

A Magnite guide to help advertisers meet basic creative requirements of CTV publishers, resulting in a high-quality visual video experience.

Key Requirements

- VAST 2 or VAST 3 only
- MP4 mime (**include as first file type**)
- No VPAID 1 (aka Flash) nor VPAID 2

Supported Vast Wrappers

- Generally allowed
- Keep wrap depth minimal, e.g. 1 or 2

Third-Party Partners

- Most third-party ad servers **supported**
- CTV supply supports all IAB standard
- VAST beacons
- Most third-party verification relies on
- VPAID and thus **is not supported**

Video Specifications

Be sure to include video media elements for HD in VAST

Aspect ratio: → 16x9

Resolution: → At least one HD 1920x1080 or 1280x720. Other resolutions accepted, some publishers require UHD (4K).

Video bitrates: → Minimum of 1.5 mbps and maximum of 8 mbps

Frame rate: → 29.97 fps

Audio sample: → Minimum 44 kbps, 2 channel stereo

Audio encode: → AAC minimum 64-128 kbps

Reach out to your Magnite Account team to learn more today.

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