

# TECHNICAL <sup>2023</sup> 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:** Send creatives to Transfer NV or upload via 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:** Send creatives to Transfer NV or upload via 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.