

v 3.1 (Settembre 2025)

Rai Pubblicità

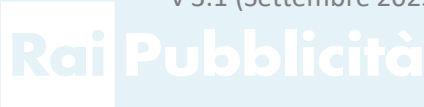
Eventuali codici CUSV AUDITEL devono essere condivisi contestualmente all’invio dei materiali.

Per ogni necessità di chiarimento potete fare riferimento a: trafficking@raipubblicita.it o Tel: +39 0117441462, +39 0117441325, +39 0117441275

Inventory	Tipo materiale			Segnale audio	Tracciamenti	Skip	Lunghezza Video	NOTE
	File video	Redirect VAST	Redirect VPAID					
Raipplay DIGITAL	SI	SI	SI su web	Programme Loudness: -23LUFS ±0.2 LU	SI [vedi note]	NO per i video fino a 15"	BUMPER: fino a 6"	Il video sarà skippabile dopo 15". In caso di redirect inserire lo skip dopo 15 secondi nel tag VAST/VPAID Materiali accettati: File Video: Peso massimo 200MB; Formato MPG, MOV, MP4; Risoluzione 1920x1080 (consigliata) min. 1280x720; Aspect Ratio 16:9 Tag Redirect VAST/VPAID: Bitrate massimo 2500 kbps. Per una migliore fruizione su connessioni lente si raccomanda di includere un asset con bitrate di 800 kbps Specifiche Redirect: VAST: VAST 2 o superiori per spot <= 15; VAST 3 o superiori per spot > 15; (Min. VAST 4 se previsto il passaggio del CUSV Auditel) VPAID: versione 2.0; utilizzabile solo per web browsing (per applicazioni mobile è richiesto un materiale aggiuntivo VAST/OMID). Sono accettati esclusivamente fornitori di tecnologia conformi al TCF 2 https://iabeurope.eu/tcf-2-0/ Specifiche CUSV Per il corretto tracciamento del Codice Univoco Spot video, il centro media consegna il file video rinominato con il codice CUSV (in testa al nome file es. ABCABC24AU0U1P_nome_file.mp4) alla Concessionaria tramite e-mail, AdRepository o altro servizio di gestione dei materiali. nb. indicare il codice CUSV anche nel corpo dell'e-mail Nel caso di tag redirect il centro media integra il codice CUSV nel campo Universal Ad ID all’interno del tag VAST 4.0 e consegna il tag VAST 4.0 alla Concessionaria tramite e-mail, AdRepository o altro servizio di gestione dei materiali, riportando il codice CUSV anche all'interno del corpo dell'e-mail. Per maggiori informazioni https://www.auditel.it/tracciamento-cusv/
			NO su app (richiesto VAST/OMID)	Max True Peak Level: -1dBTP ±0.3 LU		SI dopo 15" per i video superiori a 15”	SKIPPABLE: minimo 16” fino a 30”	
			Max Short-Term Loudness: -18LUFS ±0.2 LU	NON SKIPPABLE: fino a 15”				
			vedi EBU R 128-s1					
