

Programmatic buying guide(DV360)

STEP-BY-STEP GUIDE TO SUCCEED WITH YOUR TV4 PROGRAMMATIC DEALS

CONTEXT

This guide will help you get up to speed with your programmatic buying of TV4 inventory. Just follow the step by step guide and you can rest assured that you will also have great success with your programmatic trading with us. Primarily PMP and manual setup. PG is primarily through Deal sync. Here we go!

Summary

How to use the guide

Step-by-step guide

Contact TV4 to get a deal

Add deal from tv4 in DV360

Prepare ad creatives

Create campaign

 Create insertion order

 Create line item

Activate Insertion order & Line item

Double check "Partner settings"

Doublecheck "Advertiser settings"

Appendix - FAQ



Summary – the most important things on one slide

- Avoid as much targeting as possible in DV360. Let us at TV4 help you with offering targeting from our side instead. We have high quality 1st party data that enable you not to be dependent on 3rd party data and cookies to reach your target audience on all devices.
- TV4 are extremely strong in Connected TV (CTV). You can easily buy CTV from us, but when setting up an insertion order to do so; never use the type “Connected TV and OTT streaming”. This option is for buying on the open market where you can not be sure what inventory is CTV. This option does not work with TV4. Instead, always use the option “Real time bidding” and ask TV4 for a CTV specific deal where you know exactly what you’ll get.
- Don’t use targeting or optimization options that are based on “active view”, “viewable impressions” or “viewability” in any other form. This is not supported by TV4 and will cause you deal not to spend if used.
- Control your budget and pacing on line item level to avoid TV4 inventory being declined in favor of other media in a larger campaign and your budget ending up where Google prefers. (Youtube etc)
- To be able to assign a specific budget to TV4 and have total control of spend, you need to create a separate *dedicated line item* for TV4. How this is done is explained later in the step by step guide.
- Always check that your ad creatives follow our audio loudness specifications. (<https://tv4-loudness-check.a2d.tv/>)

How to use the guide

The step-by-step guide is meant to be as practical and easy as possible to follow. This guide does not cover all possible settings that you can use, but if all other things fail, you should be able to rest assured that by following the basic recommendations and restrictions in this guide, you can always get spend on your deal.

Recommendations – are marked with blue in the guide

Mandatory settings – are marked with red in the guide

Example

The screenshot shows a campaign configuration interface. At the top, the 'Campaign name' is 'Test' and the status is 'Active'. Below this is a link to 'Copy settings from an existing campaign'. A section titled 'These settings don't impact serving' contains several settings: 'Overall campaign goal' is set to 'Raise awareness of my brand or product' (highlighted with a blue box); 'KPI' is set to 'CPM' with a value of 'SEK 200'; 'Creative type you expect to use' has 'Video' selected (highlighted with a red box) and 'Display' and 'Audio' are unselected; 'Planned spend' is set to 'SEK'; and 'Planned dates' shows a 'Start date' of 'Mar 9, 2023' and an 'End date (optional)' set to 'Select a date'.

STEP-BY-STEP GUIDE

Contact TV4 to get a deal

- You first need to decide if you want a deal on partner level or advertiser level in DV360.
 - Partner level – Enables you to buy using the deal for all advertisers associated with this partner.
(recommended option)
 - Advertiser level – You can only buy on the deal with the specific advertiser.
- Locate the partner or advertiser id from your DV360 account as per below, and send this in an email to: programmatic@tv4.se

The image displays two screenshots from the Display & Video 360 interface. The left screenshot shows the 'Basic Details' page for a partner named 'TV4/Cmore'. The 'Partner ID' field is highlighted with a blue box and contains the value '6141931'. An arrow points from the 'Partner ID' label in the left sidebar to this field. The right screenshot shows the 'Basic Details' page for an advertiser named 'TV4'. The 'Advertiser ID' field contains the value 'Display & Video 360 advertiser ID: 521063469'.

