

Spezifikationen Audio

Audio Spot



Description

The audio spot is an audio file that can be flexibly integrated into the audio environment. The file is either provided ready-made or produced for the client.

To ensure quality standards, we review every delivered audio spot.

In the podcast environment, we recommend an authentic tone without background noise or disruptive audio elements. The audio spot should match the podcast medium and blend harmoniously into the podcast experience. Therefore, the audio spot must not include the following elements:

- Profanity, insults, or derogatory language (ideally suitable for an FSK 6 / age 6+ audience)
- No activation keywords for voice assistants such as "Alexa," "Siri," "Hey/OK Google," or "Bixby"
- No alarming or distressing sounds such as sirens, glass breaking, car crashes, emergency vehicle horns, or screams -No abrupt or extreme volume changes, e.g., sudden shouting

Video Requirements

length:
15-60 seconds

Delivery of the video file in raw format

File Format

file format
file

-Preferred format for podcast and radio is .mp3.

-Other formats such as .wma, .aac, .ogg, and .wav are also acceptable for online audio.

Delivery

Lead times for production:

Delivery deadline:

The audio file must be submitted 5-7 working days prior to the campaign start date.

The delivery email address can be found in the offer.

The specifications are continuously updated. Please always use the latest download.

Responsible for the content:

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