



DIGITAL RATECARD

CTV 2026 Q2

New Tariffs Effective May 11, 2026



VIDEO



rtbf **auvio** HBO **max**

dailymotion france.tv

LE FIGARO LE JOURNAL DES FEMMES ALLOCINÉ •1



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AB3

INSERTION ORDERS



New

CTV | BVOD



INSERTION ORDERS

A solution on Connected TV Screens across **premium BVOD environments** such as Auvia & HBO Max



€ **40** CPM

- ✓ Large connected screens
- ✓ 20" Spot's length recommended*
- ✓ Min. 2 weeks campaign

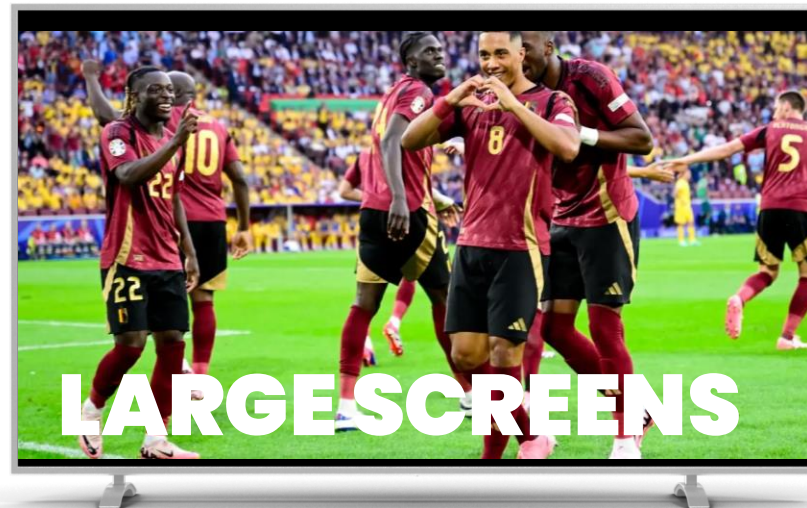
*Very limited volume on AUVIO for 30 sec, we kindly suggest utilizing a max 20 sec spot for AUVIO for a smooth delivery



CTV | RTBF Audiences

INSERTION ORDERS

A solution on Connected TV Screens targeting RTBF Audiences*



€ **35** CPM

- ✓ Large connected screens
- ✓ 20" Spot's length recommended**
- ✓ Min. 2 weeks campaign

*RTBF Audiences on Connected TV Screens (including extended inventories)

**Very limited volume on AUVIO for 30 sec, we kindly suggest utilizing a max 20 sec spot for AUVIO for a smooth delivery



TECH SPECS

Tech Specs

CLICK HERE FOR THE FULL
TECH SPECS



VIDEO

INSTREAM

Time Limit	Bumper: 6" MAX RON RMB: 30" Max Audio: 20"
Size Limit	7 mb
Format	.mp4
Codec	H.264
Audio Level	-23dB LUFS (R128)
VAST/Click Command	ALLOWED
Impression Tracker	ALLOWED
URL	Supply a Click-through URL File (.xls/.txt)
Dimension 16:9	720x360 (360p) 1280x720 (720p) 1920x1080 (1080p)

INREAD

AUDIO

Time Limit	Base: 15" (Max: 30")
Size Limit	500 kb
Format	.mp3
Codec	Min 128 kbps
Audio Level	-9dBFS
VPAID/VAST/Click Command	NOT ALLOWED
Impression Tracker	ALLOWED

DISPLAY

Time Limit	15"
Loop Limit	3 (no infinite loop on GIFs)
Weight	Max 150 kb
Format	HTML5 / GIF / JPG
Audio	Off Without user interaction
Naming Convention	At least size and device
JS (JavaScript) / Click command	ALLOWED
URL	Supply a Click-through URL File (.xls/.txt)
Dimension	At least 3 formats (728x90, 300x250, 300x50)

All materials should be sent to <https://digital-delivery.rmb.be/>



CTV



5 DAYS
BEFORE LIVE

Time Limit

Please check your order form

Bumper : 6"

Base : 20"

Max : 30"

Size Limit

7 mb

Format

.mp4

Codec

H.264

Audio Level

-23dB LUFS (R128)

Frame Rate

Min 15/sec

Max 25/sec

Dimensions

720x360 (360p)

1280x720 (720p)

1920x1080 (1080p)

IMP Tracker

Allowed

VAST/VPAID & Click Command

Not allowed (and must be deactivated behind vast tag) even for programmatic

URL

Supply a click-through URL in a .txt file along with the MP4 asset

ALL MATERIALS SHOULD BE SENT TO <https://digital-delivery.rmb.be/>



Want to know more?

Get in touch



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