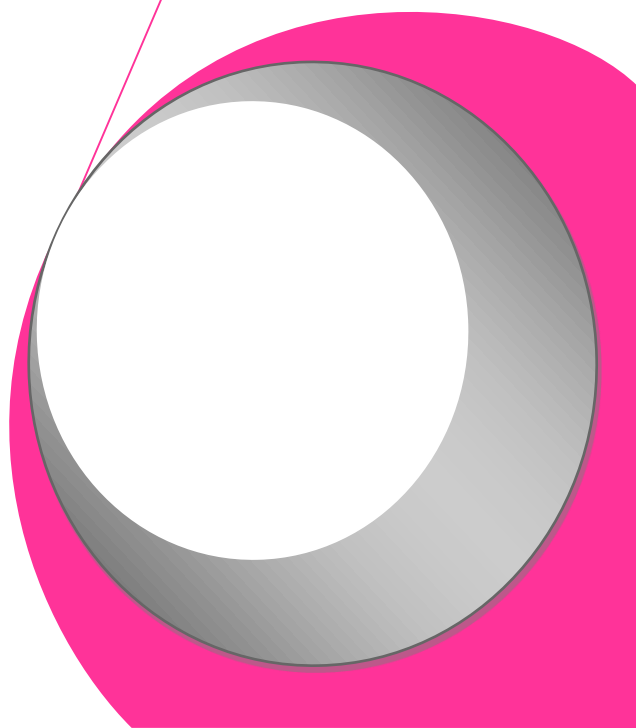


# Shazam In App Advertising

## TECHNICAL SPECIFICATIONS

Last update: 16/02/2016



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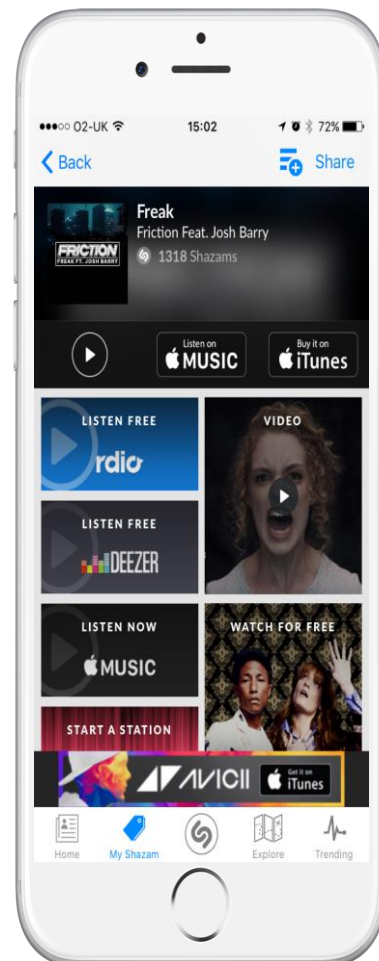
# Shazam In-App Media Specs

## Available Formats

### Standard IAB 320x50

Shazam's premium banner inventory is third-party served and tracked. It has linking, expanding and rich media capabilities. This size has the largest share of our inventory.

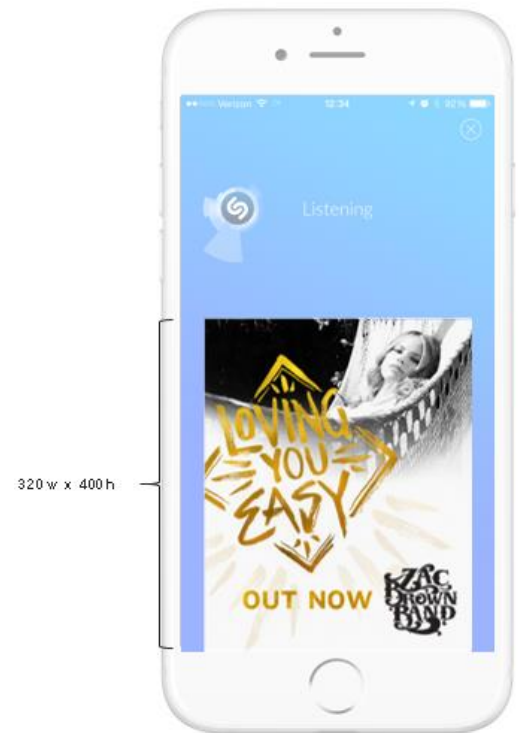
- Available OS
  - Google Android, Apple iOS & Windows Phone
- Dimensions
  - 320w x 50h pixels (Retina accepted 640x100)
- Max Weight
  - 40KB
- Delivery Formats
  -
- Reporting Metrics
  - Impressions | Clicks | Click-Through-Rate (CTR)
- Targeting options (Based on inventory)
  - Geography (International Region | Country | City)
  - Operating System (Android | iOS)
  - Dayparting (Day of Week | Time of Day)
  - Tag Results (Song | Artist | Genre)
  - Re-Targeting (Based on Audience Behavior)
  - App Zones (Tag Results, Explore, Album, Album Review, Lyrics, My Tags, Tour Info, Track Review, YouTube Videos, Charts)
  - 35+ Languages
- Interactivity
  - Animation | Expand | Tap to Call | Music Download | Date Capture | Store Locator
  - Video Play (incl. YouTube)
  - Link to Custom Landing Page (internal or ext.)
  - Deep link into app stores and music download and streaming apps.
  - Rich media capable



