

Video & Audio

Sound and video are allowed. Sound must only be played, however, when initiated by a user (onMouseover/ onClick), and not automatically with an animation. The sound must be deactivated using the same technique (Mouseover/out or onClick). Looping is not permitted. Please also make sure that the advertising material (in the onClick version) contains a clearly visible icon with which the sound can be enabled or disabled at an appropriate volume (e.g. speaker icon). When hosting the streaming over us a surcharge of 2 € n./n. will be added to the CPM.

Streaming content within the advertising material must use polite loading. It must not start until the page has fully loaded.