Connected TV
Creative Specifications

Access the most inventory with the right formats.

Recommended specifications

	MEZZANINE	HIGH-QUALITY	MEDIUM-QUALITY	LOW-QUALITY
FILE TYPE	MP4	MP4	MP4	MP4
RESOLUTION	1920 x 1080	1920 x 1080	1280 x 720	1280 x 720
BITRATE RANGE (KBPS)	15,000 to 30,000	4,000 to 6,500	1,200 to 3,500	500 to 1,200
MAXIMUM FILE SIZE	10 GB	N/A	N/A	N/A
FRAME RATE (FPS)	23.98 or 29.97	23.98 or 29.97	23.98 or 29.97	23.98 or 29.97
AUDIO SAMPLE RATE	48 kHz	48 kHz	48 kHz	48 kHz
AUDIO BITRATE	192kbps min	192kbps min	192kbps min	192kbps min

Media file requirements

- A constant frame rate is required.
- Frame rate is the number of frames played per second (FPS).
- No telecine, interlacing, or duplicate frames are allowed.
- The mezzanine file requires a 1920 × 1080 resolution with a video bitrate of at least 15,000 kbps or higher.
- Frame rate: 23.98, 25 or 29.97 fps
- Audio bitrate: 192kbps min
- Audio loudness (broadcast standard): Audio Loudness Average -24 LUFS +/- 2 LUFS

For best results:

We recommend working with publishers directly to understand media file requirements.

Third-party creatives: include a media file from each spec type in your VAST tag.

Hosted creatives: make sure that your creative matches the Mezzanine spec and has at least 15,025 kbps bitrate.

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Creative best practices

- Ensure that the video asset meets the bitrate, duration, and file size or other specifications outlined in the CTV contract.
- Publishers have different bitrate requirements. We recommend enabling multiple bitrates within your creatives to account for these variations.
- Review the publisher's creative specifications and ensure that your video asset is compliant with what the publisher has outlined.
- Use hosted video ads with the highest quality. This helps ensure that you can run via most CTV publishers.
- Ensure that the loudness of audio averages -24 LKFS.
- Run a thorough check of your creative details in your ad group settings before making the ad group go live.
- Ensure that your creative is an MP4 file because other file types are not supported for CTV creatives.
- Ensure that third-party creatives are Video Ad Serving Template (VAST) tags only. VPAID tags are not supported for CTV.
- Ensure that there is only one tag for each creative media asset as opposed to doing creative file rotation through one tag.
- Ensure that you share the creative with publishers before activation to verify that the creative meets their specifications.

Most common creative failure reasons

- Mezz file – VAST missing a high-resolution media file (typically 1920x1080 @ 15K)
- Audio Bit rate – Not a high enough audio quality file (192 KBPs)
- VPAID – VPAID elements not supported within the VAST file.
- Video Frame Rate – Frame rates outside of a few standards
- Rotating VAST – one or more files in rotation does not meet any of the above criteria
- Unsupported Pixels – Pubs typically have a list of supported pixel providers they're ok with trafficking but don't support all.

Publisher-specific spec sheets

FOX | Disney hulu | NBCUniversal | Paramount

WARNER BROS. DISCOVERY HBO max | sky | sling | THIRD-PARTY VENDORS

Visit the Knowledge Portal to learn more about CTV creative specifications.

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