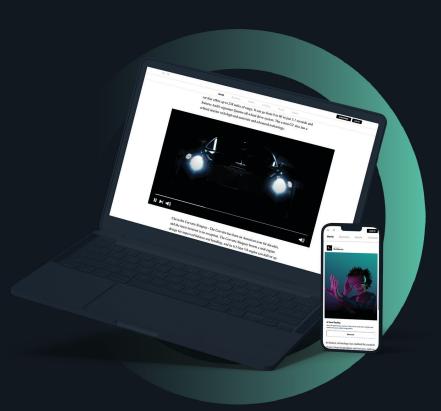


Experiences & Specifications.

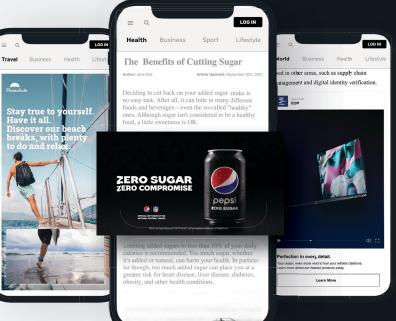


Our Experience Suite.

Onyx allows you to leverage Pre-Roll Video, Outstream Video, or High-Impact Display formats in a high-attention environment.

53%+ Higher Attention than open web display benchmarks*

ZERO SUGAR ZERO COMPROMISE pepsi ZERO SUGAR 19%+ Higher Attention than open web video benchmarks' obesity, and other health conditions.



Pre-Roll Video (Standard).

Use context-powered Pre-Roll to introduce your brand within relevant, high attention editorial content. PMP or Managed.

Desktop & Mobile

- VAST 2.0, 3.0, 4.x, VPAID 2.0
- File types: AVI, MOV, MP4, M4V, MPEG, MPG, WEBM, WMV
- Video Size: Up to 100 MB
- **Duration:** Up to 60 seconds
- Aspect Ratio: Landscape/horizontal: 16:9 or 4:3
- Click Through URL: Mandatory
- Impression Tracker: Optional
- Trackings must be HTTPS (able to serve via SSL)
- **Image files:** JPG, PNG (for branded players)
- Font files if required



and Volkswagen have already made significant strides in EV development, with plans to introduce more models to their lineup in the coming years. Other manufacturers, including General Motors and Nissan, have announced plans to phase out internal combustion engines and shift to all-electric vehicles.

LOG IN

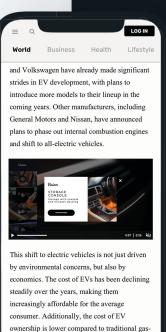
II ► | <0

This shift to electric vehicles is not just driven by environmental concerns, but also by economics. The cost of EVs has been declining steadily over the years, making them increasingly affordable for the average consumer. Additionally, the cost of EV ownership is lower compared to traditional gaspowered cars, with savings in fuel costs and aintenance.

Interactive Pre-Roll Video.

Pre-roll video with interactive sidebar that opens individual overlay cards based on user interaction/decision. Managed only.

	Text	lmages	Video	URL
Video	N/A	N/A	 Video ratio: 16:9 Recommended size: 1920 x 1080 Video: MP4 Video weight: Max 5 MB 	Optional: Unique URL
Brand Card	N/A	Brand Logo: 400 x 300 (4:3)	N/A	Optional: Unique URL
Interactive Elements	Optional: • 1 - 4 Titles: Max 30 characters • 1 - 4 Descriptions: Max 90 characters • 1 - 4 CTAs: Max 20 characters 'Font selection available.	1 - 4 Images Image ratio: 1:1 Recommended size: 1200 x 1200 Image format: JPG, PNG Image weight: max 1 MB		Optional: Max 4 unique URLs



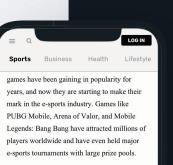
powered cars, with savings in fuel costs and

naintenance.

Branded Pre-Roll Video.

Pre-roll video blended with up-front branding impact from first impression. Managed only.

	Text	lmages	Video	URL
Video	N/A	N/A	 Video ratio: 16:9 Recommended size: 1920 x 1080 Video: MP4 Video weight: Max 5 MB 	Optional: Unique URL
Brand Card	N/A	Brand Logo: 400 x 300 (4:3)	N/A	Optional: Unique URL
Interactive Elements	Optional: • 1 - 4 Titles: Max 30 characters • 1 - 4 Descriptions: Max 90 characters • 1 - 4 CTAs: Max 20 characters 'Font selection available.	1 - 4 Images Image ratio: 1:1 Recommended size: 1200 x 1200 Image format: JPG, PNG Image weight: max 1 MB		Optional: Max 4 unique URLs





The latest e-sports news also includes the launch of new leagues and competitions. The Call of Duty League, which was launched in 2020, is currently in its second season and has seen a significant increase in viewership compared to its inaugural season. Similarly, the Overwatch League is in its fourth season and has continued to attract a dedicated fan base.In erms of prize pools, the latest e-sports news

Outstream Video.

