

Advanced TV Specifications

3rd Party Tags

Approved vendors only:

- Google Campaign Manager
- Sizmek
- Innovid

1 Video

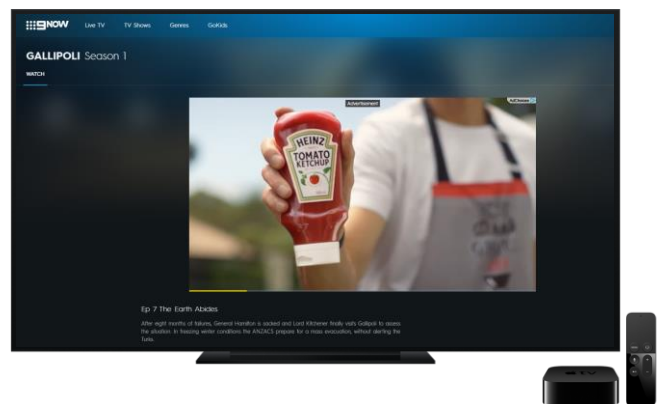
Video format: VAST 2.0 (XML), MP4 media files within the VAST must be present

Video length:

- 15 seconds – recommended or max reach
- 6, 10, 20 and 30 seconds

All assets with **video resolution** below are required to be present in the VAST tag. This is to allow the video player to choose the best file size for the bandwidth of the user and to provide the best user experience with the highest quality video content without buffering:

- 1920x1080
- 1024x576
- 786x576
- 640x360
- 854x480



Video file size: max 25MB

Video bitrate: 500kbps minimum – 3500kbps max

Video frame rate: 25 fps

All verification settings should be off (Ad blocking and Viewability)

All assets must be SSL compliant – securely served (https://)

2 Audio

Resolution: Must be 48Khz or 44.1Khz

Channels: Stereo

Audio bitrate: 128 kbps or higher

Loudness:

- -24LFKS±2db
- Max peak: Should be between -8db and -10db, never to exceed -6db



Raw Video Files

1 Video

Video format: .mp4 only (encoded with H.264 (video) and AAC (audio))

Video length:

- 15 seconds – recommended or max reach
- 6, 10, 20 and 30 seconds

Video resolution:

- 1920x1080
- 786x576

Video file size: max 45MB

Video bitrate: 500kbps minimum –
5000kbps max

Video frame rate: 25 fps



2 Audio

Resolution: Must be 48Khz or 44.1Khz

Channels: Stereo

Audio bitrate: 128 kbps or higher

Loudness:

- -24LFKS±2db
- Max peak: Should be between -8db and -10db, never to exceed -6db