Online Video (OLV) Creative Specs

Video Resolution & Aspect Ratios
16:9
Minimum: 640×360 (360p)
Standard / Medium: 854×480 or 1024×576
High Definition: 1280×720 (720p), 920×1080 (1080p) *(Recommended)*

4:3
Minimum: 480x360
Standard / Medium: 640x480
High Definition: 4:3 not supported

File Types & Encoding
Accepted formats:
MP4, WebM, MOV, MPG, MPEG, WMV

Important Note:
WebM files must use VP8 video codec to avoid encoding errors

File Size
• No maximum file size
• Send the highest-quality file available

Bitrate Requirements
• Minimum: 2,500 kbps
• Strongly recommended for CTV & premium OLV: Higher than 2,500 kbps
• Lower bitrates may limit delivery and performance

Video Length (Duration)

Minimum: 5 seconds
Maximum: 300 seconds (5 minutes)

Common bid duration buckets: :05, :15, :30, :60 (and longer where supported)

Note: If a video is shorter than the maximum allowed duration, the player dynamically adapts — no dead space.

Frame Rate

Must be constant frame rate (CFR)

Creative Types by Environment

Hosted Video
• Mobile web
• Mobile in-app
• Desktop

VAST
• Mobile web
• Mobile in-app (use VAST, not VPAID)
• Desktop

VPAID
• Mobile web
• Mobile in-app (use VAST instead)
• Desktop (publisher must support VPAID; JavaScript or HTML recommended)

MRAID
• Mobile in-app (interstitial only)
• Desktop