

Important information concerning digital ad production

HTML5 is becoming the new standard – we're ready for it!

Following the footsteps of other browsers, Google Chrome will also be blocking Flash ads from September 1, 2015. This means that HTML5 is now the new standard advertising format. For more information about this development and how we are dealing with it, read our [blog](#) post on the topic.

What does this mean for advertisements and campaigns now and in the future?

- All of our advertising will be produced in line with current and future technical standards and can be displayed on all of the relevant platforms without running into any problems.
- Ads that are already in use will be converted so that they can continue to be displayed as they are supposed to on all ad platforms and devices after September 1.

What does this change mean from a technical point of view?

- HTML5 ad files are generally larger because they consist of multiple files. Certain fonts will now have to be converted into images, for example, and finding the right combination of image and text elements will be essential to ensure compliance with file size requirements.

What will change in terms of our collaboration?

- The new format requires a team of graphic designers and programmers to work together. It will generally require more effort and therefore higher development costs.
- The increase in complexity will also require the planning of longer lead times. The briefing as well as all of the data for planned campaigns must be delivered three weeks before going live in order to ensure an on-time launch and optimal interplay between the concept, graphics/design and programming elements.

HTML5 opens up even more creative opportunities with the technical features available for digital advertising. The new format allows you to expand your creative and technical horizons and get your ideas off the ground. And, of course, we guarantee the same quality and performance for the new format we already offer as standard with our existing advertising.

We look forward to working on new projects together with you and will be happy to assist you should you have any questions!

