

Spezifikationen Übergreifende Online Spezifikationen

Ströer General information for creatives with video - audio content

STRÖER

Mandatory information

Ads with video/audio content must, at any given time, include 3 well-visible and immediately clickable buttons (stylised or as text):

- Stop
- Pause/Play
- Audio on/off

Format

- MP4, optional: WebM, and Ogg (siehe Browser Support https://www.w3schools.com/html/html5_video.asp)

Frame rate

- 25 FPS

Max. file size of a video

- **Autoplay:** max. 2,4 MB
- **Click-to-play:** max. 5 MB

Integration

- Use the video API of the browser to integrate videos.

Loading options

Version Click-to-play:

- Videos may only be started and played following a user action (clicking on a 'Play' button, swiping to expand the ad). The video file may only be downloaded when the user starts the video or when the 'subload of the ad' has been triggered. Automatic starting of the video without a clear action by the user is not permitted.

Autoplay:

- The video file may only be downloaded after the 'subload' of the advertisement has been triggered. The audio of the video must be set to “Off” by default and may only be turned on by user interaction.

Max. length of spot

- max. 30 s

Repeated playback

- Video may be played a maximum of 2x. Following that, the video must stop automatically.

CY_CONFIG PostMessage Integration

- **Only for: Mobile Kombi Ad and Mobile Halfpage Ad**

Send a CY_CONFIG message from your ad creative to control video autoplay behavior based on visibility.

How it works

Our system observes when your ad container becomes visible in the viewport. By default, the video starts when **50%** of the container is visible.

If your video is positioned within a larger container (e.g. with surrounding branding), you can send a CY_CONFIG message to define a precise **trigger zone** based on the actual video position. This ensures autoplay starts/stops exactly when the **video itself** reaches the desired visibility — not the whole container.

Message Format

```
window.parent.postMessage({
  action: 'CY_CONFIG',
  config: {
    videoTop: 162,      // Top offset of the video within the container (px)
    videoHeight: 148,   // Height of the video (px)
    threshold?: [0.5]   // OPTIONAL Visibility threshold(s) relative to the video (0 - 1)
  }
}, '*');
```

Parameters

Parameter	Type	Required	Description
action	string	☐	Must be 'CY_CONFIG'
config.videoTop	number	☐	Top offset of the video element relative to the ad container in pixels
config.videoHeight	number	☐	Height of the video element in pixels
config.threshold	number[]	☐	OPTIONAL Array of visibility thresholds (0 = 0%, 1 = 100%). Default: [0]

Example

```
// Container: 600px tall ad with branding
// Video:      148px tall, positioned 162px from container top
// Goal:       Autoplay starts when 50% of the video is visible
```

```
window.parent.postMessage({  
  action: 'CY_CONFIG',  
  config: {  
    videoTop: 162,  
    videoHeight: 148,  
    threshold?: [0.5]  
  }  
}, '*');
```

Notes

- Send the message **once** after the ad is loaded — subsequent messages will be ignored.
- Without `CY_CONFIG`, the default behavior applies (50% of the whole container).
- An optional `threshold` parameter (`number[]`, default `[0]`) is available for fine-tuning visibility detection. Use only if the default behavior does not fit your needs.