

Digital Tech Specs



WARNER BROS.
DISCOVERY

DMAX

TLC

HGTV
HOME & GARDEN

TELE
5

★ **EUROSPORT**

 **discovery+**

Discovery

 **animal planet**

TECHNICAL SPECIFICATIONS DMAX | TLC | HGTV | TELE5

TECHNICAL SPECIFICATIONS EUROSPORT

TECHNICAL SPECIFICATIONS DISCOVERY+

GENERAL INFO | TERMS

Technical Specifications

DMAX

TLC

HGTV
HOME & GARDEN

TELE
5



**WARNER BROS.
DISCOVERY**

Ad Formats Overview

VIDEO ADS

PRE-ROLL

MID-ROLL

POST-ROLL

PRE, MID- & POST-ROLL

YOUTUBE PRE- & MID-ROLLS

VIDEO SPONSORING

PREMIUM DISPLAY ADS

BILLBOARD AD

STANDARD DISPLAY ADS

SUPERBANNER

MOBILE ADS

MOBILE BILLBOARD AD

MOBILE MEDIUM RECTANGLE



**GENERAL
INFORMATION**

GENERAL INFORMATION

Certified 3rd Party Service Providers

STANDARD BANNER SERVING:

**DOUBLECLICK DFA ▪ MEDIAMIND / EYEBLASTER ▪ EYEWONDER ▪ FLASHTALKING ▪
ATLAS ▪ ADTECH ▪ ADFORM ▪ MEDIAPLEX**

VIDEO AD SERVING:

**DOUBLECLICK DFA ▪ MEDIAMIND / EYEBLASTER ▪ EYEWONDER ▪ FLASHTALKING ▪
FREEWHEEL ▪ INNOVID ▪ LIVERAIL ▪ POINTROLL ▪ VIDEOHUB**

Additional Notes:

- Please allow additional time for testing any non-recognized 3rd party service providers.
- If possible, please provide JavaScript tags instead of iFrames.
- Please send all 3rd party tags in a text file as an email attachment to auftragsanlage@discovery.com . Sending tags in the body of an email can cause extra characters to be taken over, which could lead to damage to the ad code.

Terms

Lead times and creative delivery

- Standard ad formats: 2 working days, Video + Rich Media ads: 4 working days
- Fallbacks should be included with all rich media formats as either jpg or gif files.
- All creative content must be approved by WBD.
- Send advertising material to: auftragsanlage@discovery.com

Limitations that apply to all formats

- Repetitive, fast-lighting or flashing animations are not allowed.
- Pixelated or unclear images are rejected.
- References to WBD and its trademarks are prohibited without prior consent.
- Forms of advertising that imitate HTML, JavaScript, operating systems or anti-virus functions such as drop-down menus, text boxes, scroll-down menus, radio buttons, close buttons, dialog boxes, virus warnings, etc. but do not fulfill the corresponding function will be rejected.
- Landing page URLs must not be embedded in Flash/rich media objects.
- Ads must not use fast animations or stroboscopic effects.
- All click-through URLs must open in a new window/tab.

Additional HTML5 Guidelines

When creating HTML 5 advertising material, the following should be taken into account:

- Unlike other responsive websites, our websites use ad slots that are fixed to the standard IAB sizes. Due to this fact, no responsive ads need to be delivered.
- For more complex rich media HTML 5 advertising materials, we strongly recommend using a rich media platform and providing us with 3rd party redirects for delivery.

Key requirements

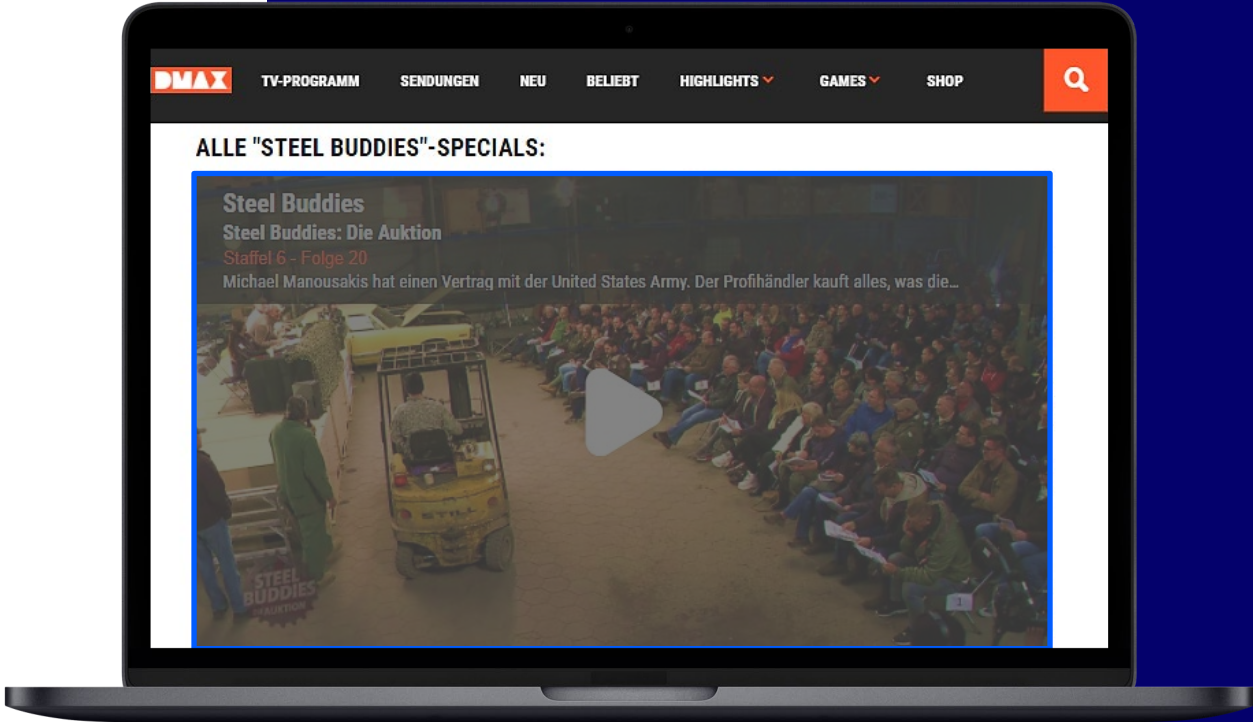
- File sizes and animation duration must adhere to our specifications for certain formats. This information can be found for each format in this document.
- The advertising material must be delivered as a single file with all required content and information as an HTML or JS file. Delivered files must only contain valid HTML & error-free JS.
- All external resources including JS, CSS, videos and images must be hosted on a suitable file server and the delivered HTML/JS file must link/reference to it. These assets cannot be delivered separately and must be compatible with safe frame.

VIDEO ADS

Pre-Roll | Mid-Roll | Post-Roll |
Video Combination

Dimensions	1920×1080 (16:9)
File format	MP4/MOV
File size	max. 10 MB
Framerate	25 fps – 30 fps
Length	max. 30 sec.
Video Codec	H.264/ProRes
Audio Codec	AAC/Opus/ PCM/MP3
Audio bitrate	Min. 192 (kbps) – Max. 320 (kbps)
Audio Avg. Volume	-24 LKFS ± (LU) 1
Audio Sample Rate	48 kHz

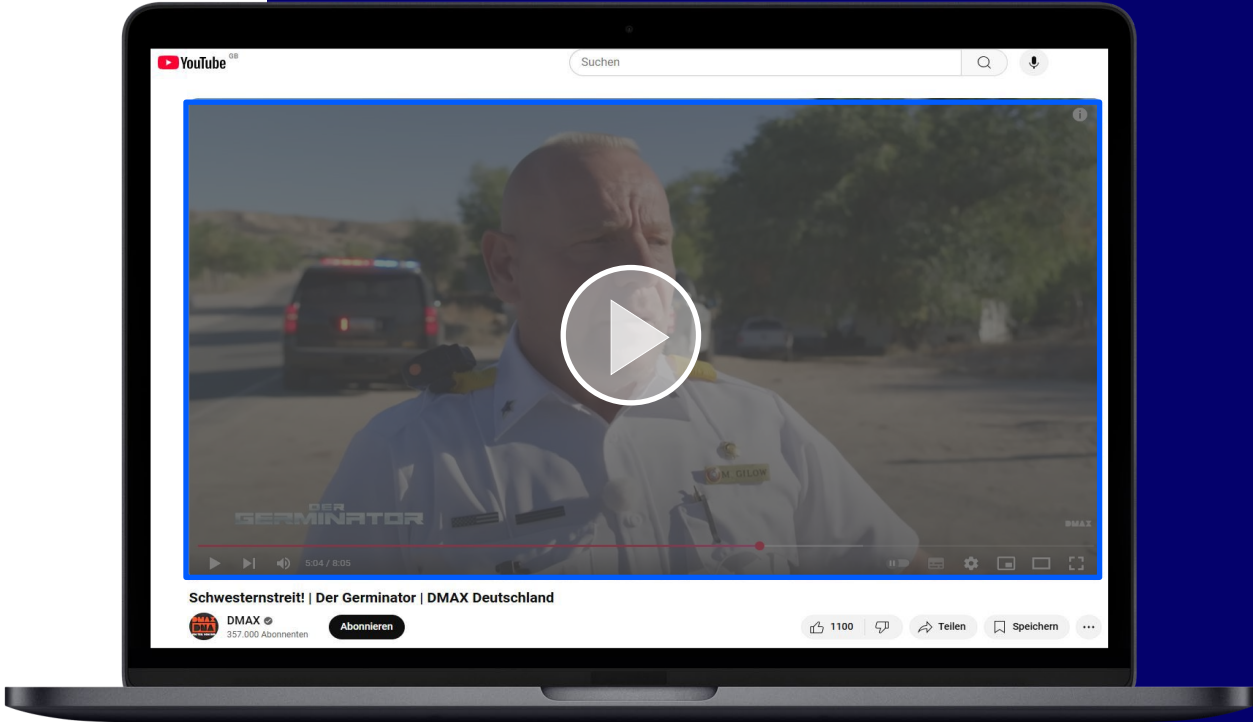
Available on



VIDEO ADS

YouTube Pre- & Mid-Rolls

Dimensions	1920×1080 (16:9)
File format	MP4/MOV
File size	max. 10 MB
Framerate	25 fps - 30 fps
Length	min. 6 – 20 Sekunden (non-skippable), max. 30 Sek. (skippable)
Video-Codec	H.264/ProRes
Audio-Codec	AAC/Opus/ PCM
Audio Bitrate	Min. 192 (kbps) – Max. 320 (kbps)
Audio Avg. Volume	-24 LKFS ± (LU) 1
Audio Sample Rate	48 kHz



