

Connected TV Creative Specs

2019

CTV creative specifications are different than standard video specifications. This document provides specs for general CTV inventory and the unique specs for publisher-specific deals.

General Connected TV (CTV) Specifications

Length	30 seconds or less (minimum of 15 seconds, though some 6-second deals are available)
File Format	MP4 format; MOV, FLV, and WEBM file formats are not supported
File Quality	1080p (1920x1080)
Bitrate*	Minimum of 1200-1500 kbps; 1.6-3.2 mbps preferred
File Size	15-50 mb, preferably compressed at 1.5 mbps
File Tags	VAST; VPAID and MRAID tags are not supported

ⓘ If you're using a standard VAST tag that includes a VPAID component (as a part of an API framework, for example), this will not cause issues for your CTV creative. A VAST wrapper with VPAID functionality is not the same as a VPAID wrapper.

The Trade Desk does not upscale, up-sample, or stretch uploaded video assets, so we recommend always using the highest quality file you have available.

Video Specifications by Setting

Low Resolution	Medium Resolution	High Resolution
16:9 Aspect Ratio 360p or less Typically 640x360	16:9 Aspect Ratio 360p and up to 576p Typically 854x480 or 1024x576	16:9 Aspect Ratio Greater than 576p and up to 1080p Typically 1280x720 (for 720p) or 1920x1080 (for 1080p)
4:3 Aspect Ratio 480p or less Typically 640x480	4:3 Aspect Ratio Greater Than 480p and up to 576p Typically 640x480 or 1024x576	4:3 Aspect Ratio Not available for high resolution
Target Bitrate: 500-700 kbps	Target Bitrate: 700-1500 kbps	Target Bitrate: 720p: 1500-2500 kbps 1080p: 2500-3500 kbps



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Publisher Specific Connected TV (CTV) Live Event Specifications

Publisher	File Format	File Quality	Video Length	Bitrate	File Size	File Tags	Additional Details
Vudu	High-Resolution MP4	16:9, 1080 (1920x180)	:15 to :60	1500 kps	No Max File Size	VAST only	Secured creatives only; No slates, color bars, or countdowns; 16:9 aspect ratio must be embedded in source file
ESPN: Livestream Events	MP4; VPAID is NOT supported	1280x720; 1920x1080	:30 max (PMP) :60 max (prog guaranteed only)	Minimum 14,000 kbps bitrate for live events	100 MB max	VAST 2.0	The Trade Desk-hosted creatives cannot be encoded to a higher bit rate. Please verify that you upload a file with a bitrate of at least 14,000 kbps.
Hulu	MP4	1280x720 or 1920x1080	:05 min, :90 max	Standard definition: 2 mbps min, 30 mbps max High definition: 15 mbps min, 30 mbps max 192 kbps audio bitrate; 48000 Hz audio sample rate	15 MB minimum, 50 MB maximum (preferably compressed at 1.5 mbps)	Hosted creatives or third-party VAST tags <i>only</i> Note: If you are leveraging a DCM tag, please ensure that "Active View" is turned OFF	Aspect ratio of 16:9 Do not include black bars at the beginning of your creative. The clip will be used exactly as received; no audio or video editing will be performed.
Fox	MP4 and M3U8 are required MOV is not supported	1920x1080	:30 max	Constant bitrate (CBR) 15-30 mbps 800 kbps min 1200 kbps max	5 GB	VAST VPAID is not supported	Aspect ratio of 16:9
Fubo TV	MP4, H264	1080 resolution recommended	:15, :30, :60, or :120 seconds	700 kbps minimum, 15,000 kbps maximum	15 mbps maximum	VAST 2.0+	VPAID is not supported
DirecTV	MP4	High resolution	:15, :30 (pre/mid/post-roll)	Minimum of 4000 kbps; maximum of 6500 kbps	1920x1080	VAST 2.0/VAST 3.0	VAST 4.0 not supported Must be SSL-compliant
Sling TV	VAST 2.0 delivering in-stream videos VPAID is not supported	1920x1080, 1280x720	:15, :30, :60 seconds	50 mbps (try to keep as close to this bitrate as possible to ensure high-quality video)	150 MB, 500 MB maximum	VAST 2.0 only	Do not include color bars or countdown slates at the beginning of your creative. The clip will be used exactly as received; no audio or video editing will be performed.
Samba	MP4 only	High definition (H.264/MPEG-4 AC) 1280x720	:30 seconds maximum	1200-2500 kbps	15 MB maximum	VAST 2.0 only (no wrapped or VPAID tags supported)	VPAID not supported; Aspect ratio of 16:9 or 4:3; Audio compressions: AAC
Pluto TV	MP4	MPEG2, H.264, Apple ProRes, HEVC	:15 or :30 seconds	500-700 kbps (low resolution); 1500-2500 kbps (medium resolution); 2500-3500 kbps (high resolution)	30 MB maximum	VAST 2.0 only	Aspect ratio of 16:9 or 4:3 Audio compressions: AAC-LC or HE-AACv1
AT&T Adworks (Spot X)	MP4	1920x1080	:15 or :30 seconds	4,000-6,000 kbps		VAST only (No VPAID support); VAST tag running behind deal ID should be shared with SpotX to ensure that it matches the environment	



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