Field	Value
Name	TV4/Cmore
Timezone	Europe/Copenhagen
Currency	Swedish Krona (SEK)
Nelsen contract country	United States
Measurement settings	<input checked="" type="checkbox"/> Include Display & Video 360 Data in Campaign Manager 360 Data Transfer Reports <input checked="" type="checkbox"/> Report Display & Video 360 cost to Campaign Manager 360
Partner ID	6141931

Field	Value
Name	TV4
Website	https://www.tv4play.se
Currency	Swedish Krona (SEK)
Timezone	Europe/Copenhagen
Advertiser ID	Display & Video 360 advertiser ID: 521063469
Structured Data Files	SSF version: 5.4 Administrator email: Enter email

Add deal from TV4 in DV360

- Go to "Inventory" -> "Negotiations"
- If your deal is not already in the list, click on "Import negotiation"
- Select Exchange, choose "Smartclip" from the list
- Enter the deal id you got in your email from programmatic@tv4.se
- Search and choose to import
- Click on the recently added negotiation that has status "action required" and accept the proposal.

The screenshot displays the DV360 interface. On the left, a sidebar shows navigation options: Campaigns, Audiences, Creative, Inventory, Plans, My Inventory, Marketplace, Negotiations (highlighted), Reports, Resources, Advertiser Settings, and History. The main area is titled 'Import negotiation' and features a search bar with 'SmartClip' selected and the ID '388-40858448-9154521117d' entered. Below this is a table of negotiations.

Filter	Add filter				
<input type="checkbox"/>	Seller	Name	RFP ID	Status	Delivery method
<input type="checkbox"/>	smartclip	Test deal	13264750170047	Action required	Programmatic
<input type="checkbox"/>	smartclip	Adtech - DV 360 TestDeal - RBS(no targeting) - 100 CPM	13432447683516	Completed	Programmatic
<input type="checkbox"/>	Freewheel-SSP-Publisher	FW_Order_MTV-TEST-00015	58244319507016	Completed	Programmatic
<input type="checkbox"/>	Freewheel-SSP-Publisher	FW_Order_MTV-TEST-00014	40612726965895	Completed	Programmatic
<input type="checkbox"/>	smartclip	Adtech Test Deal PG	66766414221581	Completed	Programmatic
<input type="checkbox"/>	Media Group Denmark	Hollywood.dk	-	Incoming offer	Programmatic
<input type="checkbox"/>	Media Group Denmark	Nyheder24.dk	-	Incoming offer	Programmatic

Below the table, a 'Test deal' modal is open, showing deal details: Seller: smartclip, Commitment: Non-guaranteed, Buyer: TV4/Cmore, Exchange: SmartClip. Summary statistics: Potential Guaranteed Volume: 0, Potential average CPM: €0.00, Potential Media Cost: €0.00, Potential Total Billable Cost: €0.00, Your Budget: €0.00. A message from smartclip requests acceptance of 1 proposal, with 'ACCEPT' and 'ARCHIVE' buttons. A table below the message lists deal details:

Name	Deal ID	Delivery method*	Commitment*	Exchange*	Rate type	Rate*	Share of voice
Test deal	2201-43873-6c3d9f06-4388-4085-8448-9154521117d	Programmatic	Non-guaranteed	SmartClip	CPM (Floor)		Standard
Test deal	2201-43873-6c3d9f06-4388-4085-8448-9154521117d	Programmatic	Non-guaranteed	SmartClip	CPM (Floor)	€1.00	Standard