Available on

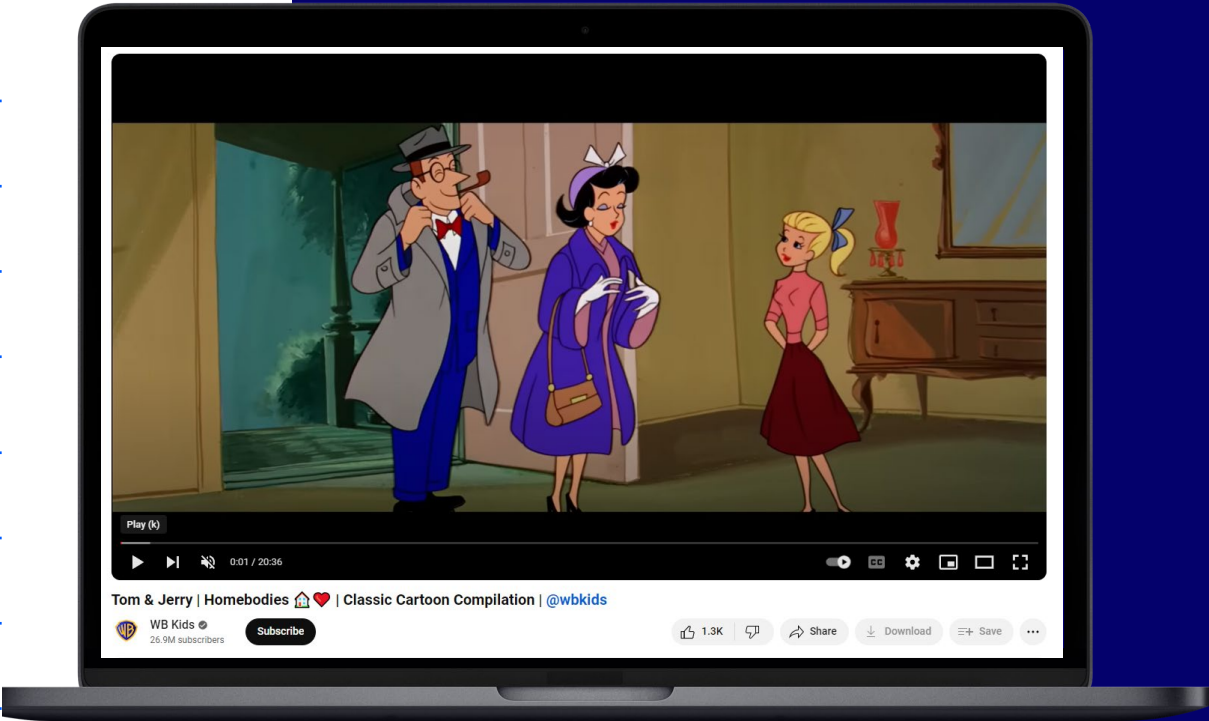


VIDEO ADS

YouTube Kids Pre- & Mid-Rolls

Dimensions	1920×1080 (16:9)
File format	MP4/MOV
File size	max. 10 MB
Framerate	25 fps - 30 fps
Length	min. 6 -15 sec. (non-skippable), max. 30 sec. (skippable)
Video-Codec	H.264/ProRes
Audio-Codec	AAC/Opus/ PCM
Audio Bitrate	Min. 192 (kbps) – Max. 320 (kbps)
Audio Avg. Volume	-24 LKFS ± (LU) 1
Audio Sample Rate	48 kHz

Available on



Video Ads | Additional information

VAST / VPAID Compatibility

- All video placements owned and operated by WBD support VAST/VPAID.
- Interactive VPAID ads must be tested and approved by WBD's International Ad Ops team.

Tracking

- A 3rd party 1×1 tracking pixel and a click command can be implemented as customer tracking.
- SSL capability mandatory! All tracking pixel URLs must contain HTTPS://. More information [here](#).
- Third-party click redirects are accepted for video click-through.
- 1 × 1 pixel tracking can be implemented for all other metrics listed above (maximum 3).
- For third-party served ads, the tracking pixels must be implemented within the VAST tag and cannot be delivered separately.
- Nielsen pixels are not allowed directly in VAST tags and must be submitted separately in some countries.
- View time tracking in the first, second, third, and last quarter is possible.
- Survey tracking pixels are supported (these are subject to approval by WBD)

YouTube Video Ads | Additional information

VAST / VPAID Compatibility

- Placement on WBD's YouTube channels are VAST compliant only (no VPAID).

Further information YouTube

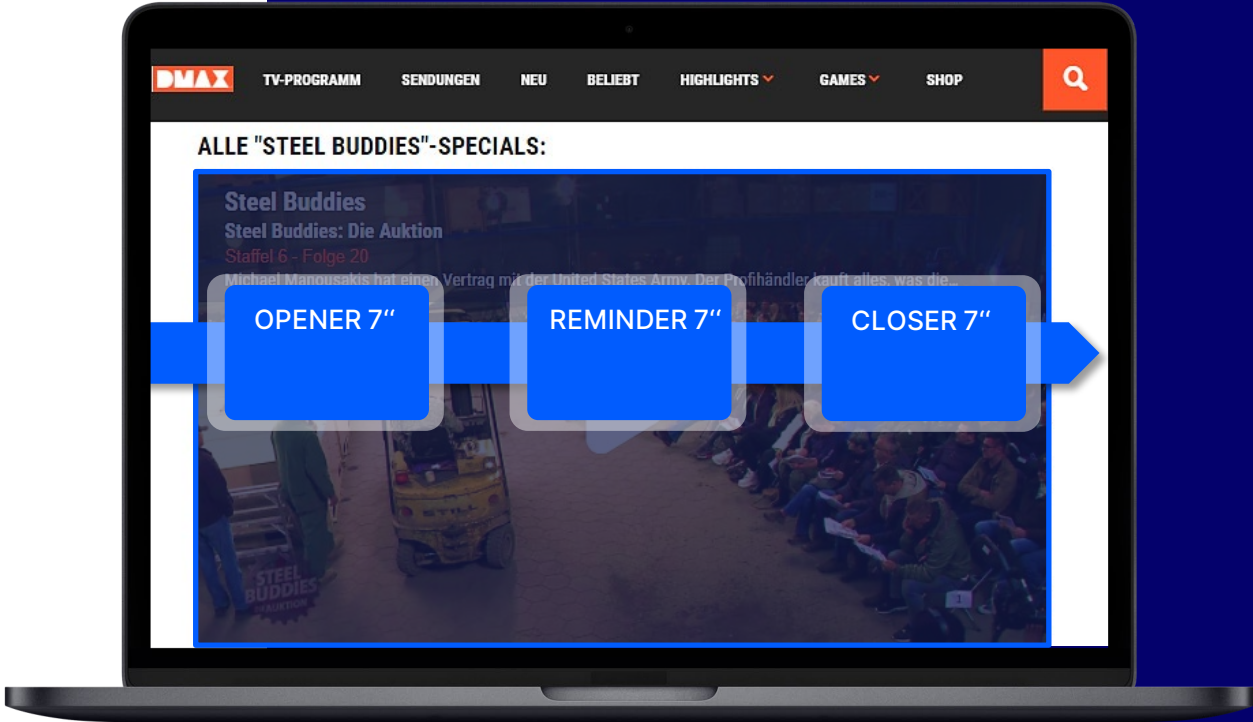
- Assets & Creatives: https://support.google.com/displayspecs/answer/6244553?hl=en&ref_topic=6244532
- Tech Specs site served/3rd party served: https://support.google.com/displayspecs/answer/6244563?hl=en&ref_topic=6244532
- Reporting & 3rd party Specifications: https://support.google.com/displayspecs/answer/6244575?hl=en&ref_topic=6244532
- Companion Banner Specs: <https://support.google.com/google-ads/answer/6293542?hl=en#:~:text=Companion%20banners%20appear%20next%20to,30%20seconds%20of%20the%20ad>

VIDEO ADS

Video-Sponsoring

Dimensions	1920×1080 (16:9)
File format	MP4/MOV
File size	max. 10 MB
Framerate	25 fps – 30 fps
Length	max. 30 sec.
Video-Codec	H.264/ProRes
Audio-Codec	AAC/Opus/ PCM/MP3
Audio Bitrate	Min. 192 (kbps) – Max. 320 (kbps)
Audio Avg. Volume	-24 LKFS ± (LU) 1
Audio Sample Rate	48 kHz

Available on



Video-Sponsoring | Additional information

Key design recommendations

- Sound only after user action, on/off button mandatory.
 - A 1×1 tracking pixel and a click command can be implemented as customer tracking.
 - All designs must be approved by WBD.
-

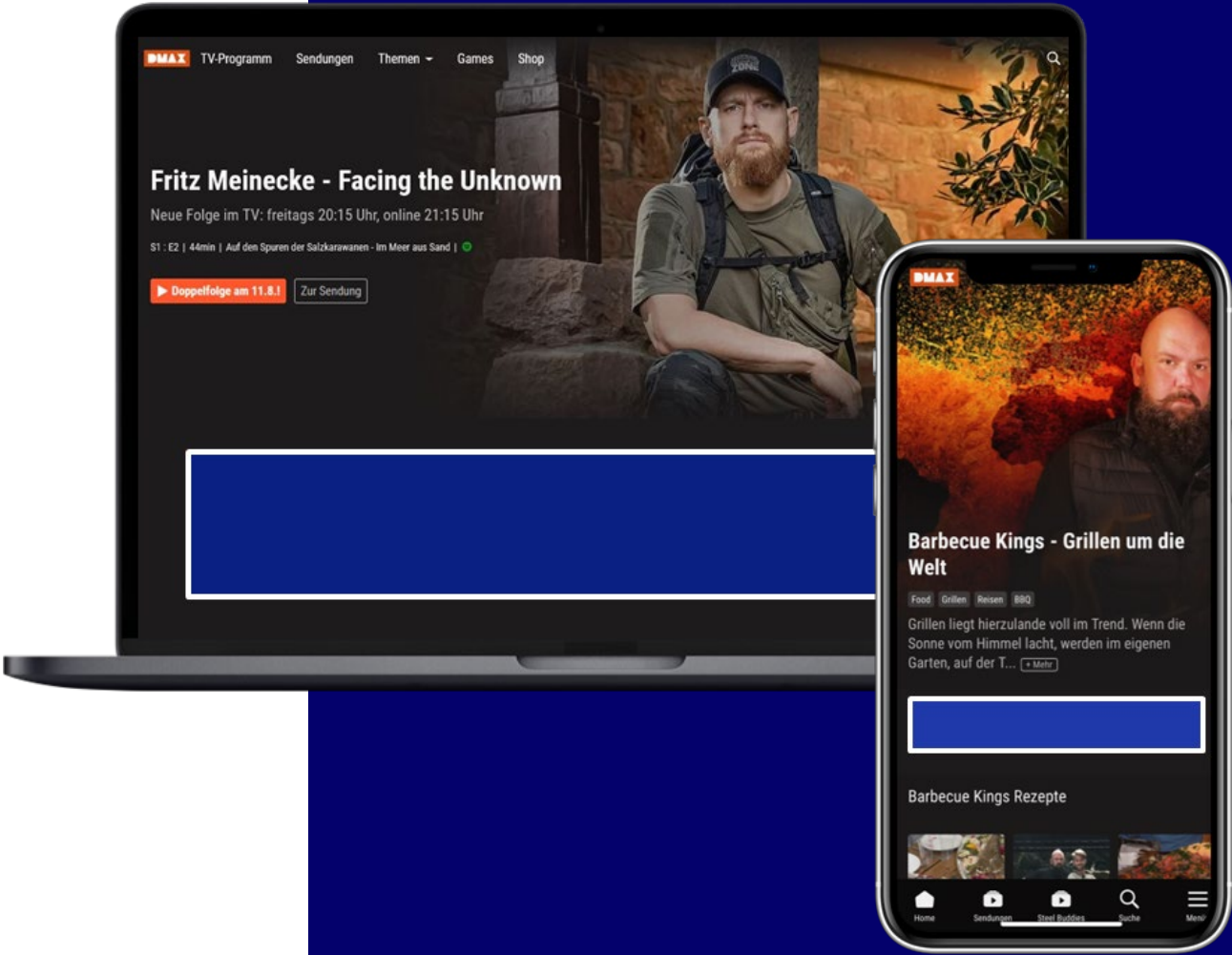
Guidelines Sponsorship

- The sponsor reference must have a clear reference to the sponsored program format and must not contain any additional advertising statements about the sponsor, product or brand other than an image-defining slogan.
- The limit is crossed when the sponsor reference takes on the character of a commercial.