Raipplay CTV Samsung TV +	SI	NO	NO	Vedi Raipplay Digital	NO	NO	Fino a 30”	Materiali accettati: File Video: Peso massimo 200MB; Formato MPG, MOV, MP4; Risoluzione 1920x1080 (consigliata) min. 1280x720; Aspect Ratio 16:9 Specifiche CUSV Sia per campagne Hosted e Programmatic Hosted per il corretto tracciamento del Codice Univoco Spot video, il centro media consegna il file video rinominato con il codice CUSV (in testa al nome file es. ABCABC24AU0U1P_nome_file.mp4) alla Concessionaria tramite e-mail, AdRepository o altro servizio di gestione dei materiali. nb. indicare il codice CUSV anche nel corpo dell'e-mail. Per maggiori informazioni https://www.auditel.it/tracciamento-cusv/
MSN	SI	SI	SI	Vedi Raipplay Digital	SI	NO	Fino a 30"	Vedi Raipplay Digital
Rai Youtube	SI	SI solo vendor approvati [vedi note]	NO	Normalizzazione audio effettuata da YT	SI solo vendor approvati vedi nota [2]	BUMPER: non previsto SKIPPABLE: skip al 5" NON SKIPPABLE: non previsto	BUMPER: fino a 6" SKIPPABILE: minimo 12" fino a 6 min NON SKIPPABILE: fino a 20"	Specifiche tecniche annunci video YouTube: Italiano: https://support.google.com/google-ads/answer/6244563?hl=it English: https://support.google.com/google-ads/answer/6244563?hl=en Materiali accettati: - File video: Peso massimo 500MB; Formato: WebM, MPEG4, 3GPP, MOV, AVI, MPEGPS, WMV, HLS (può essere utilizzato lo stesso video fornito per Raipplay/MSN) - Redirect VAST e vendor approvati (Third-party ad serving 3PAS): Innovid, Sizmek (Note: Tracking will not work), Extreme Reach, AdForm, Flashtalking, Campaign Manager (CM), hosted in your Google Ad Manager instance, or hosted on YouTube. Vedi: https://developers.google.com/third-party-ads/youtube-vendors Raccomandiamo al buyer di verificare con il proprio fornitore che il dominio di riferimento del tag sia certificato nell’ambito dell’integrazione con Ads Data Hub e altresì di verificare la compatibilità dello stesso tag con il tool YT VAST Validator disponibile qui https://ytvastqa.appspot.com/ Tracciamenti terze parti e vendor approvati (Third-party ad tracking 3PAT): Pixel Google (incluso Campaign Manager) e Vendor integrati con Ads Data Hub, quali ComScore, DoubleVerify, IAS, MOAT, Nielsen, Kantar, and Dynata (ex Research Now). Vedi: https://developers.google.com/third-party-ads/youtube-vendors Si può misurare in modo integrato: - Viewability: MOAT/IAS/ DV; “Viewability (Vendor) client ID” richiesto, “Viewability (Vendor) reporting ID” opzionale - Reach: Nielsen,Comscore; Reach (Vendor) Client ID” richiesto, “Reach (Vendor) Reporting ID” opzionale per ADH, richiesto da Nielsen e Comscore N.B. Per eventuali aggiornamenti da parte di YT fare riferimento a questo link: https://support.google.com/youtube/answer/2467968?hl=en

