

# CONNECTED TV: CREATIVE SPECS



## CREATIVE SPECIFICATIONS



### FREQUENTLY ASKED QUESTIONS

Are these the only resolutions accepted or could they technically be others if the client wanted to upload a video with some other resolution?

Really, 1920x1080 (and 1920x800) are the only accepted resolutions. You can have a 1280x720 file in the vast/vpaid as well, but it likely won't serve often.

Time - 30 seconds is the max, but are there any minimums or other noteworthy restrictions regarding length?

30 seconds is the max recommended time for reach, but you can upload any duration, 6, 15, etc. some 60s inventory is available, but with very limited reach.

To double confirm is 200mb the actual max size for the creatives?

Yes, 200mb or smaller ~5000kbps bit rate.

### SIZE RATIO

- **16:9 (Recommended)**  
1920x1080, 640x360, 1280x720
- **4:3**  
480x360, 400x300
- **5:2**  
1920x800 (Recommended)
- **Other**  
1280x1080, 720x486, 720x512

### LENGTH

- **30 seconds Max**  
5 seconds & 30 second slots

### FILE FORMAT

- .mp4 or .mov

### FILE SIZE

- Max size 200MB

### BITRATE | >= 2500 KBPS

Our transcoding service will convert the uploaded video into the following:

- **Size**  
1080p
- **Bit rates**  
1000 kbps  
2000kbps  
3000 kbps  
4500 kbps  
6000 kbps  
12000 kbps  
15000 kbps

### AUDIO LEVEL RESTRICTIONS

- **Overall mix level**  
10db to -14db
- **Dialogue**  
-12db to -15db
- **Music**  
-18db to -22db
- **Sound effects**  
-10db to -20db w/ occasional spikes up to -8db