PREMIUM DISPLAY ADS

Billboard Ad

Dimensions	970 × 250 px, alternative 728 × 90 px, Mobile: 320 × 50 px, 300 × 50 px
File format	JPG, GIF, JS, HTML
File size	max. 1 MB
Polite Download	max. 2.2 MB
Animation lenght	max. 15 seconds
Framerate	30 fps
Sound / Video	Only after user action, on/off/pause button mandatory.



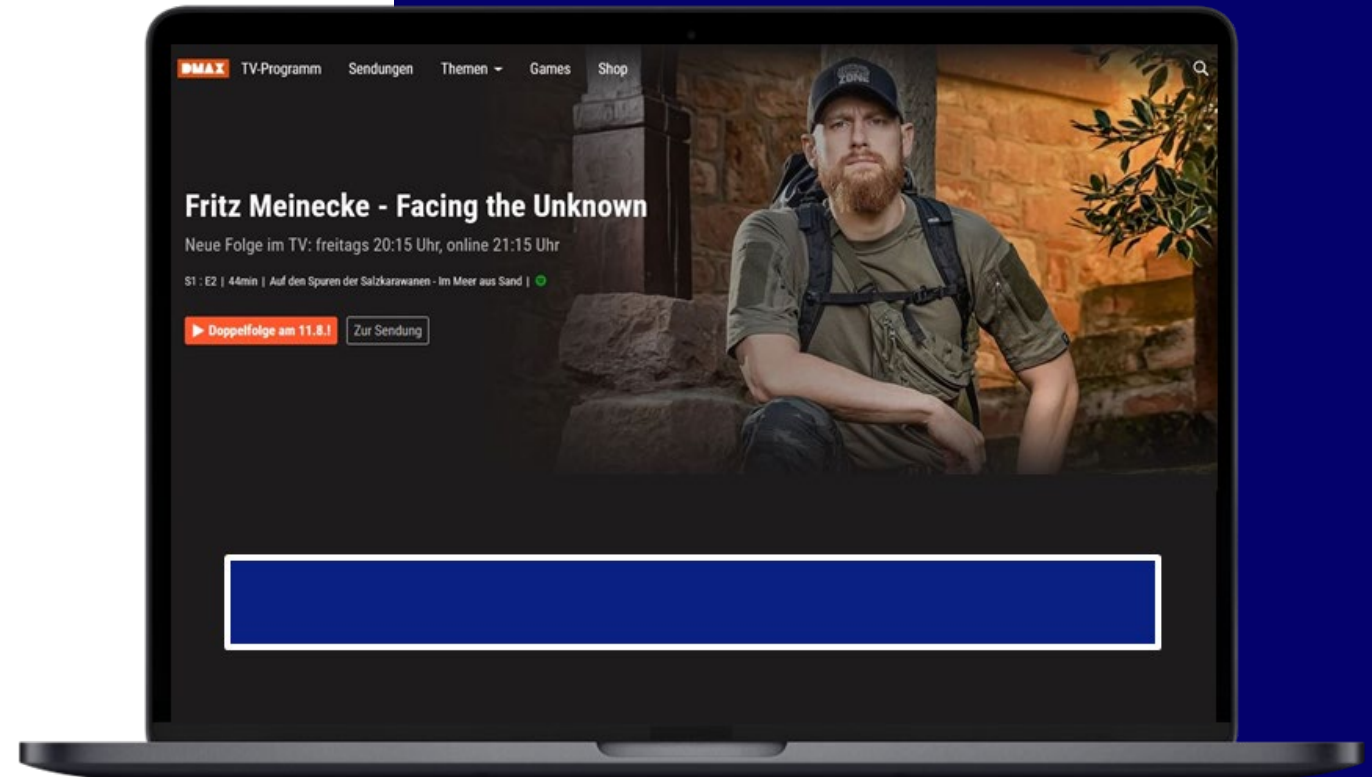
Available on



STANDARD DISPLAY ADS

Leaderboard/Superbanner

Dimensions	728 × 90 px
File format	JPG, GIF, JS, HTML
File size	max. 1 MB
Polite Download	max. 2.2 MB
Animation lenght	max. 15 seconds
Framerate	30 fps
Sound / Video	Only after user action, on/off/pause button mandatory.



Available on

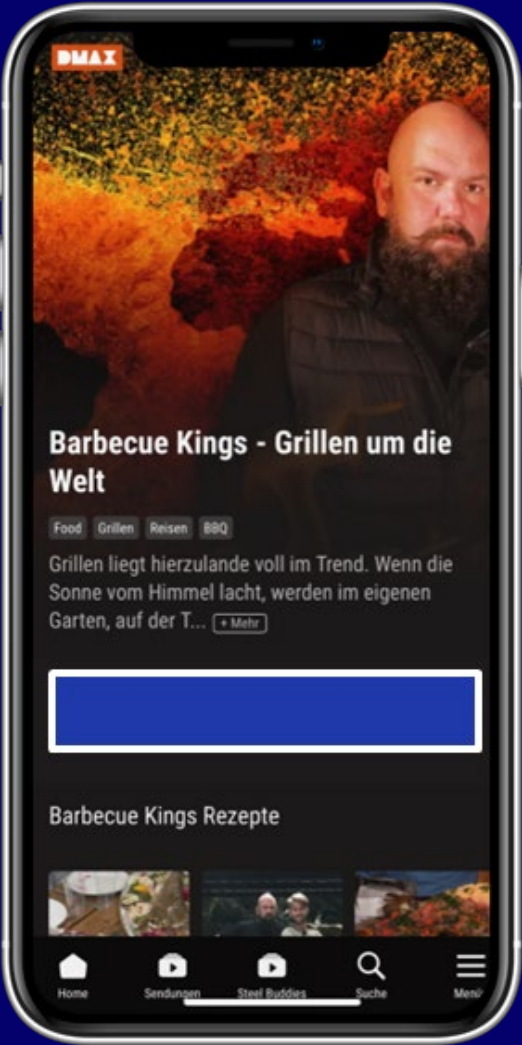


MOBILE ADS

Mobile Billboard Ad

Dimensions	320 × 50 px, 300 × 50 px
File format	JPG, GIF, JS
File size	max. 1 MB
Polite Download	max. 2.2 MB
Animation lenght	max. 15 seconds
Framerate	30 fps

Available on



MOBILE ADS

Mobile Medium Rectangle

Dimensions 300 × 250 px

File format JPG, GIF, JS

File size max. 1 MB

Polite Download max. 2.2 MB

Animation lenght max. 15 seconds

Framerate 30 fps

Available on

DMAX

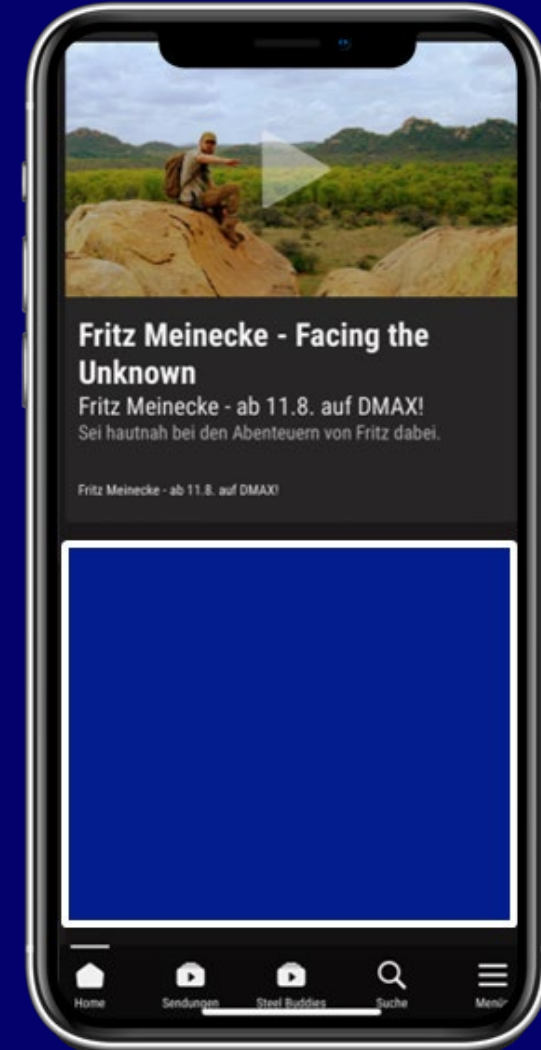
TLC

HGTV
HOME & GARDEN

...



WB WARNER BROS.
DISCOVERY



Technical Specifications

★EUROSPORT



WARNER BROS.
DISCOVERY

Advertising Formats Overview

DISPLAY ADS

BANNERS

SPONSORSHIP BANNERS

VIDEO BILLBOARDS

RE/FORM

RECTANGLES

INTERSCROLLERS

SKINS

HOMEPAGE TAKEOVERS

VIDEO ADS

PRE-ROLLS

INREADS



GENERAL
INFORMATION

General Technical Specifications

Please note that this document is updated regularly to include the latest ad specifications. All creatives must comply with the following general guidelines, as well as other individual specifications in this document.

Deadline

- All creatives must be sent to the campaign management team at least 5 business days before the campaign start date: auftragsanlage@discovery.com
- This allows for technical testing and on-time campaign implementation.

Validation

- Testing your creatives and 3rd party tags is mandatory
- All advertising materials must follow the general rules of the  guidelines ([here](#))
- Please check all VAST tags using  VAST Validator ([here](#))
- Please check all MRAID creatives using the  validator ([here](#))

Languages

All creatives must be translated or captioned in the language version of the website or app

Ad Types

The creative must be served in one of the following ad types:

- HTML5 + Backup .jpg or .gif
- MRAID
- .jpg / .gif / .png
- 3rd-Party-Tag

Design

A border line is required on all sides of the creative if its hue doesn't contrast well with the web page background.

