

ALL 4 MARKETS

New Programmatic Buyer Guide:

Programmatic Guaranteed and Private Marketplace

Working with Channel 4

In a nutshell, Channel 4 is highly regulated and operates without 3rd party cookies. This means a few things are a little bit different about working with Channel 4 versus other programmatic buys...

GETTING STARTED

First off, by booking with us you'll be agreeing to our T&Cs:

- You can view the T&Cs here: <https://www.4sales.com/trading-terms-and-conditions>
- If you're a buyer who uses multiple DSPs, you will have a unique seat ID per DSP and each time we approve a new Seat ID, we'll need you to agree to the T&Cs
- To make setting up campaigns a bit easier, Channel 4 will provide you with access to a shared doc that we'll use for campaign set up. For example, we'll pop your Deal IDs in this shared doc.

TARGETING

- All campaign targeting will be controlled by Channel 4, on the publisher side, for both PG & PMP
- This means that Channel 4 controls audience targeting, platform, frequency, and geo
- You'll need to remove most of the usual targeting that you have in place on the DSP side eg. Frequency cap, brand safety etc – or the campaign won't be able to deliver on All 4

TRACKING & VAST SPECS

- Your DSP will be able to help you create the right VAST tag for All 4
- Our creative delivery specs are listed here : <https://www.4sales.com/specs>
- Just a reminder, you won't be able to drop any cookies or brand safety verification tech within your tags (in line with our T&Cs)

CREATIVE

- Channel 4 can only run creative with Clearcast approval. [Clearcast](#) are an independent body who approve ads for all UK broadcasters.
- To run on All 4 we require Linear & VOD approval, even if your campaign is only running as VOD
- To set up your campaign you will need to know your creative Clock Number (the creative agency you are working with should be able to supply this to you)
- All 4 runs across on a large range of platforms (for example, Samsung TVs, iPhones, Desktop, Xbox etc) – each platform requires a slightly different creative version.
- To make sure your advert is always shown in the correct format for the platform where it's being viewed, Channel 4 will supply a "CDN link" for your campaign. This is a Content Delivery Network link, that will mean Channel 4 is actually hosting the creative file. We're then able to "just in time transcode" the creative to deliver the right creative format for the device where it's being viewed.
- As a buyer, you will need to implement the Channel 4 CDN link within your VAST tag as part of the campaign set up process. Your DSP will be able to help with this!
- You'll also need to make sure that your creative submission contains a working clickthrough URL that redirects to the correct landing page.

DSP PARTNERS

FREEWHEEL
A COMCAST COMPANY

theTradeDesk

Adobe

Display &
Video 360



TRACKING PARTNERS

flashtalking

DoubleClick by Google

Sizmek

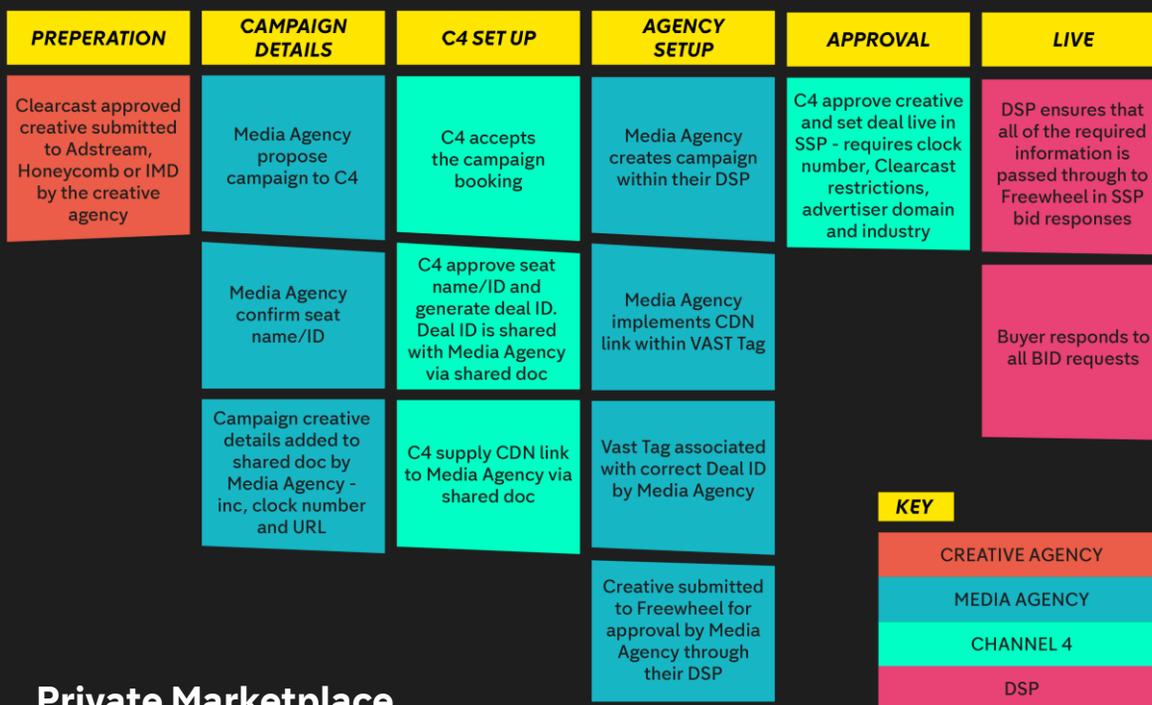
All 4 MARKETS

The step by step process for setting up your campaign:

