

Boing SPA 2025

Technical Specifications and Display Adv Policy



Canale 40

CARTONITO

Canale 46



Canale 45



Boing App



Cartoonito App



All Boing SPA platforms must comply with safeguards for the Minors' protection

This includes Boing App, Cartoonito App, websites like boingtv.it, cartoonito.it, and any other media referring to the company. Advertising formats must clearly indicate that the content is commercial and not produced by the publisher.

- A clear and visible label “**Pubblicità/Advertisement**” must be placed on banners.
- Any native advertising elements must be clearly marked. The “Advertisement” label must appear on commercial minisites, posters/special sections in apps, engaging activities within a project, and all banner formats, whether produced by Boing SPA or provided by the client.
- The “Advertisement” label will be integrated by the publisher in formats such as: Overlayer, Skin, Floor Ad (websites); Posters, Thumbnails, Character images, sponsored sections, tests and quizzes (apps).



clear and visible *Pubblicità*



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Boing App



Cartoonito App

Display adv in Boing App & Cartoonito App

HOME PAGE BOING APP



VIDEO PREROLL:



video .mp4 o .mov

Format: 1280 × 720 or 1920 × 1080 (16:9)

Max size: 15Mb

Length: max 20''

→ May include an exit link to the client's website

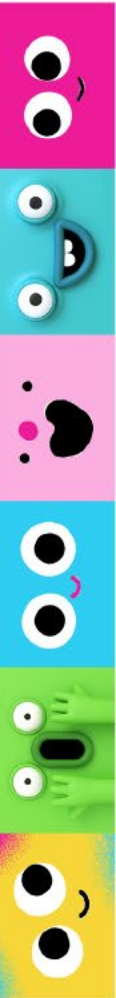
BOX MPU:



300x250

jpg or gif

→ May include an exit link to the client's website



Content Restrictions for Protection of Minors

Boing App, Cartoonito App, websites like boingtv.it, cartoonito.it, and any other media referring to the company must comply to specific rules for Minors. All advertising formats must consider:

- **No** campaigns for products **unsuitable for minors** (e.g., alcohol, betting, dangerous items, medicines)
- **No** creatives with **images or elements harmful** to minors
- Do **not encourage** minors to purchase products. Prices can be shown but not minimized (“only €xx”) or misleading (e.g., unit price triggering a subscription)
- Do **not encourage** participation in **contests** requiring purchases. Avoid “guaranteed win” phrases; use “you could win” instead. Legal disclaimers must be included, and adult supervision should be encouraged.
- Do **not collect or store user data**, nor link to external sites that do. No user databases may be created or shared with clients.



Canale 40



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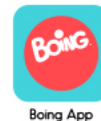
Boing App



Cartoonito App

Additional Editorial Restrictions

- **Display adv formats:**
 - No promotion of competitor websites or TV channels
 - No promotion or tune-in to shows airing on competitor platforms
 - No infinite loops in display ads; max animation duration: 30 seconds
 - Video Preroll (non-skippable): max duration 20 seconds, preferably 15 seconds or less
- **Expandable Ad Formats (web only):**
 - Expansion only via rollover or click
 - Clearly visible “Close” button
 - Audio off by default
 - Auto-collapse within 15 seconds



Exit-Link Management

Exit-link from display ads can lead to video contents sites:

YES

- Landing pages with non-serial video content
- Landing pages with serial content that is clearly commercial (focused on products or characters tied to products, not shows)

NO

- Landing pages with editorial serial content (e.g., web series, competitor sites featuring characters/cartoons)
- Landing pages with series airing on competitor channels

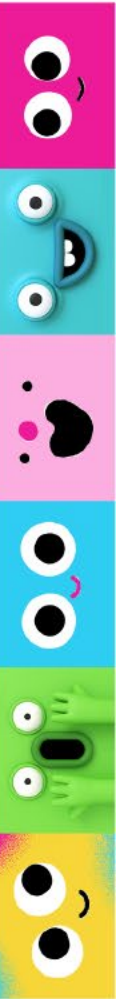
Exit-link from display ads direct to **E-commerce**:

YES

- Links requiring more than two clicks to complete a purchase
- Creatives showing prices, as long as they are not minimized, misleading, or emphasizing “easy purchase”

NO

- One-click purchase completion
- Links to automatic subscription services



Social Media, digital and Minor Protection

Social Network (Facebook, Twitter, Snapchat, Pinterest, Instagram, Tumblr, etc. requiring profile registration) are not allowed for the 4–10 age group.

YES

- Social media logos without call-to-action
- Generic mentions (e.g., “We’re also on FB”) without explicit invitation to visit or subscribe

NO

- Exit-links directly to social media pages (e.g., share or direct click)
- Creatives explicitly inviting users to subscribe to social media

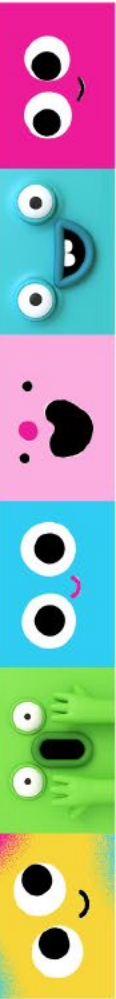
Youtube is not considered a social network but requires editorial and child protection measures.

YES

- Social media logos without call-to-action
- Exit-links to client’s YouTube page (only if it does not contain series/videos airing on competitor channels)

NO

- Exit link to editorial serial content (e.g., “Follow Series xx on YouTube”)



THANK YOU



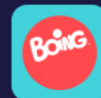
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