Clicks / Tracking

- The click-through URL is mandatory
- Any tracking on the click-through URL must first be verified by the advertiser

Technical Specifications | Checklist

Video & Rich Media

For animations

+ In-banner videos

- Codec: MP4 - H.264 (progressives or adaptive Streaming)
- Max. Duration: 30 Sek.
- Sound off: Only after user action, on/off/pause button mandatory
- Normal sound level: -18 dBfs
- Max. sound level: -6 dBfs
- Frame rate: 25 fps
- Max. Bitrate: 500 KBps
- Max. size: see specs of the respective advertising format

GIF / JPG / PNG + LINK

- No close button [x] necessary

Redirect 3rd Party Tags

- Use %%CACHEBUSTER%% as a cache busting variable if necessary
- %%CLICK_URL_UNESC%% is our ad server click tracking variable

html5 Files

<https://support.google.com/admanager/answer/7046799?hl=en>

Creative Delivery | Checklist

☒ Creative Delivery Checklist

Please make sure that the following requirements are met

GENERAL:

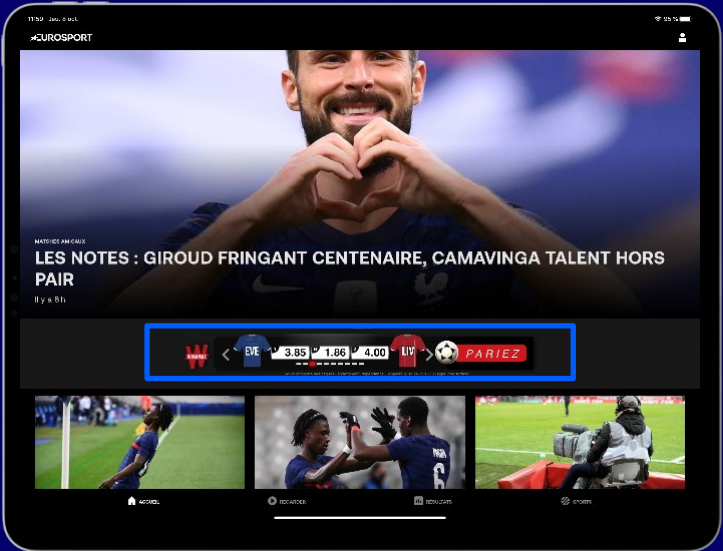
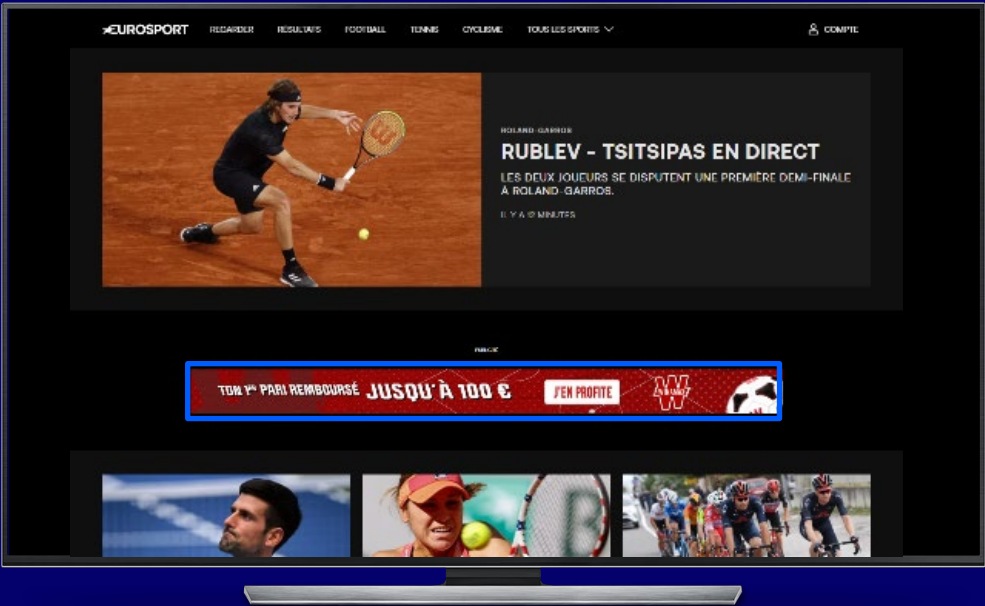
- ☐ Fallback Image + Click-Through-URL
- ☐ Delivery of advertising material 5 working days before the start of the campaign
- ☐ **iab.** compliant ([test](#) it here)
- ☐ HTTPS compliant

HTML5 CHECKLIST:

- ☐ HTML5 with our script variables
- ☐ Fallback image + click-through URL

MOBILE & TABLET APPS:

- ☐ MRAID compatible (test [here](#))



Dimensions

Desktop: 970 × 90 px

Format

gif / jpg / Redirect

File size GIF/JPEG

975 KB + Link

Redirect 3rd Party Tags & html5 File

Initial content: 90 KB
+ Polite loading & Video : 1 MB

Tablet: 728 × 90 px

gif / jpg / Redirect

975 KB + Link

Initial content: 50 KB
+ Polite loading & Video : 0,5 MB

Mobile: 320 × 50 px

gif / jpg / Redirect

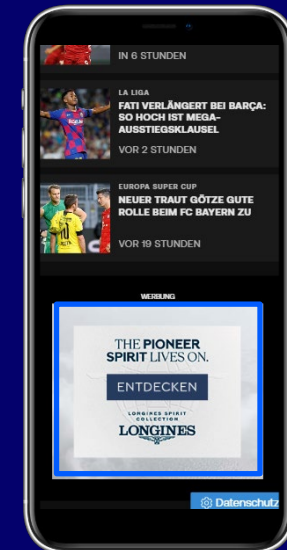
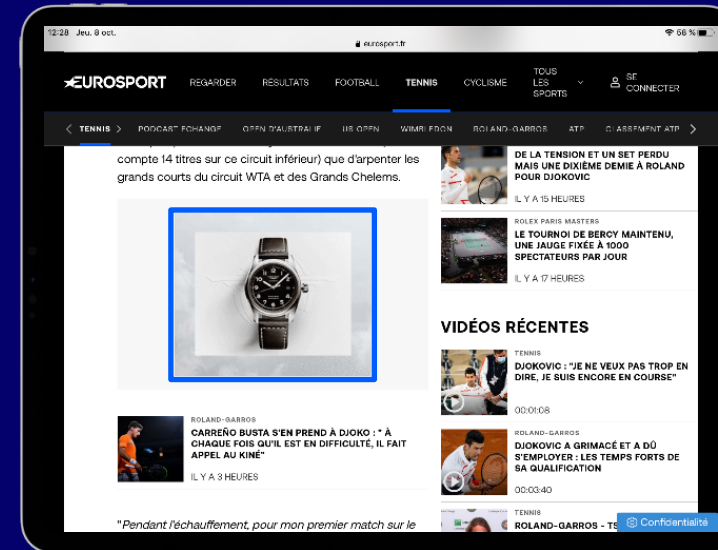
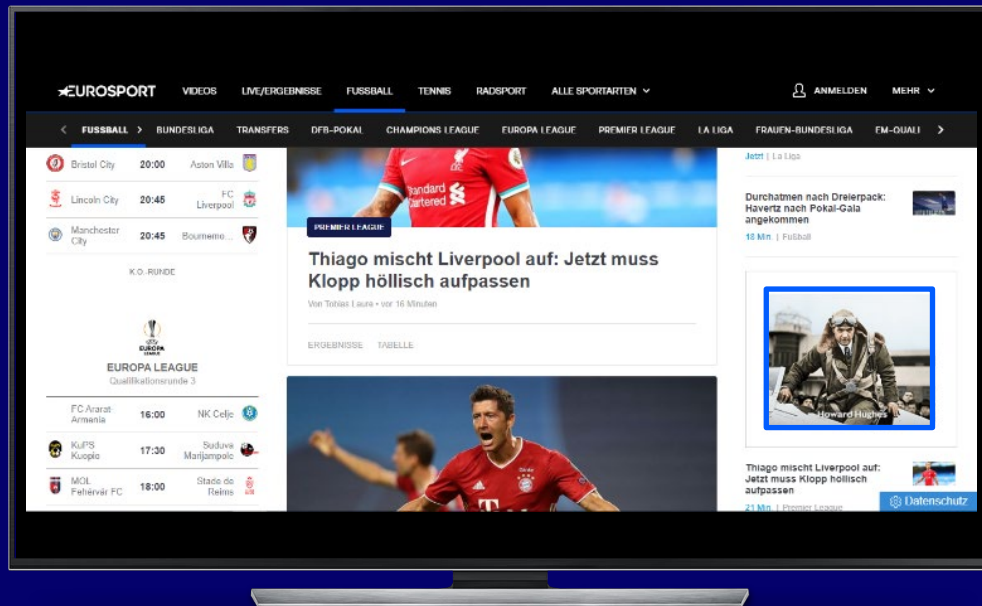
975 KB + Link

Initial content: 40 KB
+ Polite loading & Video : 0,5 MB



DISPLAY ADS

Rectangles



Dimensions

Format

File size GIF/JPEG

Redirect 3rd party tags & html5 file

Desktop: 300 × 250 px (rectangle) : 
300 × 600 px (mega rectangle)

gif / jpg / Redirect

975 KB + Link

Initial content: 60 / 90 KB
+ Polite loading & Video : 1 MB

Tablet: 300 × 250 px :   

gif / jpg / Redirect

975 KB + Link

Initial content: 60 KB
+ Polite loading & Video : 0,5 MB

Mobile: 300 × 250 px :   
300 × 600 (available on App)