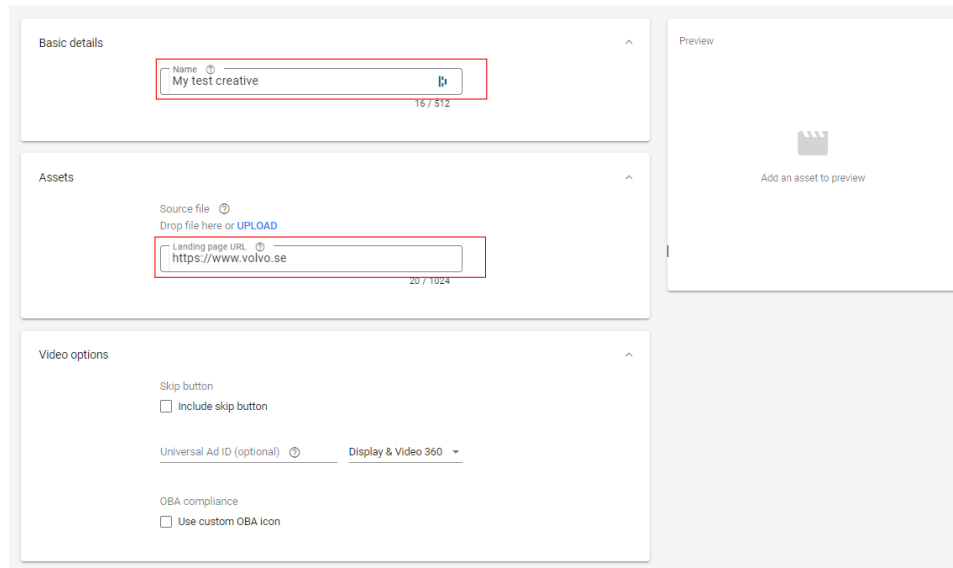
Prepare ad creative – Part 1

- Go to "Creative" -> "Creatives"
- Click "New".
- Choose:
 - Upload – Video file – If you have a video file that you want to upload and use as an ad
 - Third party -> Third-party video – If you want to use an ad from an ad server (i.e. DCM or Adform) via a VAST-url.

The screenshot displays the Google Ads interface for the advertiser 'TV4'. The left sidebar shows the navigation menu with 'Creative' and 'Creatives' highlighted. The main content area shows the 'Creatives' section with a 'NEW' button highlighted in a red box. A red arrow points from this button to a dropdown menu that is open, showing various creative options. The options include 'Creative from format gallery', 'Upload', 'HTML5 or image', 'Video file', 'YouTube video', 'Audio file', 'Bulk add creatives', 'Third party', 'Third-party audio', 'Third-party display', 'Third-party video', and 'Tag wrapping import'. The 'Video file' and 'Third-party video' options are highlighted with blue boxes.

Prepare ad creative– Part 2 (if you chose ”Upload video file”)

- Enter details as per below.
- Click ”Upload” and select your video file.
 - **Important** make sure your video file follows our audio loudness specification before you upload:
 - <https://tv4-loudness-check.a2d.tv/>
 - If you need help using the loudness tool please contact us at: programmatic@tv4.se
- Enter correct landing page for advertiser
- Click “Save”




The screenshot displays a web interface for configuring an advertisement. It is divided into three main sections on the left and a preview area on the right.

- Basic details:** Contains a text input field for the name, which is filled with "My test creative". A red box highlights this field.
- Assets:** Contains a "Source file" section with a "Drop file here or UPLOAD" instruction. Below it, a "Landing page URL" input field is filled with "https://www.volvo.se". A red box highlights this field.
- Video options:** Includes a "Skip button" section with an unchecked checkbox for "Include skip button". It also features a "Universal Ad ID (optional)" field and a dropdown menu set to "Display & Video 360". At the bottom, there is an "OBA compliance" section with an unchecked checkbox for "Use custom OBA Icon".
- Preview:** A vertical panel on the right side showing a placeholder for a video asset with the text "Add an asset to preview" and a clapperboard icon.

Prepare ad creative – Part 3 (if you chose "Third party video")

- Enter details as per below.
- Enter a correct VAST-url that points to a working ad in your ad server. If you are not sure that the link you have is truly working, we recommend to use "Upload video" instead.
 - **Important** make sure your video file follows our audio loudness specification before you upload:
 - <https://tv4-loudness-check.a2d.tv/>
 - If you need help using the loudness tool please contact us at: programmatic@tv4.se
- Click "Save"

Basic details ^

Name ⓘ
Test creative 

13 / 512

VAST tag URL
<https://ad.doubleclick.net/ddm/pfadx/N470008.27>

Additional details ^

Requires ping for attribution ⓘ

Integration code (Optional) ⓘ

Notes (Optional)

Create campaign – Part 1

- Go to "Campaigns" -> Click "New campaign"
- Enter details as per below

Campaign name Active ▾

[Copy settings from an existing campaign.](#)

These settings don't impact serving.

