

TECHNICAL SPECIFICATIONS

2024

- YOUTUBE -

SITE-SERVED REQUIREMENTS

Audio Specifications

- Bitrate: 192 kbps.
- Formats: AAC (.mp4/.mov); FFDSHow (.mpg).
- Volume should be normalized to -23 dBFS.

Sample Rate

- 48 kHz.
- FFDSHow (.mpg).

YOUTUBE-HOSTED REQUIREMENTS

General Guidance

- A standard YouTube video URL must be provided.
- Videos must allow embedding and be public or unlisted.
- Video URLs should not include a start time parameter.

Resolution

- 720p or below is required.
- 1080p video is recommended, but optional.

Aspect Ratio

- 16:9 or 4:3 video is accepted.
 - 16:9 examples: 1280x720px, 1920x1080px.
 - 4:3 examples: 480x360px, 720x540px, 960x720px

Bitrate

- Must contain at least one media file under 1000kbps

Format

- H.264 (MP4)

Audio

- MP3 or AAC

Framerate

- Up to 30fps

Duration

- Skippable: minimum 12 seconds, up to 6 minutes.
- Non-skippable: 20 seconds max. (EMEA) & 6 seconds Bumper Ads are available.

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CREATIVE TAGS & TRACKING

General Guidance

- YouTube accepts tags only from approved external vendors. View YouTube's list of certified vendors here: <https://developers.google.com/third-party-ads/youtube-vendors>
- Google DoubleClick VAST tags and tracking pixels are accepted.
- Ads serving on content designated as Made For Kids cannot make use of any 3rd-party tracking.
- Measurement for non-Google tags across Delivery, Viewability, Brand Lift, and Reach is only available through vendors integrated with YouTube's Ads Data Hub. Campaign data will be captured directly in Ads Data Hub, not via tracking pixels.
- Sizmek tags are currently supported for ad-serving, but not for tracking.

VAST REQUIREMENTS

VAST Guidelines

- Assets must comply with YouTube's XML summary for VAST ad server response: <https://support.google.com/youtube/answer/1069906>
- 10MB maximum file size.
- Must be SSL-compliant.
- VAST 2.0 or 3.0 required. Only VAST 3.0 tags are supported for skippable video ads. Must be served via a line ar VAST tag (pre-fetch tag) by a YouTube-approved vendor.
- Third party tags must not have geo, browser or any other targeting/capping implemented.
- VPAID tags are not accepted.
- Use <https://ytvastqa.appspot.com/> to verify whether your VAST ad tags meet YouTube's ad serving specifications.