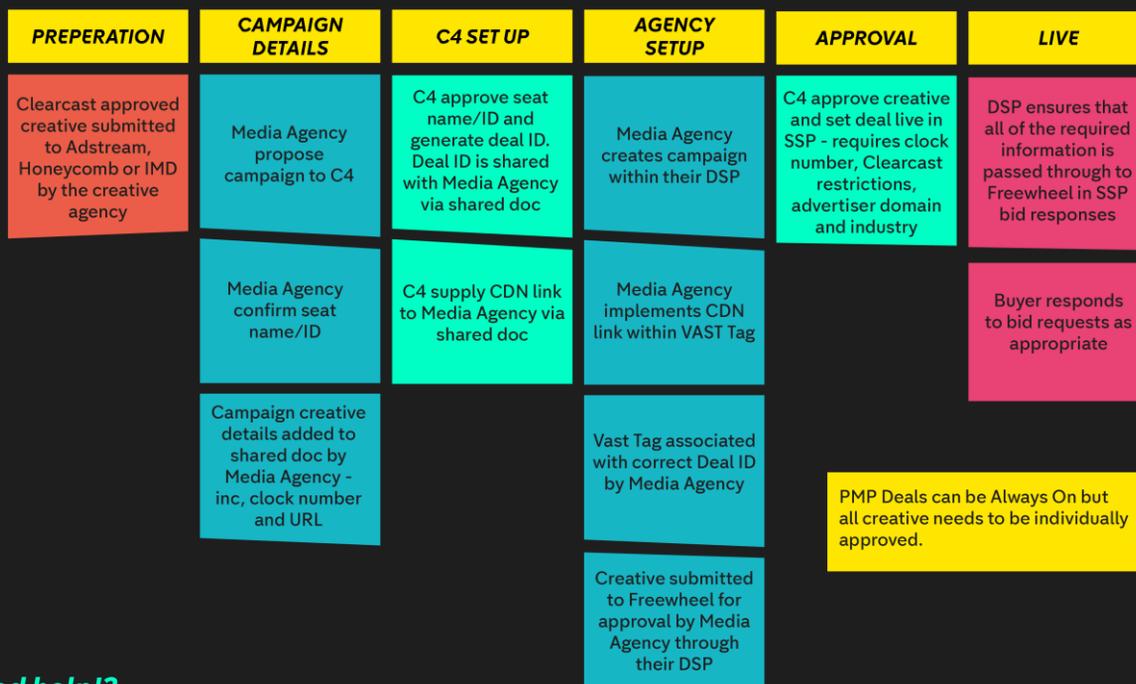
The diagrams below show the process for setting up a Programmatic Guaranteed or Private Marketplace campaign.

We've colour coded each action to make it clear who does what:

Programmatic Guaranteed



Private Marketplace



Need help!?

Your DSP account manager will be able to help you – they know how this works!

Channel 4 can help too – drop us a note at M4RKETS@channel4.co.uk



ALL 4 MARKETS

FAQs

Q: I've been setting up programmatic campaigns with Channel 4 for a while now, but this seems a bit different to the way I've worked before – what's happened there?

A: In 2015 we launched a programmatic offering that we now call "Tag Guaranteed" – we're now phasing that out and replacing it with Programmatic Guaranteed and Private Marketplace buying.

Q: Can I run IAS, Double Verify, or similar ad verification tracking?

A: Channel 4 doesn't allow you to run this tracking – but we do work with MOAT (on the publisher side) and we can supply MOAT stats for All 4.

Q: Can I apply my own geo targeting?

A: Channel 4 will control all geo targeting. This means that if you'd like to only target Manchester, for example, with your campaign – you will need to request this when you initially propose your campaign. Any geo targeting that you might set within the DSP will block the deals from delivering, so please don't do this!

Q: Can I control campaign frequency capping?

A: All frequency capping is managed by Channel 4. Frequency cannot be amended on a campaign by campaign basis. We cap frequency at 1 per hour, 3 per day, and 10 per campaign.

Q: Why do I need to use a Channel 4 CDN link?

A: The C4 CDN link will make sure that the advert is delivered in the correct format for the device it's being viewed on

Q: What will I be able to report on within my DSP?

A: Impressions, Clicks and VTR quartiles

Q: I don't know if my creative has Clearcast approval – who can help me?

A: The creative agency you are working with should be able to help you here. If not, you can also reach out to Clearcast directly: <https://clearcast.co.uk/contact-us/>

Q: How long does it take to get Clearcast approval?

A: Normally this takes about two weeks, but it can take longer. There is also a fast track option here: <https://www.clearcast.co.uk/what-we-do/fast-track/>

Q: What platforms will my campaign be delivered on?

A: Unless otherwise specified, your campaign will be delivered across CTV, Desktop and Mobile Devices