Overall campaign goal [?]

KPI [?]

Creative type you expect to use Display Video Audio

Planned spend [?]
Optional

Planned dates [?]

Create campaign – Part 2

- Scroll down and continue filling in details as per below
- **TIP:** You can filter on the deal id supplied by TV4 to quickly find the right deal when selecting “Deals and Inventory Packages”.
See below example.

Additional budget details

Frequency cap

No limit

Limit frequency to Lifetime of this campaign

You can also set specific frequency caps on each insertion order and line item in this campaign.

Frequency caps work differently with some inventory. [Learn more](#)

Inventory source

New insertion orders and line items in this campaign will inherit these settings.

Quality [Select who you want to buy web and app inventory from. Learn more](#)

Public Inventory

Deals and Inventory Packages Adtech - DV 360 TestDeal

Groups

Inventory Source - Deals and Inventory Packages

ALL SELECTED [2]

Search and filter Enter a term to search or add a filter





<input checked="" type="checkbox"/>	Deals and Inventory Packages	ID	Exchange	Commitment
<input checked="" type="checkbox"/>	Adtech - DV 360 TestDeal	2201-39405-e2aa069c-b070-4835-8dd9-33b5af2045e0	SmartClip	Non-guaranteed

Create campaign – Part 3

- Continue filling in as per below
- Click "Create"

Targeting


⚙️ New insertion orders and line items in this campaign will inherit these settings.

Demographics	All genders, ages, parental statuses and household incomes	
Geography	All locations	
Language	All languages	
Brand safety	No Restrictions	

[ADD TARGETING](#)

Additional details

Add more details to improve your recommendations.

Landing page URLs 

Optional

[ADD ANOTHER URL](#)

Keywords

Optional

[CREATE](#) [CANCEL](#)

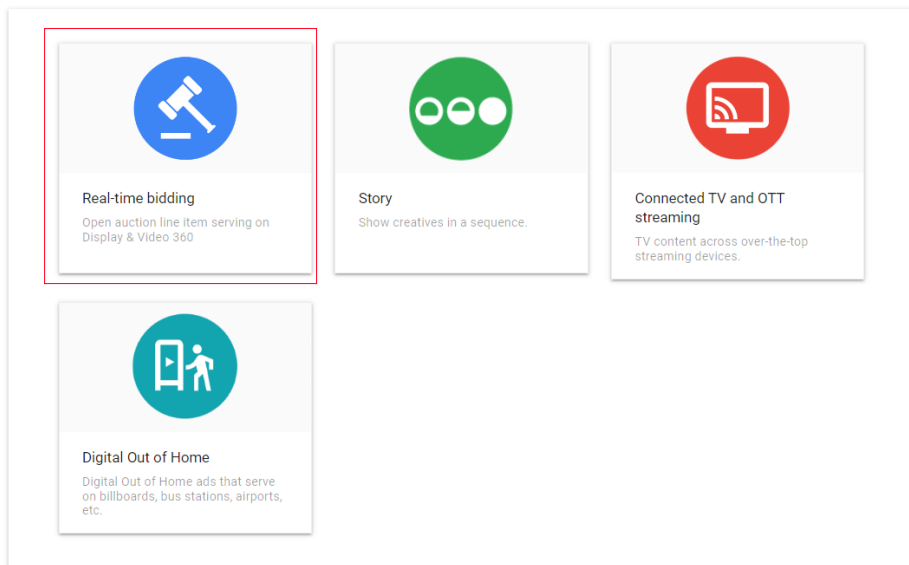
Create Insertion order – Part 1

- Go to your created campaign and click "New" -> "Insertion order."

