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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