gif / jpg / Redirect

975 KB + Link

Initial content: 60 KB
+ Polite loading & Video : 0,5 MB

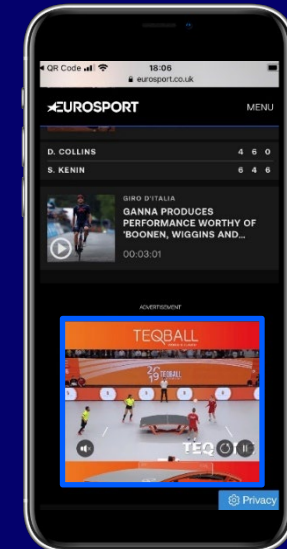
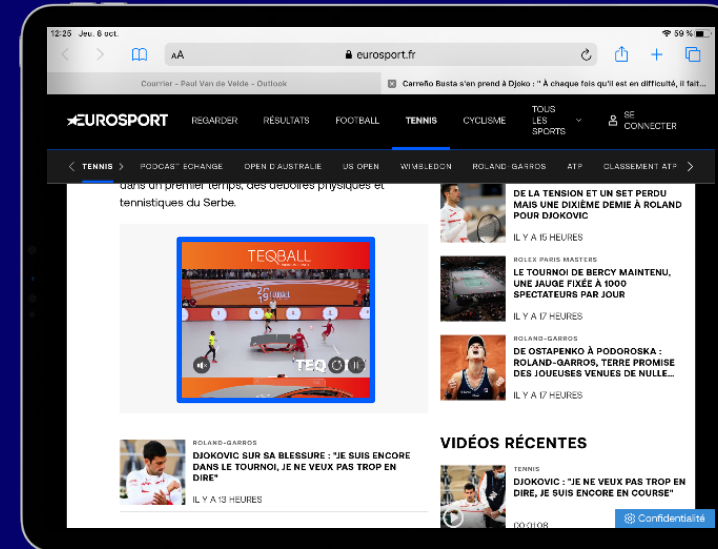
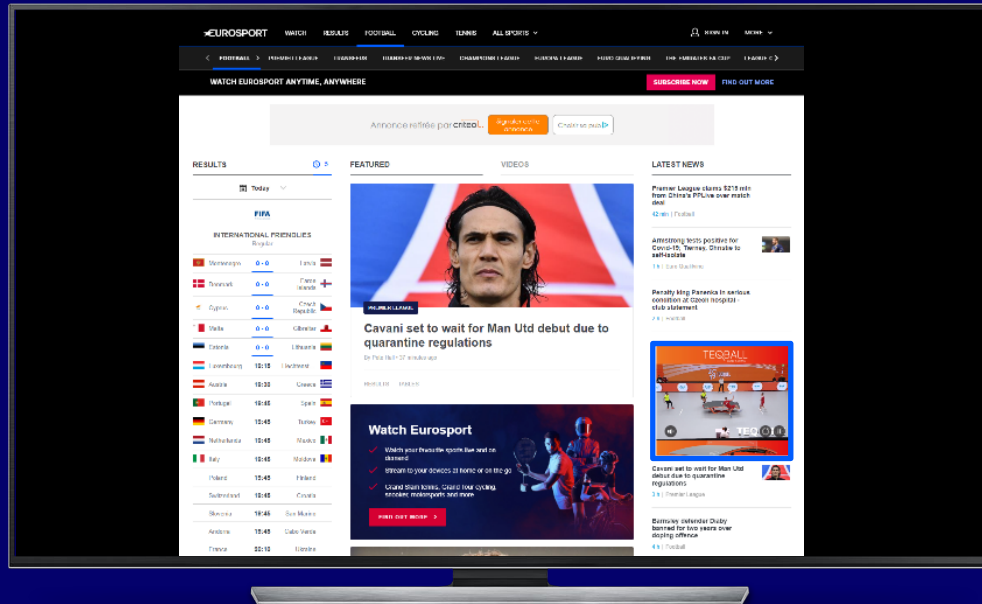


DISPLAY ADS

Video Rectangles

EUROSPORT

WARNER BROS. DISCOVERY



Dimensions

300 × 250 px (Rectangle Ad Slot)

Format Video

600 × 500 px, mp4, H.264, 3 MB max, 30 sec. max

Background /Fallback

Optional: 600 × 500 px, jpg, 100 KB max

Safe zone: 580 × 320 px,
Branding: ein Logo verfügbar



Interscrollers



Dimensions

Mobile: 320 × 480 px



Delivered in a 300 × 250 px ad slot on Mobile Enabled Web & in the app on:

- Home page
- Subpage homepage
- Article pages

Built in-house

Display JPG, PNG, 320×480, HD (if possible), 60 KB max + Link

Video mp4, 30 Sec. max
1 MB max + Link
Dimensions 320 × 480 px
MRAID 3 compliant

Through a creative agency
(additional costs on a CPM basis)

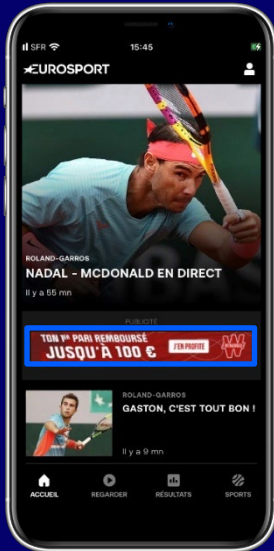
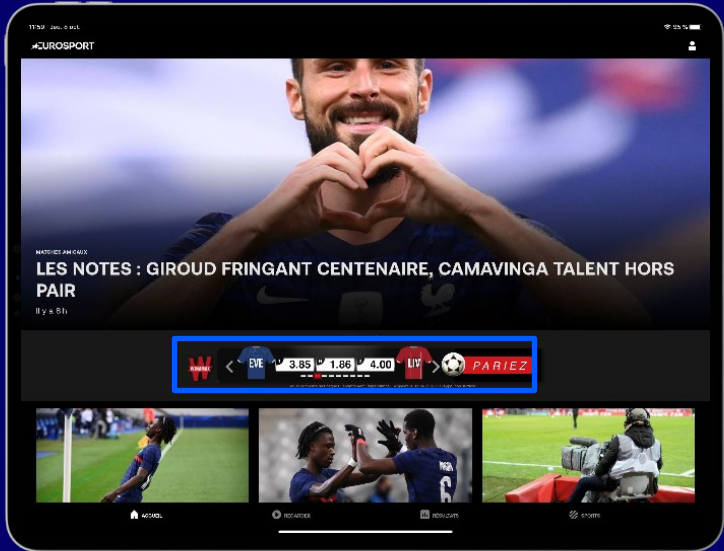
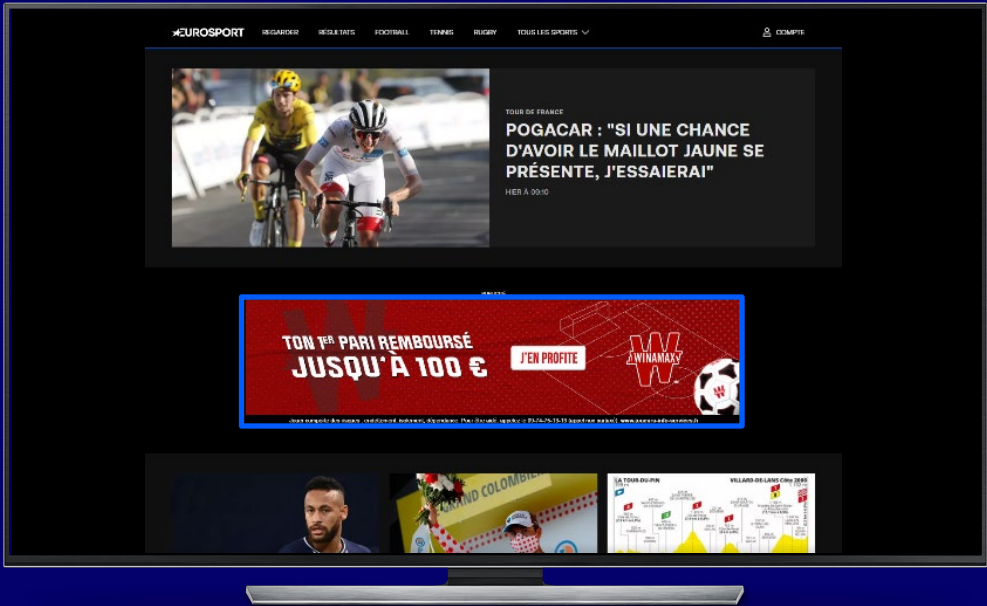
Display Any file

Video Bel. File, 30 sec. max

Other formats such as Canvas, Gallery, Shoppable or Store Finder are available.



Sponsorship Banners



Dimensions

Desktop: 970 × 250 px



Tablet: 728 × 90 px



Mobile: 320 × 50 px



Format

gif / jpg / Redirect

gif / jpg / Redirect

gif / jpg / Redirect

File size

975 KB + Link

975 KB + Link

975 KB + Link

Redirect 3rd party tags
& html5 file

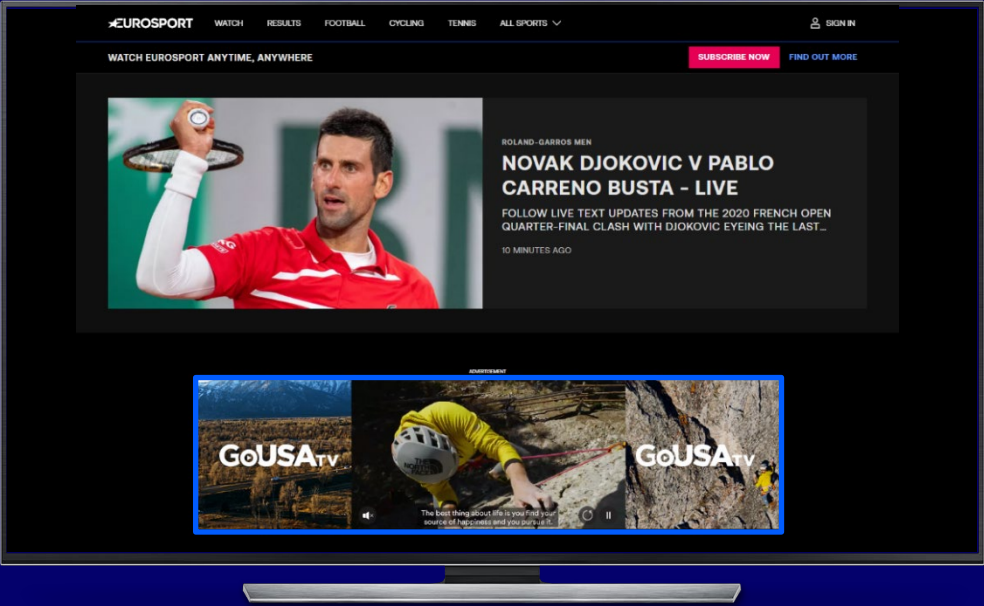
Initial content: 90 KB
+ Polite loading and Video : 1 MB

Initial content: 50 KB
+ Polite loading and Video : 0,5 MB

Initial content: 40 KB
+ Polite loading and Video : 0,5 MB



Video Billboards



Dimensions

Desktop: 970 × 250 px



Background

Format

jpg, 80 KB max

Safe Zone

444 × 250 (Center)

Video

Format

Mp4, H.264

File size

1,5 MB

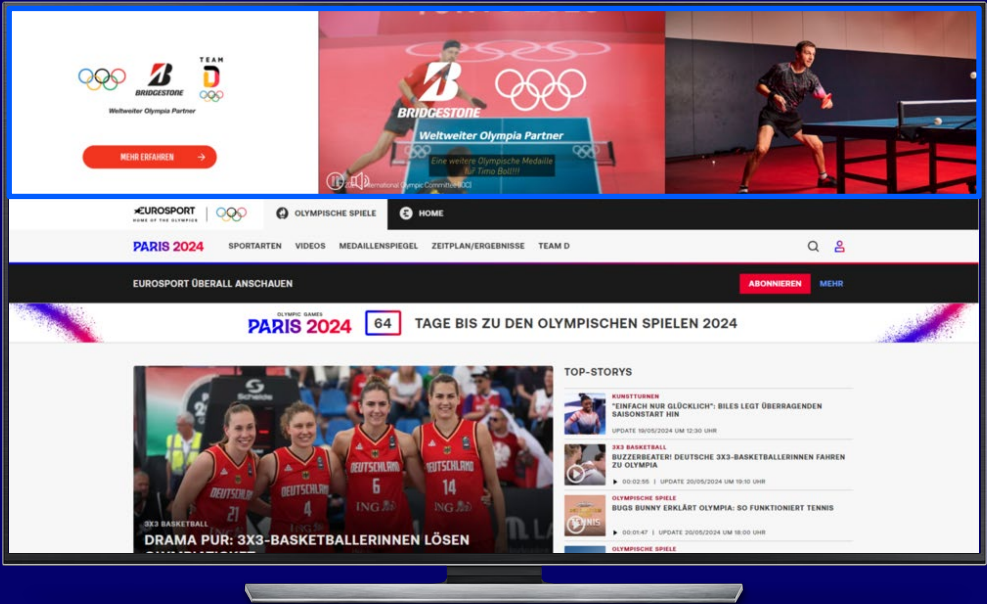
Video length

30 sec. max.