The screenshot displays the Google Ads interface for a campaign named "Test campaign". The breadcrumb navigation at the top shows the path: Home > Advertiser TV4 > Campaign Test campaign. The left sidebar contains navigation options: Campaign (highlighted), Inventory, Campaign Settings, and History. The main content area is titled "Campaign" and features three tabs: "COMBINED" (selected), "INSERTION ORDERS", and "LINE ITEMS". Below the tabs are two summary cards: "Total cost" and "Average performance", both showing "No data available". A message below the cards states "Displaying data for 0 entities". At the bottom, a filter dropdown menu is open, showing "Insertion order" and "Line item" as options. The current filter is set to "Insertion order". Other filters include "Mar 9, 2023" and "Segment by". A "Take a tour" link is also visible.

Create Insertion order – Part 2

- Chose "Real-time bidding."
 - **Important!** Always select "Real-time-bidding" even if you want to buy, specifically CTV. The option "Connected TV and OTT streaming" at this stage is a Google specific categorization of CTV that doesn't work with TV4. You access ALL our high-quality inventory through the "Real-time-bidding" option.



Create Insertion order – Part 3

- Enter details as per below

Insertion order name ● Draft ▾ ?

Budget and pacing depend on both insertion order and line item settings.

Budget

Select your budget type
SEK ▾

Specify this insertion order's flight dates and budget segments

Budget	Description	Start date	End date
SEK 100000		Mar 10, 2023 ▾	Apr 10, 2023 ▾

Your campaign's planned budget couldn't be loaded, so it's possible this budget segment will exceed your planned campaign budget

[ADD SEGMENTS](#)

Pacing

How do you want to spend the flight budget?

Use "Flight" to avoid underspending. Daily spend target is calculated automatically based on the pacing setting (Even, Ahead, ASAP).

Use "Ahead" to spend your entire budget over an entire flight, without risking underspending. [Learn more](#)

Create Insertion order – Part 4

- Continue entering details as per below.
 - **Important!** Make sure you follow the below requirements marked in red. TV4 does not support viewability measurements so if any such option is selected under "Goal" or "Billable outcome" the deal will have trouble delivering at all.

Goal ⓘ

What goal would you like to focus on?

Cost per thousand impressions (CPM) ▾ SEK 200

Billable outcome

What would you like to pay for?

Impressions ▾

Pay for your preferred outcome and spend less time analyzing metrics while preventing any risk of paying for impressions that don't lead to your preferred outcome.

[Learn more](#)

Create Insertion order - Part 5

- Continue configuring as per below




Optimization	<p>How would you like to optimize?</p> <p><input type="radio"/> Automate bid & budget at insertion order level [?]</p> <p>Allow system to automatically adjust bids and shift budget to better-performing line items.</p> <p>Maximize viewable impressions ▾</p> <p>while prioritizing spending my full budget (recommended)</p> <p><input checked="" type="radio"/> Control bid and budget at the line item level</p> <p><input type="checkbox"/> Automatically optimize your budget allocation</p>
Frequency cap	<p><input checked="" type="radio"/> No limit</p> <p><input type="radio"/> Limit frequency to _____ exposures per Lifetime ▾</p> <p>You can also set specific frequency caps on each line item in this insertion order.</p>

Create Insertion order – Part 6

- Continue configuring as per below
- Click "Create".

Inventory source

⚙️ New line items in this insertion order will inherit these settings.

Quality	Authorized Direct Sellers [ⓘ]	Select who you want to buy web and app inventory from. Learn more
Public Inventory	0 Exchanges and 0 Subexchanges are selected	
Deals and Inventory Packages	✓ Adtech - DV 360 TestDeal	
Groups	No inventory groups selected	

Targeting

⚙️ New line items in this insertion order will inherit these settings. Targeting set on insertion orders doesn't apply to YouTube & partners line items.

Targeting template settings apply only to new line items during creation. To modify targeting of any existing line items, use the bulk edit option available within the line item view. [ⓘ]

[ADD TARGETING](#)

▼ [Additional settings](#)

CREATE CANCEL

We recommend that you let TV4 handle targeting of the deal on our end . If you still want to use your own targeting options, we recommend that you add these at a later stage on line item level.