## Listening Screen Takeover (LST) Interstitial

The Listening Screen Takeover is a high traffic, high-impact branding placement. While this unit isn't clickable, it is seen by most Shazam users, and is most effective when combined with actionable Shazam Again and Standard Banner media.

- Available OS
  - Google Android & Apple iOS
- Dimensions
  - 320w x 400h pixels (640w x 800h for Retina accepted)
- Maxweight
  - 120KB
- Animations (Opt)
  - 150KB max weight | 3-5 second run time
- Delivery Formats
  - PNG | JPG | PSD source (preferred)
- Reporting Metrics
  - Impressions
- Targeting Options
  - Geography International Region | Country
  - Operating System (Android | iOS)
  - Dayparting (Day of Week | Time of Day)
- Interactivity
  - No interactivity but basic animation is allowed.
- Other Notes
  - Third party tracking is only available on animated Listening Screen Takeovers.
  - This unit is not clickable.



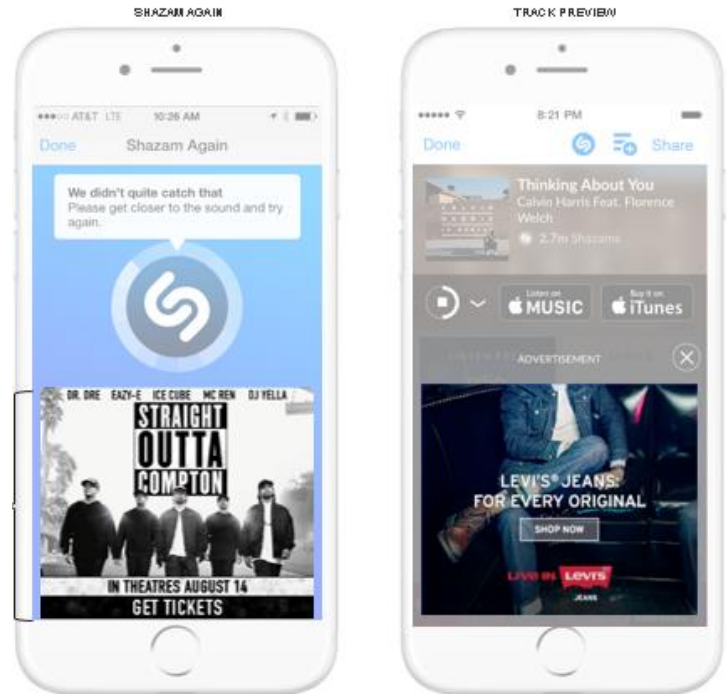
## MPU: Shazam Again + Track Preview Ad

With millions of Shazams happening daily, every Shazam is valuable—even the ones that don't find a match. The Shazam Again screen appears when a result cannot be found.

This placement is our highest performing clickable ad unit.

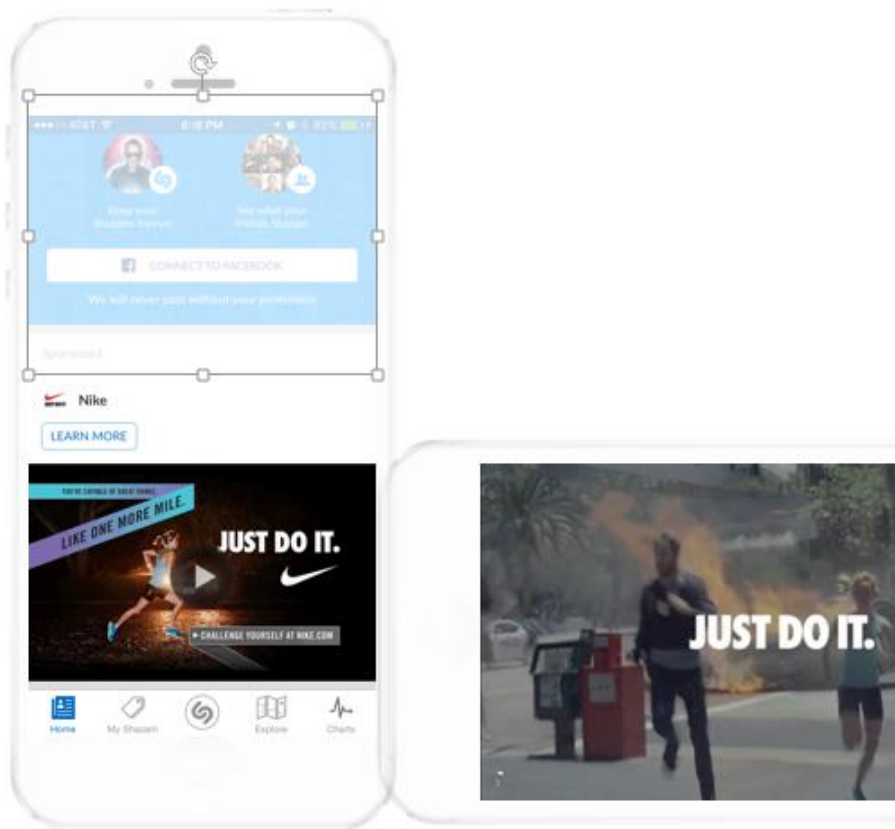
The 300x250 is also seen on Track Preview pages when a user is listening to the preview track and impactful banner appears covering the page content.