DISPLAY ADS

Re/Form



Desktop / Tablet / Mobile



File size max. 200 KB Initial + 300 KB Subload

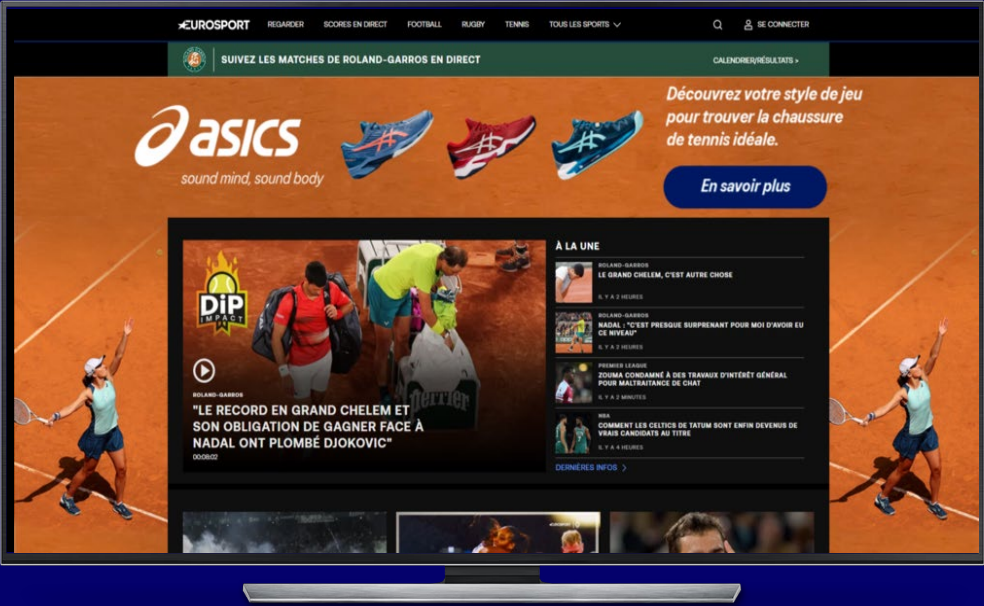
Video

Format mp4, H.264, 16:9

File size Max. 4 MB

Video length Max. 30 sec. (Desktop), 15 sec. (Tablet & mobile)





Desktop

Creation and delivery are carried out by an external creative agency

Required material

Images, as well as CI elements & guidelines
PSD files preferred to ensure that the format is responsive.
Destination URL

Delivery

Min. 10 working days prior campaign start

Production costs

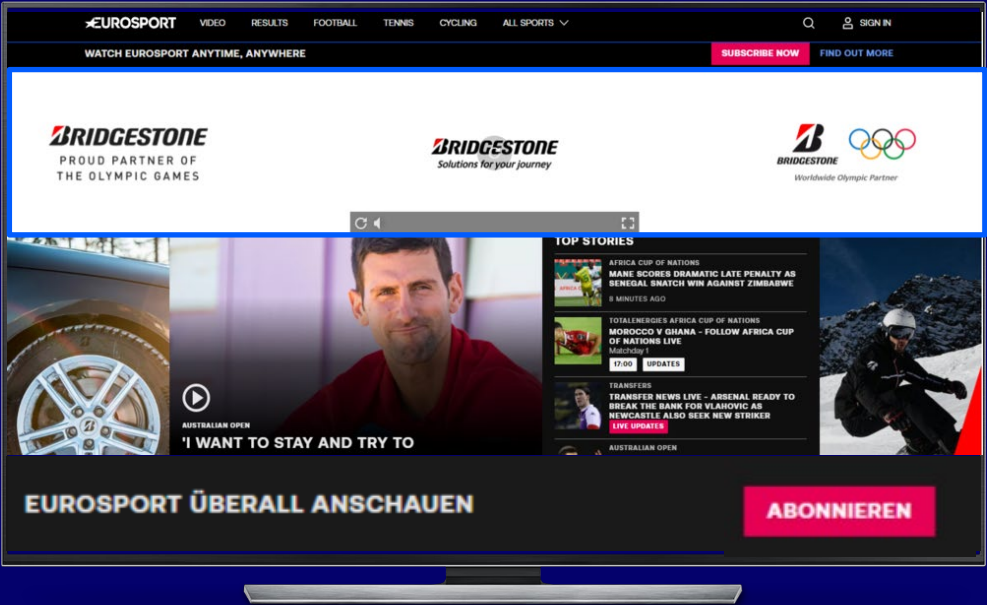
Plus production costs



Premium Homepage Takeover

1 DAY PREMIUM
HPTO
(100%SOV)

- Skin
- + Fixed Billboards (at the top of the page and up to 8x within the feed)



1 DAY PREMIUM
HPTO
(100%SOV)

- Fixed banner* (Top)
- Fixed interscroller (1st position, mobile only)
- Fixed Rectangles (Within the feed from the 2nd position for mobile & in the 1st position in the app)

** no rectangle on HP tablet, only banner

Dimensions

Format

File size

Redirect 3rd party tags
& html5 file

Desktop: 970 × 250 px + Skin

gif / jpg / Redirect

100 KB (s. Info bez. "Skins")

Initial content: 100 KB
+ Polite loading & Video : 1 MB

Tablet**: 728 × 90 px

gif / jpg / Redirect

80 KB + Links

Initial content: 90 KB
+ Polite loading & Video : 0,5 MB

Mobile: 320 × 50 px, 300 × 250 px, Interscroller

gif / jpg / Redirect (excl. Interscroller)

320×50: 30 KB, 300×250: 50 KB + Link,
+ Interscroller: s. Interscroller specs

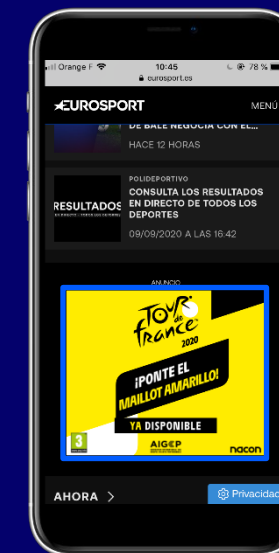
320×50: Initial content: 40 KB, Polite loading and Video: 0.5 MB
300×250: Initial content: 50 KB, Polite loading and Video: 1 MB
+ Interscroller: s. Interscroller specs



Homepage Takeover

**1 DAY HPTO
(100%SOV)**

- **Fixed Billboards**
(at the top of the page and up to 8x within the feed)



**1 DAY HPTO
(100%SOV)**

- **Fixed banners***
(Top of the page)
- **Fixed Rectangles**
(Up to 4x within the feed on mobile & in 1st position in the app)

** no rectangle on HP tablet, only banner

Dimensions

Desktop: 970 × 250 px



Tablet:** 728 × 90 px



Mobile: 320 × 50 px + 300 × 250 px



Format

gif / jpg / Redirect

gif / jpg / Redirect

gif / jpg / Redirect

File size

100 KB

80 KB + Link

320 × 50 px: 30 KB + Link
300 × 250 px: 50 KB + Link

Redirect 3rd party tags & html5 file

Initial content: 100 KB
+ Polite loading & Video : 1 MB

Initial content: 90 KB
+ Polite loading & Video : 0,5 MB

320 × 50 px: Initial content: 40 KB, Polite loading & Video : 0,5 MB
300 × 250 px: Initial content: 50 KB, Polite loading & Video : 1 MB

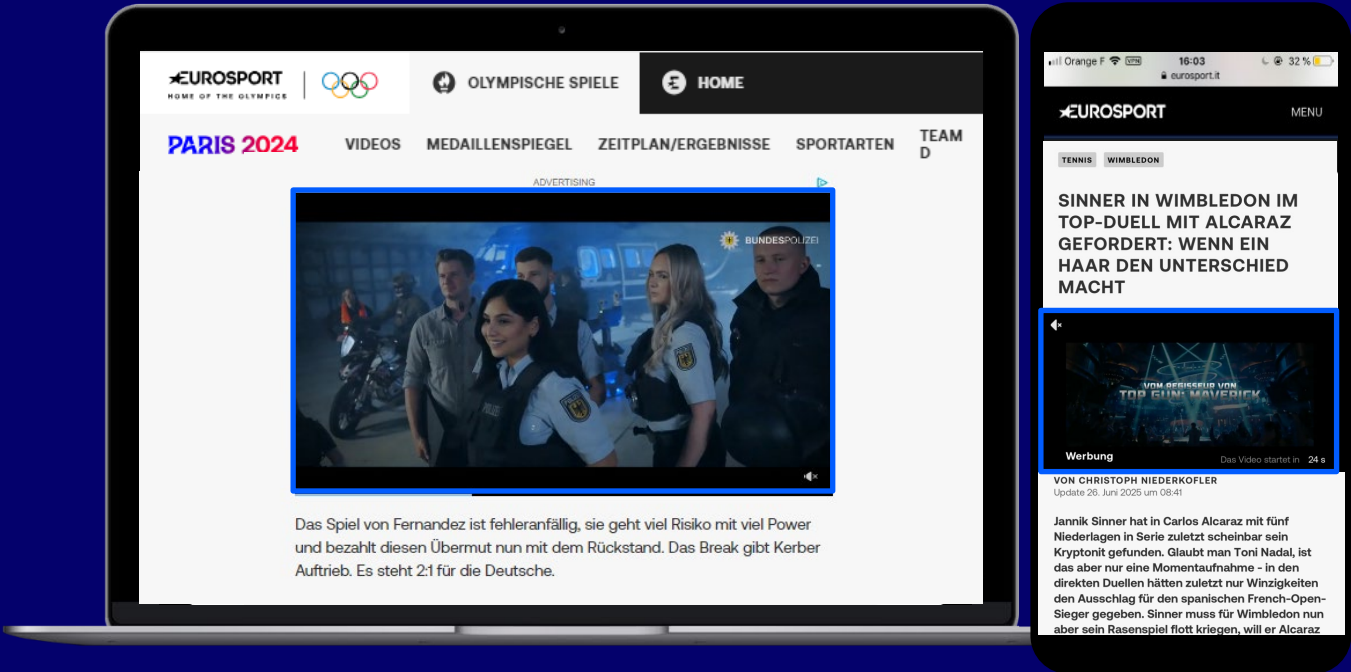


VIDEO ADS

Pre-Rolls

The video ad is played at the beginning of the editorial video stream.