Create Line item – Part 1

- Click on your newly created insertion order to enter the insertion order view.
- Then click "New line item"

The screenshot displays the Google Ads interface for a campaign named "Test campaign" under the advertiser "TV4". The main view is the "LINE ITEMS" section for the "Test insertion order".

Left Panel (Campaign Overview):









- Campaign:** Display & Video 360
- Advertiser:** TV4
- Campaign:** Test campaign
- Inventory:** Campaign
- Settings:** Campaign Settings
- History:** History

Main Content Area (Test insertion order):

- Overview:** Test insertion order
- LINE ITEMS:** Selected tab
- INFORMATION CARDS:**
 - Total cost (Mar 10, 2023 - Today):** SEK0.00 (0% of SEK100,000.00 allocated)
 - Average CPM (Mar 10, 2023 - Today):** SEK0.00 vs €
 - Impressions lost (Mar 9, 2023):** 0%
- Filter:** NEW Performance Mar 9, 2023 Segment by Take a tour
- Insertion orders list:** Test insertion order (highlighted with a red box)
- NEW LINE ITEM:** Button (highlighted with a red box and pointed to by a red arrow)

Create Line item – Part 2

- Chose "Video"

 <p>Display Image, HTML5 (including rich media), and native ads (both display and video)</p>	 <p>Video Video ads sold on a CPM basis for a variety of environments</p>	 <p>Audio Audio ads sold on a CPM basis for a variety of environments</p>
 <p>Mobile app install Drive installs of your app with display and video ads</p>	 <p>Ads in mobile apps Display or video ads that serve on mobile app inventory</p>	 <p>YouTube & partners video Video ads on YouTube and partners</p>
 <p>YouTube & partners audio Audio ads on YouTube and partners</p>	 <p>Gmail Native ads shown in Gmail on the desktop and mobile app</p>	

Create Line item – Part 3

- Configure as per below.

Line item name ● Draft ▾ ⓘ

[Copy settings from an existing line item.](#)

Inventory source

Quality	<input type="text" value="Authorized Direct Sellers ▾ ⓘ"/>	Select who you want to buy web and app inventory from. Learn more
Public Inventory	<input type="text" value="0 Exchanges and 0 Subexchanges are selected"/>	
Deals and Inventory Packages	<input type="text" value="✓ Adtech - DV 360 TestDeal"/>	
Groups	No inventory groups selected	

Targeting

Select your targeting criteria to control where your ads will be displayed. ⓘ

[ADD TARGETING](#)

We recommend that you let TV4 handle targeting of the deal on our end . If you still want to use your own targeting options, this is the place to do it.

4

Create Line item – Part


- Configure as per below.

Flight dates

Use same dates as insertion order
Mar 10, 2023 - Apr 10, 2023

Custom dates

Use a trigger ⓘ

 Budget and pacing depend on both insertion order and line item settings.


Budget and pacing

Unlimited up to the insertion order's budget.

SEK 0 SEK

Flight ▾ ASAP ▾

Bid strategy

 For deals, automated bid strategies may result in campaign underpacing. Enable the "Apply advertiser floor price for targeted deals" checkbox if deal pacing is important.

Automated bidding
Maximize clicks ▾
while prioritizing spending my full budget (recommended) ▾

^ Additional options

Do not exceed average CPM of SEK 0.00 SEK

Apply advertiser floor price for targeted deals ⓘ

Fixed bid
SEK 0.00 SEK

Frequency cap

No limit

Limit frequency to exposures per Lifetime ▾

Note: "Maximize clicks" often not the actual goal, but in DV360 you must select *something*. We remind again not to select any option that is based on active view or viewability.

Note: TV4 recommends as few limitations as possible, but if you need frequency limitations on you deal, here is the place to do it.