- Available OS
  - Google Android & Apple iOS
- Dimensions
  - 300w x 250h pixels (Retina sizes also accepted)
- MaxWeight
  - 40KB
- Animation (Opt)
  - 50KB max weight | 3 frames
- Delivery Formats
  - PSD source (preferred) | PNG | JPG
- Reporting Metrics
  - Impressions | Clicks
- Targeting options (Based on inventory)
  - Geography International Region | Country |
  - Operating System (Android | iOS)
  - Dayparting (Day of Week | Time of Day)
  - Artist, Track, Genre, (Track Preview only)
- Interactivity
  - Animation | Expand iOS only | Tap To Call | Music Download | Data Capture | Store Locator | Video Play (incl. YouTube)
  - Link to Custom Landing Page (internal or external)
  - Deep link into app stores, music download and streaming apps
  - Rich Media capable
  - Video (Shazam Again only; not Preview Unit)



## Shazam News Feed: Auto-Play Video

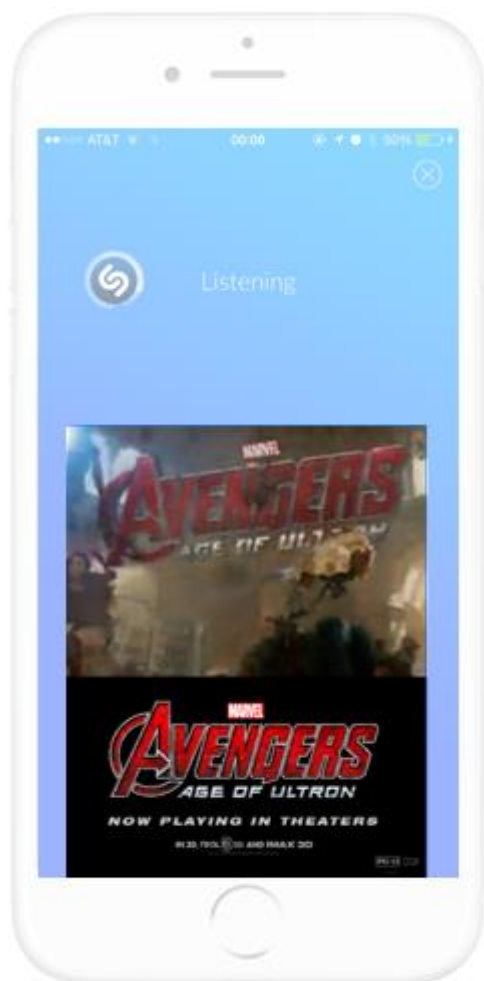
The Shazam News Feed is the starting point for some of the most compelling music and television content around. Located right on the Home Screen, brands can now deliver their video ads in the News Feed, alongside other great Shazam content.



- Icon
  - 200w x200h pixels (PNG recommended)
- Title
  - 25 character limit
- Poster Image
  - 640x360 PNG | JPG
- CTA
  - 25 character text | click URL
- Body Copy
  - 90 character limit (often does not display – see screenshot)
- Video File
  - 720p or 1080p
  - 16:9 aspect ratio
  - Any video format
  - No max file size
  - 30s recommended
  - Auto-plays on mute during scrolling
- Targeting Options
  - Geography (Country | Region | City)
  - Language
  - Phone make and model
  - OS versions
- Video Reporting
  - Viewed Impressions | Clicks | Plays | Completions | Interactions (with overlays or end card)
- Third Party Tracking
  - 1x1 impression trackers, click tracking URLs accepted

### Auto-Play Video – LST

Video advertisers, meet Shazam's In Banner Auto-Play video ad units. Shazam's premium ad inventory allows you to easily deliver inline video at scale to a captivated audience. These are custom-built rich media units, so please allow for additional development time. This placement is on the screen for an average of 5 seconds while the app is recognizing music, so shorter-form video is recommended.