Currently available on eurosport.de: non-skippable pre-rolls with a maximum duration of 15".



Dimensions

1920 × 1080 px (16:9)

File format

MP4 (H.264) progressive / adaptive streaming

Length

Max. duration: 15 Sek.

Framerate

25 fps

File size

250 MB

Audio codec

AAC

Video Bitrate

10 Mbps or higher

Normal sound level

-18 dBfs

Max. volume level:

-6 dBfs

Sound off

On

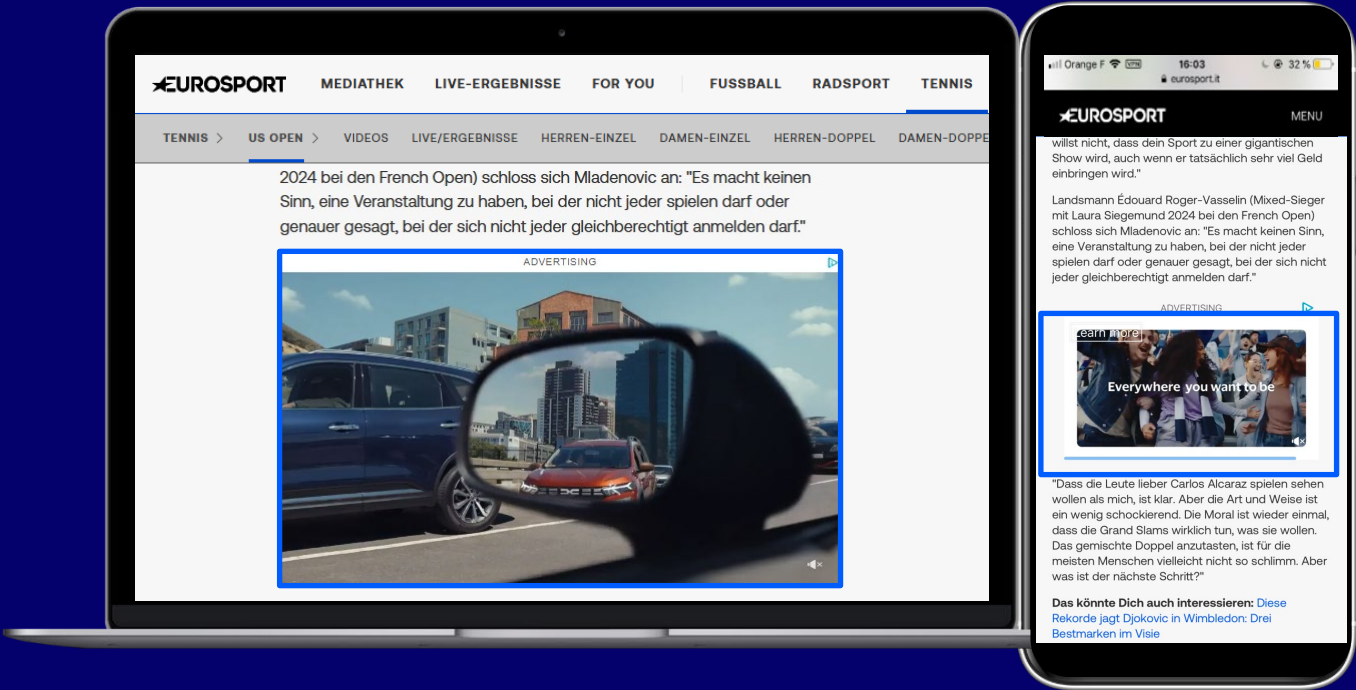


VIDEO ADS

In-Reads

Video ads embedded in the body of editorial articles to ensure the best user experience:

- Video is only played when it is in the user's visible area
- Video is paused when the user is scrolling or when it is not in the visible area
- Video resumes when it's back in the visible area
- Sound on is user initiated



Dimensions

1920 × 1080 px (16:9)

File format

MP4 (H.264) progressive / adaptive streaming

Length

Max. duration: 30 Sek.

Framerate

25 fps

File size

40 MB

Audio codec

AAC

Video Bitrate

700 - 1500 KBps

Normal sound level

-18 dBfs

Max. volume level:

-6 dBfs

Sound off

Off



Videos – Wrapper / VAST redirect tags specs

Creative Delivery Checklist

Please make sure you meet the following requirements

- ☐ Video + Click-Through URL
- ☐ Delivery of advertising material 5 working days before the start of the campaign
- ☐ VAST compliant (test [here](#))
- ☐ HTTPS compliant

Wrapper / VAST redirect tags

Wrapper redirect tags must be VAST 2, VAST 3 or VAST 4.0 compliant, cf. [IAB Specifications](#)

- All creatives must meet the following specifications:
- The media file within the destination VAST tag must comply with the "Media File Specifications" listed on the previous page of this document.
- The script must not interfere with the proper functioning of the app, video player, website, or other ads.
- The ad duration must be max. 6-15" (Pre-Roll) & 6-30" (In-Read)

VPAID

The Eurosport network is VPAID compliant:

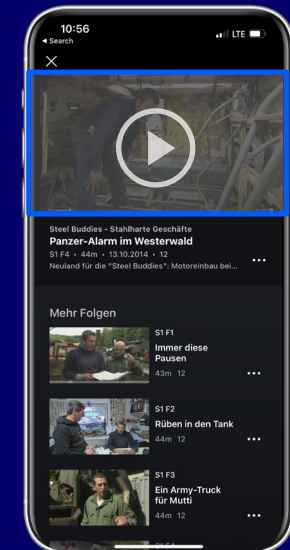
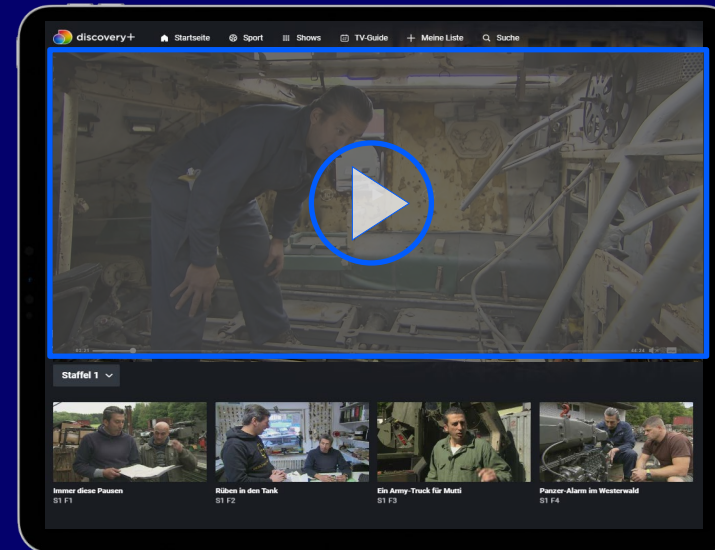
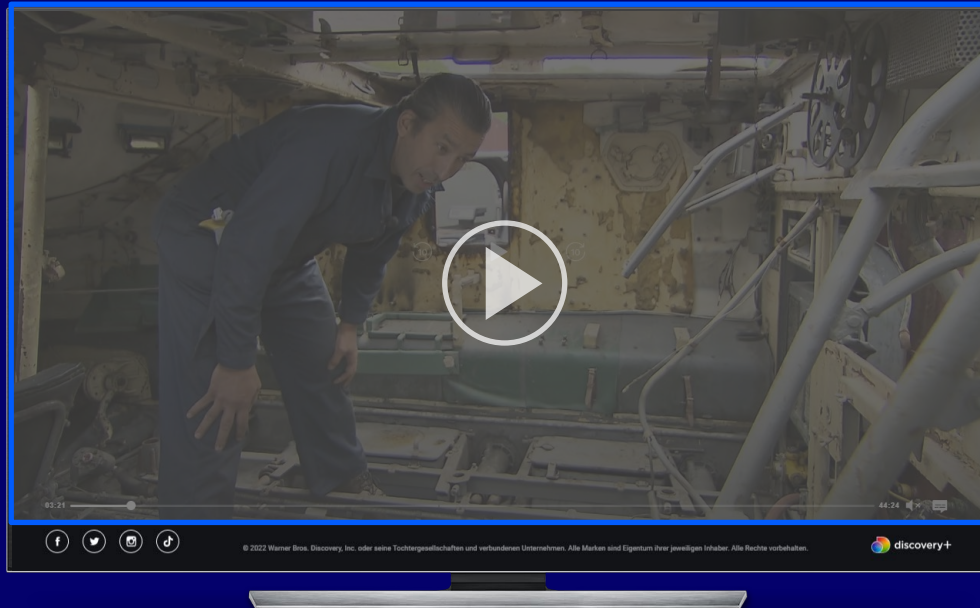
- Javascript VPAID only
- Desktop only
- A skip offset at 75% of the video is mandatory

VPAID redirect tags must be delivered 5 business days before the start of the campaign, including an MP4 backup file and click-through URL.