Create Line item – Part 5

- Click "Assign creatives"
- Find and select the creative asset you prepared earlier and click "Apply"

Creatives

Advanced ad serving rate: SEK.00 CPM ⓘ

[ASSIGN CREATIVES](#)


No creatives assigned
[ASSIGN CREATIVES](#)

Conversion tracking ⓘ

Select the activity or conversion that represents a successful conversion

Search conversion Floodlight activities

Count all conversions ▾

Select the attribution model to use for conversion measurement ⓘ

Primary model ▾

Additional settings

[CREATE](#) [CANCEL](#) Optional: Enter a note about this change

✕ Select creatives

ALL **ELIGIBLE** ASSIGNED (1)

Format: 4 selected Name: test ✕ Add a filter

<input checked="" type="checkbox"/>	Name	ID	CM360 ID	Status	Type	Format	DV360 status	Exchange status	Companions
<input checked="" type="checkbox"/>	Adtech_Test_Trai	450065224	349728088	Active	Video	Video	Servable	Servable (3 of 3)	

[APPLY](#) [CANCEL](#)

Activate Insertion order

- Go to the campaign view
- Activate insertion order as per below.

Display & Video 360

Advertiser TV4 > Campaign Test campaign

Campaign

COMBINED INSETION ORDERS LINE IT

Total cost (Mar 10, 2023 - Today)
SEK0.00

Average CPM (Mar 10, 2023 - Today)
SEK0.00 vs SEK

Today: SEK0.00

Displaying data for 1 entities

NEW Performance Mar 9, 2023 Segment by Take a tour

Filter Add filter

Insertion orders

Test insertion order

Total: Video

Insertion orders

The insertion order is in Draft state. It will not run until you Activate it.

Activate

Activate Line item

- Go to "Line items"
- Activate Line item as per below.

The screenshot shows the Google Ads interface for a campaign named "Test campaign". The "LINE ITEMS" tab is selected. The interface displays campaign performance metrics such as "Total cost (Mar 10, 2023 - Today) SEK0.00" and "Average CPM (Mar 10, 2023 - Today) SEK0.00 vs SEK200.00 goal". A table of line items is visible, with the "Test line item" highlighted. A red box highlights the "Activate" button in the line item controls, and a red arrow points to a callout box that shows the "Activate" and "Pause" buttons.

Displaying data for 1 entities

NEW LINE ITEM Performance Mar 9, 2023 Segment by

Filter	Add filter		
<input type="checkbox"/>			
<input type="checkbox"/>		Video line items	Id
<input type="checkbox"/>		Test line item	197855298

Total: Video

Double check "Partner settings"

- Go to "Partner settings" -> "Targeting" and check that there is no targeting settings that could hinder your deal from delivering.
- We recommend that you do not configure targeting on partner level but instead configure any targeting specifically for your campaign on line item level that we discussed earlier in the guide.
- If you do not have access rights to change these settings, please talk to your admin or other colleagues to get help with this.

The screenshot shows the 'Targeting' settings page for a partner named 'TV4/Cmore'. The left sidebar contains a navigation menu with 'Partner Settings' highlighted in green and 'Targeting' highlighted in light green. The main content area is titled 'Targeting' with a 'Limited Access' badge. It is divided into two sections: 'Inventory source' and 'Targeting'.

Inventory source

⚙️ Changes to these settings will be the default for new insertion orders and line items and won't impact existing items.

Public Inventory	0 Exchanges and 0 Subexchanges are selected
Deals and Inventory Packages	0 deals and inventory packages selected
Groups	No inventory groups selected

Targeting

⚙️ Changes to Channels & URLs will be applied to existing and new items. Changes to other options will be the default for new items and won't impact existing items.

Geography	All locations
Environment	No restrictions for environment
Position	All positions selected
Channels & URLs	No restrictions

Double check "Advertiser settings"

- Go to "Advertiser settings" -> "Targeting" and check that there is no targeting settings that could hinder your deal from delivering.
- **Important!** Check that there are no viewability restrictions
- We recommend a restrictive approach to using Brand safety settings on advertiser level and instead only add this ,if really needed, on line item level. When buying on a TV4 deal you do not need any Brand safety filters since you are only getting inventory directly from TV4 through your private deal id.
- **Important!** Also go to "Basic details" and check that the advertiser has a valid and correct website url that points to the advertisers main home page. This URL should not be a campaign specific link but point to the advertisers main home page. (This is not the final landing page for the ad, that url is added under Creatives).

