thumbnail, a video and a text is needed.

Video Creative			
Quality	Run Time	File Weight	File Type
(1280x720) is required. Ratio 16:9	No limitation. (15-60 seconds Recommended)	Up to 10MB (preferred), max 30MB	mp4

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Event



No	Element	Size	
1	Event Page	p540	777 x 540
		p720	1037 x 720
2	Button	p540	279 x 116
		p720	372 x 150
3	Pop-up Image	p540	247 x 430
		p720	328 x 572

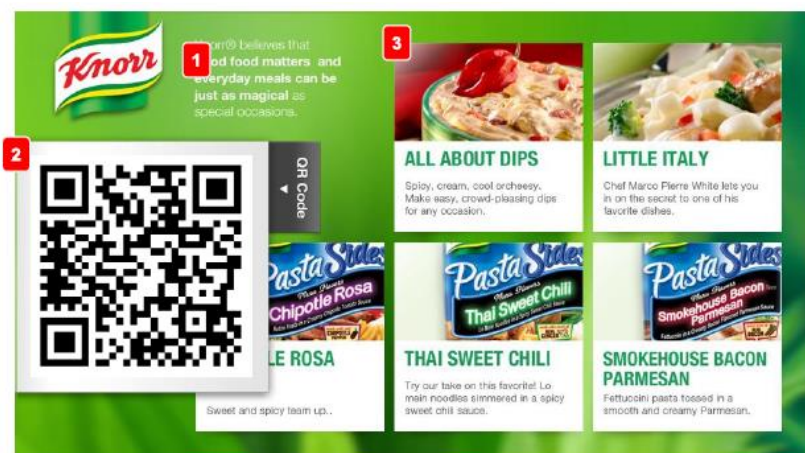


- an Image for a menu name should be a pair set with a transparent background.
- For a canvas size for putting text, see number 2 above.
- Menu name images should be located in the middle as you can see on the example.
- Colors of text can be changed.

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Tile Menu Template

Main



No	Element	Size	
1	Background Image	p540	960 x 540
		p720	1280 x 720
2	QR Code	p540	267 x 267
		p720	356 x 356
3	Menu Thumbnail	p540	228 x 228
		p720	303 x 303

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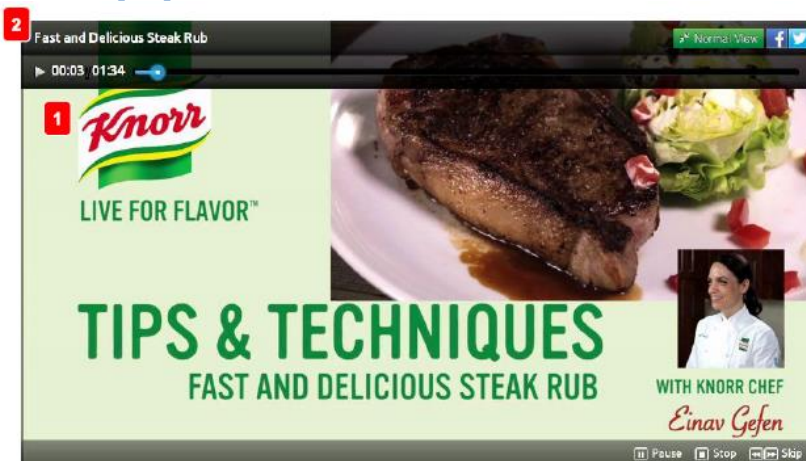
Image Pop Up



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No	Element	Size	
1	Big Image	p540	783 x 417
		p720	1040 x 552

Video Pop Up



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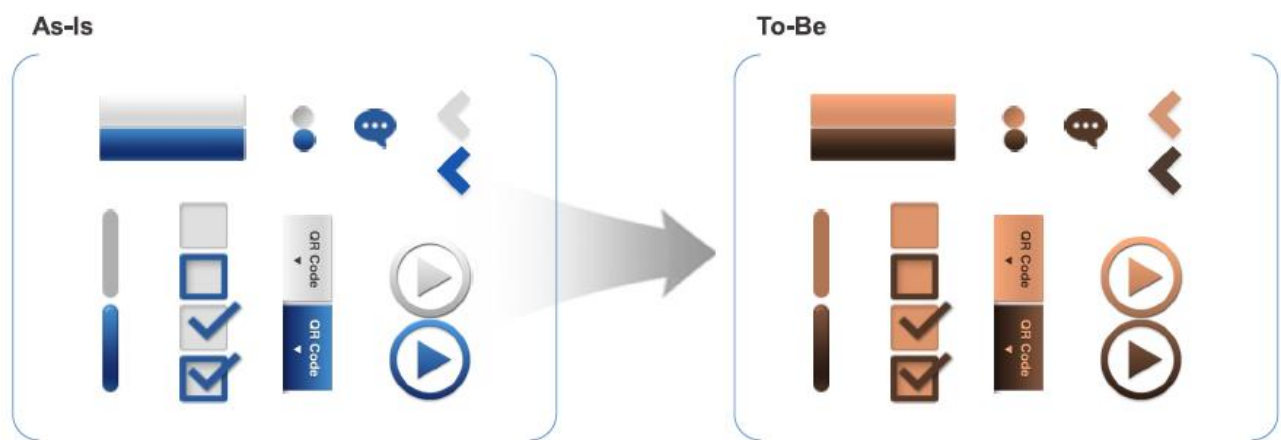
No	Element	Size	
1	Video		
2	Text		

Additional Info

Image Contents > UI Sources

We recommend you not to change the original form of UI sources of Ad-Template (size and shape)
Just change the color setting of UI images if you really need changes. The accepted image formats are: PNG(preferred) and JPG.

Example



Video Contents

- All video contents should satisfy at least 720p HD (16-9 ratio) screen resolution
- The specification describes the codecs and the protocols supported by Samsung SmartTV ([see link here](#))
- **Frame rate** is 30.
- For the fluent playback, we recommend that the video's total play time is less than 5 minutes.
- For SNS Share function, uploads streaming VOD is required (YouTube, Vimeo, Dailymotion) see below

Texts

- Ad-Template has a designated text box for text input
- Depending on the templates overall text length should be differentiated.
 - Top/Bottom menu templates have limited test area
 - Left/Right menu templates offer scroll bar for the larger amount of text.

*Each TV Model has a different font style