Leverage the classic video experience in higher-attention environments. PMP or Managed.

Desktop & Mobile

- VAST 2.0, 3.0, 4.0, / VPAID 2.0 (must be encapsulated into a VAST)
- File types: MP4, MPEG, MPG, MOV, 3GP, AVI
- Recommended format: MP4 (H264 AAC)
- Video Size: min. 1MB max 250 MB
- Duration: Up to 60 seconds
- Aspect Ratio: Landscape: 16:9, 1.91:1, or 4:3 | Portrait/Vertical: 9:16, 1:1.91 or 4:3 | Squared: 1:1
- Minimum width: 120 pixels
- Minimum height: 120 pixels
- Frame rate: up to 30 FPS
- Bitrate: min. 300 Kbps, max. 3500 Kbps
- Click Through URL: Optional (recommended)
- Impression Tracker: Optional
- Trackings must be HTTPS (able to serve via SSL)



sed in other areas, such as supply chain

High Impact Display.

Rich, vertical high-impact display experiences that spark deeper interaction and engagement. PMP or Managed.

When Providing Assets to Outbrain to Create Your Format

- Image Size: Can support 300x600, 336x280, 300x250
- Image Format: JPG, PNG, MP4
- Image Weight: Max 2.5 MB
- Main Image / Video Ratio: 1:1.3 (1200x1560), 1:1 (1200x1200)
- Additional assets: Brand logo ratio: 1x1 (250x250 size recommended), Brand name: 25 characters,
 Title: 30 characters, Description: 90 characters, CTA: 15 characters

When Uploading Your Existing Assets in Your DSP

- Image Size: Can support 300x600, 336x280, 300x250
- Image Format: JPG, PNG, MP4
- Image Weight: Max 2.5 MB
- Supporting HTML5 display banners



Hybrid High-Impact Display.

A reactive High Impact Display format with a blend of rich creatives and messaging, designed to deliver attention. PMP or Managed.

300x600 template size. Mobile only.				
	Text	Images	Video	URL
Brand Card	Optional Title: Max 70 characters CTA Button: Max 20 characters Font and background colour selection available.	Brand Logo: 400 x 300 (4:3)	N/A	Optional: Unique URL
Hero Card	N/A	 Image ratio: 3:2 Recommended size: 1200 x 800 Image format: JPG, PNG Image weight: max 2.5 MB 	Video ratio: 3:2 Recommended size: 1200 x 800 Video: GIF, MP4 Video weight: max 2.5 MB	Optional: Unique URL
Gallery Card	Optional: 2 - 5 Titles: Max 70 characters 'Font selection available.	 2 - 5 Images Image ratio: 2:1 Recommended size: 1200 x 600 Image format: JPG, PNG Image weight: max 1 MB 		Optional: Max 5 unique URLs



Swipe High-Impact Display.

Built-in responsive animation; moving the image from side to side, indicating user should swipe for more. Upon swipe, second card can include optional embedded video and a CTA button. PMP or Managed.

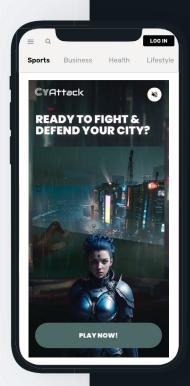
300x600 template size. Mobile only.				
	Text	Images	Video	URL
Display Card 1	Title: Max 70 characters CTA Button: Max 20 characters Font selection available	Brand Logo: 400 x 300 (4:3) One image: 1000 x 1000 (square 1:1) File Types: JPG, PNG Image weight: max 1 MB	N/A	Optional: Unique URL
Display Card	Title: Max 70 characters CTA Button: Max 20 characters Font selection available	As above	Video ratio: 3:2 Recommended size: 1200 x 800 Video: GIF, MP4 Video weight: max 2.5 MB	Optional: Unique URL



Showcase High-Impact Display.

Responsive autoplay video starts on scroll and pauses out of view. With background and overlay images, titles and CTAs to deliver key messages. PMP or Managed.

300x600 template size. Mobile only.				
	Text	Images	Video	URL
Display Card	Title: Max 70 characters CTA Button: Max 25 characters 'Font selection available	Brand Logo: 400 x 300 (4:3) Background image: 500 x 1000 (1:2) Overlay image: 500 x 1000 (1:2) Must be transparent PNG File Types: JPG, PNG Image weight: max 1 MB	 Video ratio: 3:2 Recommended size: 1200 x 800 Video: GIF, MP4 Video weight: max 2.5 MB 	Optional: Unique URL



Questions? Reach out to your sales representative.