The screenshot displays the 'Advertiser Settings' for 'TV4' in the 'Display & Video 360' interface. The left sidebar shows navigation options: Campaigns, Audiences, Creative, Inventory, Reports, Resources, Advertiser Settings (selected), Basic Details, Targeting (selected), Linked Accounts, Email Configuration, Policy Center, and History.

Targeting

Changes to these settings will be applied to existing and new insertion orders and line items.

Brand safety	<ul style="list-style-type: none">✓ Content Categories - YouTube & partners Expanded categories🔒 Locked for campaigns, insertion orders, and line items.✗ Sensitive Content Categories - YouTube & partners Embedded YouTube videos Live streaming videos
Channels & URLs	No restrictions
Viewability	No restrictions

Basic Details

Name Required	TV4	Active
Website Required	https://www.tv4play.se	
Currency	🇸🇪 Swedish Krona (SEK)	
Timezone	🇪🇺 Europe/Copenhagen	

Done!

Appendix – FAQ

Why doesn't my deal spend as expected?

Go through the guide again and check if there are any settings that differ between this guide and what you see in your campaign settings in DV360. When a campaign is not spending, remember to troubleshoot all levels in Google. Often you will find that there is a setting at a level that you rarely work at that is causing trouble. This is one of the most common errors that prevent a campaign from starting. Check if there are settings at the Partner or Advertiser level that go against the recommendations found in this step-by-step guide. For example: There may be a whitelisting of domains at partner level which means that all underlying advertisers and their deals are not allowed to be bought on TV4 even if the person setting up the deal does not think they have made any restrictions in his/her campaign/insertion order/line item .

Check what percentage of your bids you win. If the "win rate" is low, it is usually not a technical error, rather the bids you place are too low to win in the competition against other advertisers who want to buy TV4. Remember that the floor price that you get on a deal is only the lowest possible price that we accept. You cannot expect to always be able to bid and win on your floor. Avoid fixed CPM bidding and let DV360 optimize bidding according to the recommendations found here in the guide.

Why do TV4 not support viewability?

Measuring and optimizing your campaigns based on viewability has its origins in the world of display advertising where a great many ad placements never even appear on the user's screen because they are loaded "out of view". At TV4, video ads are shown directly in connection with our content (often on CTV) and there is therefore very little risk that an ad is shown outside the frame or for too short of a time.

Because of this, we at TV4 have not prioritized supporting the rather complex measurement techniques required to measure viewability in our apps and sites. (load javascript and external SDKs via VAST)

If you switch on viewability measurement as a requirement or as a basis for optimization when you buy programmatically from us, then the viewability measurement will not work and then the purchase will not go through. Not because we have bad viewability, but because it simply fails to be measured.

In the future it is possible that we will introduce support for these measurements, but until then you can rest assured that TV4 inventory only consists of video ads that appear in a player in connection with content that the viewer has actively started and is fully focused on.

What happens if the audio is too loud in my audio creative?

TV4 adheres to the European standard for broadcast audio levels, EBU128, to ensure we provide the best possible experience for our viewers and by extension the best possible environment for you as an advertiser.

EBU128 allows a max level of -22 LUFS and a min level of -24 LUFS.

If you are unsure whether your video complies with this standard, you can test the film in our free tool available here:

<https://tv4-loudness-check.a2d.tv/>

If you accidentally start buying programmatically with a movie that does not follow the sound specification, we will deactivate the creative and notify the buyer.

When deliver a new correct creative on the deal we prefer that you deliver the new creative with a new **Creative-id** and not reuse the old Creative-id. Then you will be able to start spending on the deal immediately.

In other case if you use the same Creative-ID the Creative needs to be activated in the SSP again so then you need to contact us about the change.