- File Formats
  - mov (preferred), mp4
- Video Codec
  - h.264, ProRes
- Channels
  - Stereo
- Max Vid. Length
  - 4 seconds
- Max File Size
  - 1 GB
- Audio
  - Audio file must be removed from the video

Please also submit any logos, fonts, imagery, CTAs, click through URLs and additional assets required to build a complete video banner or end frame.



## MPU Video – Shazam Again

Video advertisers, meet Shazam's In Banner Auto-Play video ad units. Shazam's premium ad inventory allows you to easily deliver inline video at scale to a captivated audience. These are custom-built rich media units, so please allow for additional development time.



- File Formats
  - mov (preferred), mp4
- Video Codec
  - h.264, ProRes
- Channels
  - Stereo
- Max Vid. Length
  - 30 seconds
- Max File Size
  - 1 GB
- End card accepted
  - 300x250; retina 600x500 accepted
- Third Party tracking
  - Accepted
- Notes
  - No video in Track Preview format

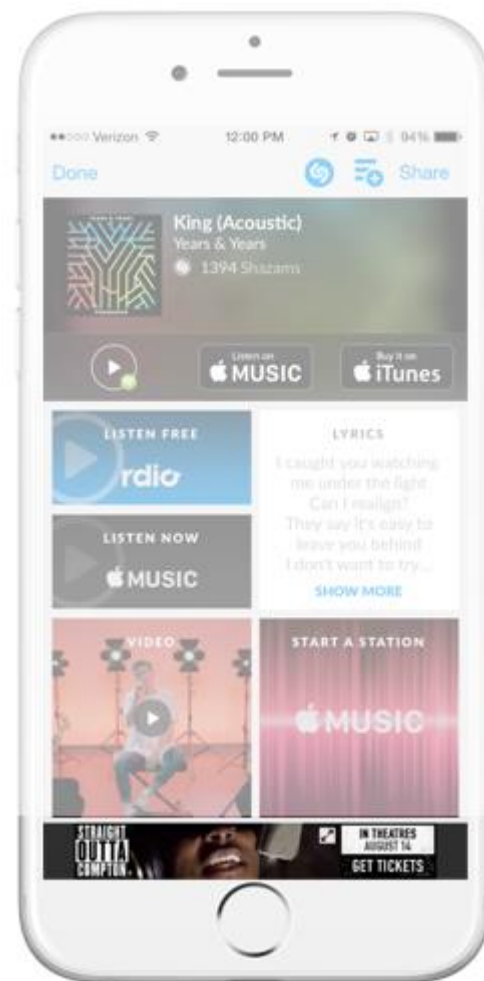
Please also submit any logos, fonts, imagery, CTAs, click through URLs and additional assets required to build a complete video banner.

## Auto-Play Video: 320x50 Banner

Video advertisers, meet Shazam's In Banner Auto-Play video ad units. Shazam's premium ad inventory allows you to easily deliver inline video at scale to a captivated audience. These are custom-built rich media units, so please allow for additional development time.

- File Formats
  - mov (preferred), mp4
- Video Codec
  - h.264, ProRes
- Channels
  - Stereo
- Max Vid. Length
  - 10 seconds
- Max File Size
  - 1 GB
- End card accepted
  - 320x50; retina 640x100 accepted
- Third Party Tracking
  - Accepted

Please also submit any logos, fonts, imagery, CTAs, click through URLs and additional assets required to build a complete video banner or end frame.



## All Ad Formats in a nutshell

Ad Type	Dimension	Max Weight	Available OS	Formats	3rd Party Tags
Standard IAB	320x50	40 KB	Google Android & Apple iOS	Gif, Jpg, Png	Yes
Listening Screen Takeover	320x400	120 KB	Google Android & Apple iOS	Gif, Jpg, Png	Yes
Track Preview	300x250	40KB	Google Android & Apple iOS	Gif, Jpg, Png	Yes
Shazam Again	300x250	40 KB	Google Android & Apple iOS	Gif, Jpg, Png	Yes

Ad Type	Max Video Length	Video Codec	Formats	3rd Party Tags
Auto Play Video – LST	4 seconds	h.264, ProRes	mov (preferred), mp4	Yes
MPU Video Shazam Again	30 seconds	h.264, ProRes	mov (preferred), mp4	Yes
Auto-Play Video: 320x50 Banner	10 seconds	h.264, ProRes	mov (preferred), mp4	Yes