Video Spot Digital - RAI

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Campaign materials must be provided at least 3 days before the campaign start to: trafficking@raipubblicita.it

Any **CUSV AUDITEL** code shall be shared contextually.

For advertising on major events, Rai Pubblicità reserves the possibility to not accept 3rd party tags or trackings, and to request earlier delivery

For any question, please write to: trafficking@raipubblicita.it or tel: +39 0117441462, +39 0117441325, +39 0117441275

Inventory	Asset type			Audio signal	Third-party Tracking	Skip	Video Length	NOTES
	Video File	Redirect VAST	Redirect VPAID					
Raiplay DIGITAL	YES	YES	YES on WEB NO on APP (required tags VAST/OMID)	Programme Loudness: -23LUFS ±0.2 LU Max True Peak Level: -1dBTP ±0.3 LU Max Short-Term Loudness: -18LUFS ±0.2 LU see EBU R 128-s1	YES [see notes]	NO for video up to 15" YES for video longer than 15". Skip at 15"	BUMPER Up to 6" SKIPPABLE Up to 30" NON-SKIPPABLE Up to 15"	The video ad will be skippable after 15". Skip must be included in the VAST/VPAID tag Asset Specification: Video File: up to 200MB; Formats: MPG, MOV, MP4; Resolution 1920x1080 (consigliata) min. 1280x720; Aspect Ratio 16:9 Redirect VAST/VPAID: Maximum bitrate 2500 kbps. For a better experience on slower connections, it is recommended to include at least one asset with bitrate lower than 800 kbps Redirect: VAST: VAST 2 or above for non-skippable videos (up to 15"); VAST 3 or above for skippable videos (more than 15"); VAST 4 required for CUSV Auditel VPAID: version 2.0, only for web inventory (VAST/OMID is required additionally for mobile app). Only technology providers compliant to TCF 2 are accepted https://iabeurope.eu/tcf-2-0/ CUSV specs: For the correct tracking of the Unique Video Spot Code, the media center delivers the video file renamed with the CUSV code (at the top of the file name e.g. ABCABC24AU0U1P_file_name.mp4) to the Saleshouse via email, AdRepository or other material management service. nb. indicate the CUSV code also in the body of the email In the case of redirect tags, the media center integrates the CUSV code in the Universal Ad ID field within the VAST 4.0 tag and delivers the VAST 4.0 tag to the Saleshouse via email, AdRepository or other material management service, reporting the CUSV code also in the body of the email. For more information https://www.auditel.it/tracciamento-cusv/
Raiplay CTV Samsung TV +	YES	NO	NO	See Raiplay Digital	NO	NO	Up to 30"	Asset Specification: File Video: Up to 200MB; Formats MPG, MOV, MP4; Resolution 1920x1080 (strongly suggested) min. 1280x720; Aspect Ratio 16:9 CUSV specs: For both Hosted and Programmatic Hosted campaigns, for the correct tracking of the Unique Video Spot Code, the media center delivers the video file renamed with the CUSV code (at the head of the file name e.g. ABCABC24AU0U1P_file_name.mp4) to the Saleshouse via email, AdRepository or other material management service. nb. indicate the CUSV code also in the body of the email. For more information https://www.auditel.it/tracciamento-cusv/
MSN	YES	YES	YES	See Raiplay Digital	YES	NO	Up to 30"	See Raiplay Digital
Rai Youtube	YES	YES Only approved vendors [see notes]	NO	Loudness normalization is performed by YouTube	YES Only approved vendors [see notes]	BUMPER Not available SKIPPABLE after 5" NON SKIPPABLE Not available	BUMPER Up to 6" SKIPPABLE At least 12" Up to 6 minutes NON-SKIPPABLE Up to 20"	Technical specification for YT videos: Italian: https://support.google.com/google-ads/answer/6244563?hl=it English: https://support.google.com/google-ads/answer/6244563?hl=en Video requirements: - File video: Up to 500 MB; Formats: WebM, MPEG4, MOV, AVI, MPEGPS, WMV, HLS; (can be the same of Raiplay/MSN) - VAST Third-party ad serving 3PAS and approved vendors: Innovid, Sizmek (Note: Tracking will not work), Extreme Reach, AdForm, Flashtalking, Campaign Manager (CM), hosted in your Google Ad Manager instance, or hosted on YouTube. See: https://developers.google.com/third-party-ads/youtube-vendors We recommend to verify with your serving provider the compliance with Ads Data Hub program (e.g. the URL domain of the VAST tag is certified), and to check your tag using the YouTube VAST validator: https://ytvastqa.appspot.com/ Third-party ad tracking 3PAT: Pixel Google (including Campaign Manager) e Vendor integrated with Ads Data Hub: ComScore, DoubleVerify, IAS, MOAT, Nielsen, Kantar, and Dynata (ex Research Now). For an up to date list see here: https://developers.google.com/third-party-ads/youtube-vendors You can measure with direct integration: - Viewability: MOAT/IAS/DV: “Viewability (Vendor) client ID” is required, “Viewability (Vendor) reporting ID” optional - Reach: Nielsen/ Comscore; Reach (Vendor) Client ID” required, “Reach (Vendor) Reporting ID” optional for ADH, required by Nielsen e Comscore For up to details from YT see here: https://support.google.com/youtube/answer/2467968?hl=en