

CTV Creative Specifications

Access the most inventory with the right formats. If using [third-party creatives](#) instead of [hosted](#), include a media file from each spec type to reach the most Connected TV inventory.

VAST Bid Responses

Most CTV inventory only accepts VAST 2.0.

For best results, work directly with publishers to understand media file requirements.

Mezzanine

File type	.MP4
Resolution	1920x1080
Bitrate range	15,000 kbps to 30,000 kbps
Maximum file size	10 GB
Frame rate (FPS)	23.98 or 29.97
Audio sample rate	48 kHz

Hulu-Specific Requirement

Hulu-hosted videos must have a minimum bitrate of 15,025 kbps.

High

File type	.MP4
Resolution	1920x1080
Bitrate range	4,000 kbps to 6,500 kbps
Maximum file size	N/A
Frame rate (FPS)	23.98 or 29.97
Audio sample rate	48 kHz

Medium

File type	.MP4
Resolution	1280x720
Bitrate range	1,200 kbps to 3,500 kbps
Max. file size	N/A
Frame rate (FPS)	23.98 or 29.97
Audio sample rate	48 kHz

Low

File type	.MP4
Resolution	1280x720
Bitrate range	500 kbps to 1,200 kbps
Maximum file size	N/A
Frame rate (FPS)	23.98 or 29.97
Audio sample rate	48 kHz

Details

Constant frame rate required. No telecine, interlacing, or duplicate frames.

Frame rate is simply how many frames are played per second.

Telecine refers to footage that has been converted from its native or source rate (for example, 24 frames per second) to broadcast or another rate by inserting a duplicate frame every fourth frame, or by blending or interlacing every third frame together.

Maximum file size is determined by multiplying the duration of the media by its bitrate. For example, 30 seconds x 15,000 kbps= 450 MB or 0.45 GB.

Recommended Specifications

Regardless of the publisher, there are a few key creative specifications for activating any CTV deal. All creatives must include these five elements:

- File format
 - Only MP4 files are allowed for CTV ad placements.
 - FLV and WebM files are not supported for CTV.
- File tags
 - Third-party creatives must be VAST tags only.
 - VPAID tags are not supported on CTV.
 - While there is not a specific version of VAST that should be used with CTV creatives, keep in mind that VAST 3.0 and VAST 4.0 are typically less scalable. If you're using a standard VAST tag that includes a VPAID component (for example, as part of an API framework), then this cannot cause any issues for your CTV creative. A VAST wrapper with VPAID functionality is not the same as a VPAID wrapper.
- Creative file
 - It is a best practice to assign one tag to each creative media asset.
 - Creative file rotation through one tag is not recommended.
- SSL compliance
 - All creatives must be SSL compliant.
- Publisher verification
 - We strongly recommend sharing the creative with the publisher prior to activation. This ensures that your creative meets their specifications.

Certain requirements (such as bitrates) vary drastically by publisher, but there is typically a minimum of 1200 kbps to 1500 kbps (and 1.6 mbps to 3.2 mbps is preferred). It is always a best practice to refer to individual publisher specifications when submitting a CTV creative.

Publisher-Specific Specifications

- [Third-Party Vendors](#)
- [Fox](#)
- [Sling](#)
- [CBS Interactive](#)
- [NBCUniversal](#)

Meeting Creative Requirements

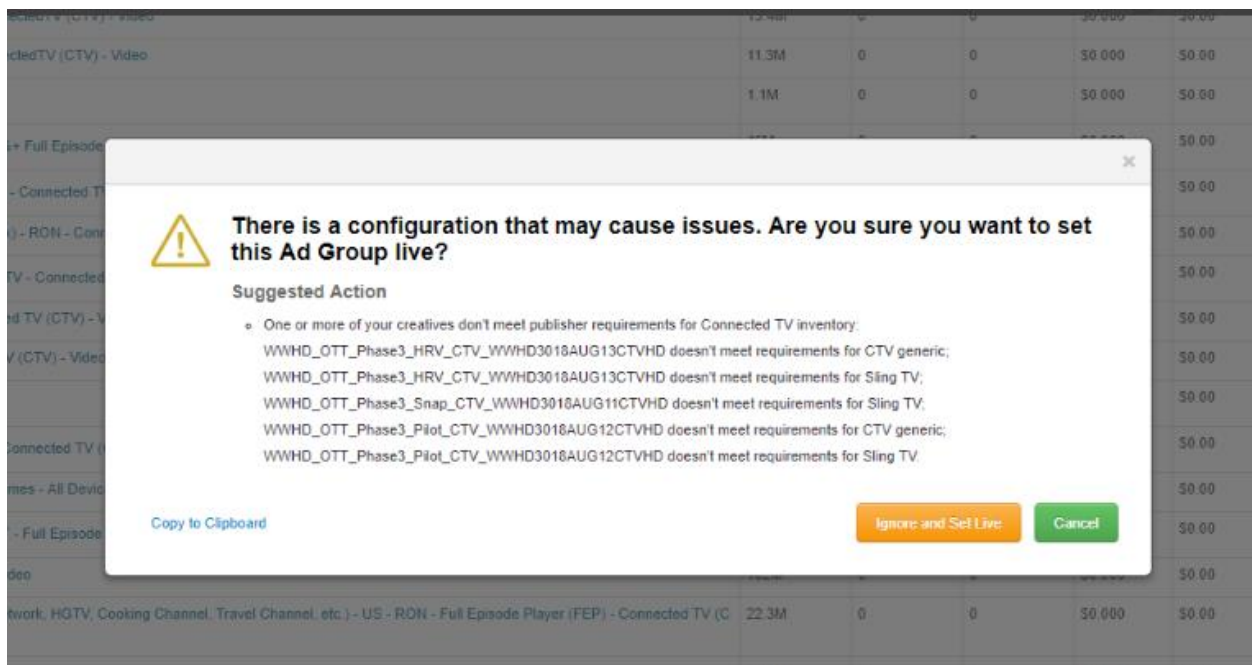
If your creative does not meet one or all of these requirements, you see a recommendation for how to meet the requirements in the Cross Channel Verification section of the creative [creative details](#).

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

CTV creatives can be first-party or third-party hosted creatives. It is important to note, however, that CTV devices do not support the ability to click through to a landing page. You can set up a URL to click through if you are running on full-episode player inventory (on desktop or mobile), but not when running only on CTV device inventory.

Go-Live Check

If your CTV ad group includes at least one private contract, we complete an additional creative check when you enable your ad group (that is, when the ad group "goes live"). This check verifies that the ad group's creative format meets the private contract publisher's requirements.



Interactive Video Units

Brightline (SpotX) can support interactive units, and Roku has an in-house team available to help with these particular forms of CTV creatives.

Learn about [CTV inventory](#).

Edge Academy

More information on this topic and other best practices, novel solutions, and troubleshooting tips are available in the Trader's Toolkit video series. Access real tips from real traders [here](#).