

TECHNICAL ²⁰²¹ SPECIFICATIONS

- DIGITAL -

WEBSITE VIDEO SPECIFICATIONS

Dimensions: 16:9 ratio (640 x 360)

Format: H.264 (MP4) or VAST redirected

Audio format: MP3 or AAC preferred

Max. file size: 2.5 MB

Max. duration: 30 seconds

Frames per second: Up to 30fps

Delivery should include:

All the creatives and the destinations URLs for CTR. Video may not loop.

Upload: Upload creative in DV360

YOUTUBE NON-SKIPPABLE VIDEO SPECIFICATIONS

Dimensions: Either 16:9 or 4:3 aspect ratios are acceptable (1920 x 1080 is recommended)

Format: VAST Tag - H.264 (MP4) video file type must be included for each video creative (other formats such as WebM can be included but may not be used)

Requirements:

- > Must comply with YouTube's XML summary for VAST ad server response.
- > Must be SSL-compliant.
- > Only VAST 2.0 and 3.0 are supported.
- > Must be served via a linear VAST tag (pre-fetch tag) by a YouTube-approved vendor. YouTube only accepts Tracking/Tags from certified vendors: Nielsen, comScore, Dynata, DoubleVerify, IAS, Kantar, MOAT and DoubleClick (Google, Inc.).

Audio format: MP3 or AAC preferred

Max file size: 10 MB

Non-skippable duration: Minimum 6 seconds – maximum 20 seconds

Frames per second: Up to 30fps.

Upload: Upload creative in DV360

- > Must NOT have geo, browser or any other targeting on the third party end.
- > Please ensure your ad server returns a valid crossdomain.xml file. If you choose to explicitly list domains, please ensure all ad serving domains are included.
- > VAST-served video ads are not guaranteed to run on all mobile web browsers, game consoles or connected TV devices (most modern updated environments are supported).
- > VPAID is not allowed on YouTube.