Technical Specifications



**WARNER BROS.
DISCOVERY**



Pre- & Mid-Roll Spot

VIDEO ADS

Pre- & Mid-Roll

Dimensions	1920×1080 (16:9)
File format	MP4/MOV
File size	max. 100 MB
Framerate	25 fps – 30 fps
Length	max. 30 sec.
Video Codec	H.264/ProRes
Audio Codec	AAC/Opus/ PCM/MP3
Audio bitrate	Min. 192 (kbps) – Max. 320 (kbps)
Audio Avg. Volume	-24 LKFS ± (LU) 1
Audio Sample Rate	48 kHz

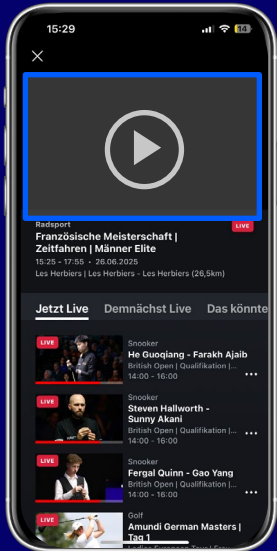
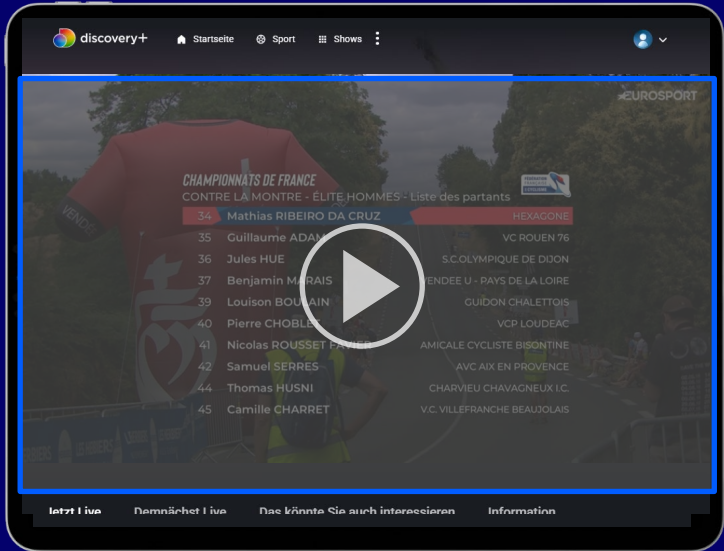
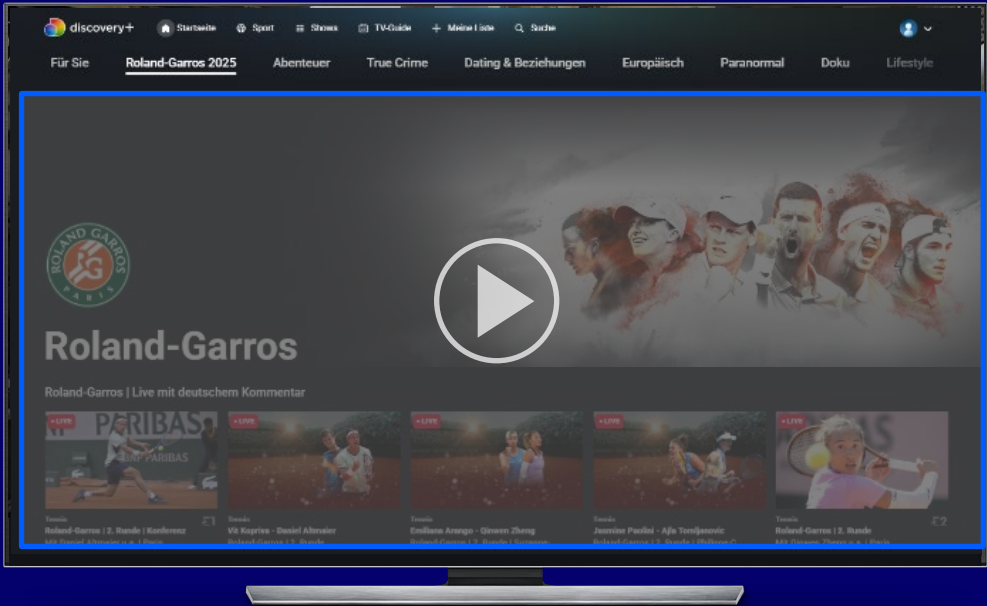


VAST/VPAID
Compatibility

- VAST 2, 3 are fully supported in all environments
- JS VPAID is only supported on desktop & mobile web

Site served
Creatives

- We accept 3rd party tracking pixels for clicks and impressions – IMG pixels only
- Optional quartile & completion tracking possible
- All source material is transcoded to provide multiple renditions based on screen resolution and bandwidth. We also use an algorithm to adjust audio levels based on the EBU-R128 specification.



Dynamic Ad Insertion Eurosport Live

VIDEO ADS

DAI (Eurosport Livestream)

Dimensions	1920×1080 (16:9)
File format	MP4/MOV
File size	max. 100 MB
Framerate	25 fps – 30 fps
Length	max. 30 sec.
Video Codec	H.264/ProRes
Audio Codec	AAC/Opus/ PCM/MP3
Audio bitrate	Min. 192 (kbps) – Max. 320 (kbps)
Audio Avg. Volume	-24 LKFS ± (LU) 1
Audio Sample Rate	48 kHz



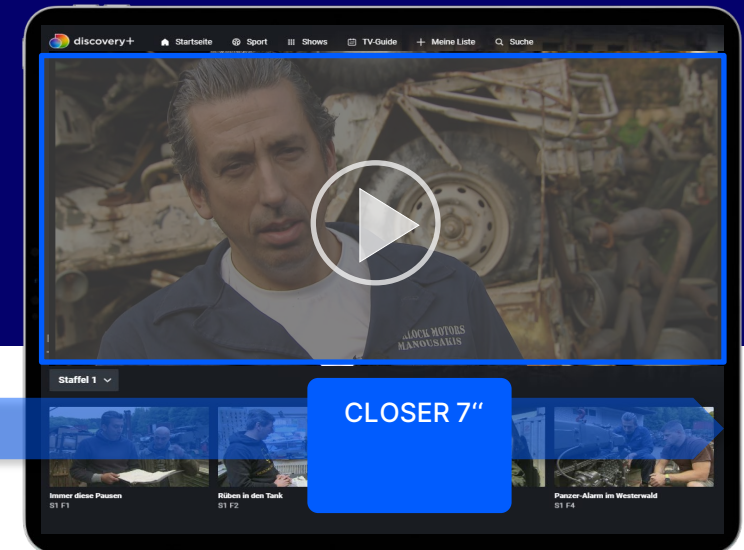
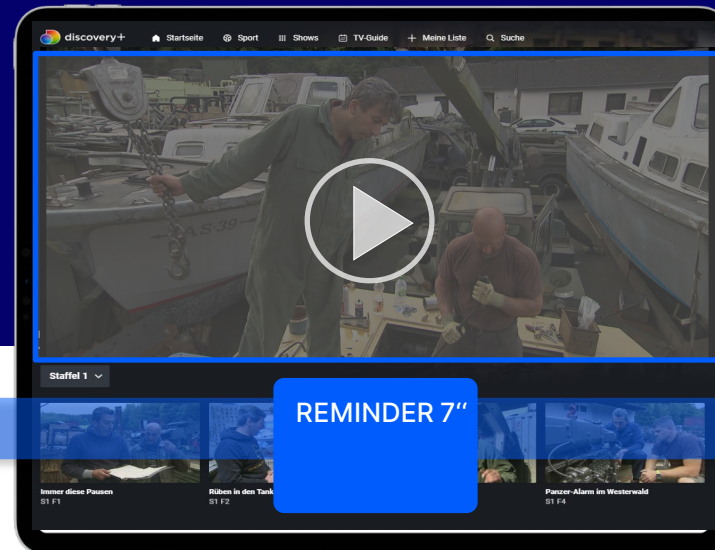
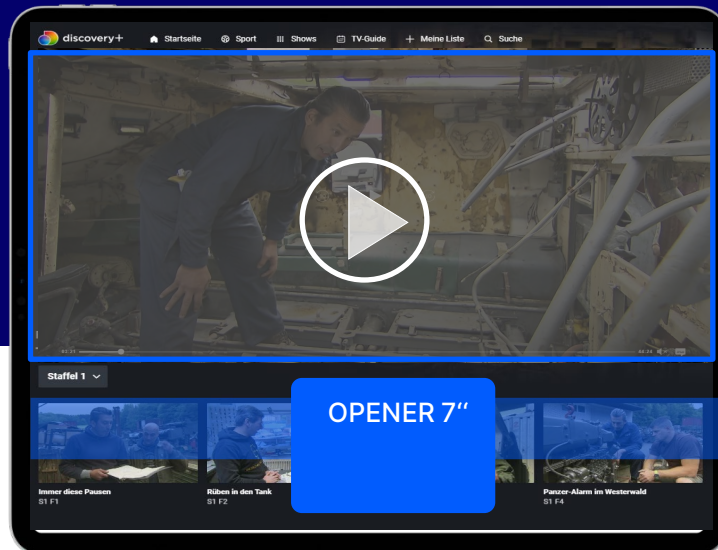
VAST/VPAID
Compatibility

- VAST 2, 3 are fully supported in all environments
- JS VPAID is only supported on desktop & mobile web

Site served
Creatives

- We accept 3rd party tracking pixels for clicks and impressions – IMG pixels only
- Optional quartile & completion tracking possible
- All source material is transcoded to provide multiple renditions based on screen resolution and bandwidth. We also use an algorithm to adjust audio levels based on the EBU-R128 specification.

Video Sponsoring



Video-Sponsoring

Dimensions	1920×1080 (16:9)
File format	MP4/MOV
File size	max. 100 MB
Framerate	25 fps – 30 fps
Length	max. 7 sec
Video Codec	H.264/ProRes
Audio Codec	AAC/Opus/ PCM/MP3
Audio bitrate	Min. 192 (kbps) – Max. 320 (kbps)
Audio Avg. Volume	-24 LKFS ± (LU) 1
Audio Sample Rate	48 kHz



VAST/VPAID
Compatibility

- VAST 2, 3 are fully supported in all environments
- JS VPAID is only supported on desktop & mobile web

Site served
Creatives

- We accept 3rd party tracking pixels for clicks and impressions – IMG pixels only
- Optional quartile & completion tracking possible
- All source material is transcoded to provide multiple renditions based on screen resolution and bandwidth. We also use an algorithm to adjust audio levels based on the EBU-R128 specification.

GENERAL TERMS & CONDITIONS

Online

Offer non-binding and valid for 2 weeks! Delivery of advertising material only after approval by Warner Bros. Discovery; no claim to exclusive placements and further discounts. The offer does not prejudice any subsequent bookings. The delivery of the advertising material must be technically correct, according to the respective lead times to auftragsanlage@discovery.com.

Reporting complaints can only be made no later than 1 month after completing a campaign and receiving final reporting, but not beyond the year. Subsequent complaints can no longer be taken into account for billing and compensation purposes.

The execution of this order is based on the advertising price list valid at the time of publication as well as our general terms and conditions. The offer is exclusive of possible production costs! The terms and conditions of Discovery Communications Deutschland GmbH & Co. KG apply <https://wbd-deutschland.de/terms/>. Further information always up-to-date under www.wbd-deutschland.de.

All prices exclude VAT at the statutory rate.

On Air

Any costs for trailer productions or other production costs are not included in the price. Program broadcast subject to Warner Bros. Discovery's legal release. Non-binding offer according to current program schedule; subject to change. The general terms and conditions for the marketing of advertising times for the channels marketed by Discovery Communications Deutschland GmbH & Co. KG apply. <https://wbd-deutschland.de/terms/>.

General information:

Cancellation conditions:	A free cancellation granted by the marketer up to four weeks before the start of the agreed service. Decisive for the time is the receipt of the letter from the marketer..
Lead times:	Standard forms of advertising: 5 business days before the campaign starts. Non-standardized advertising: 7 working days before the campaign starts.
Availabilities	Availability at the time of request and cannot be guaranteed at a later date.
Reporting	Weekly reporting by e-mail.
Design costs:	Are calculated separately, are not discounted, do not grant agency commission and are not discount-forming
Billing	For long-term campaigns, a monthly actual billing is made; this also applies in the case of underdelivery. The basis for the billing of campaigns is the reporting of the Warner Bros. Discovery's AdServer.

Thank you!

