



GENERAL GUIDELINES

Video (in-stream)

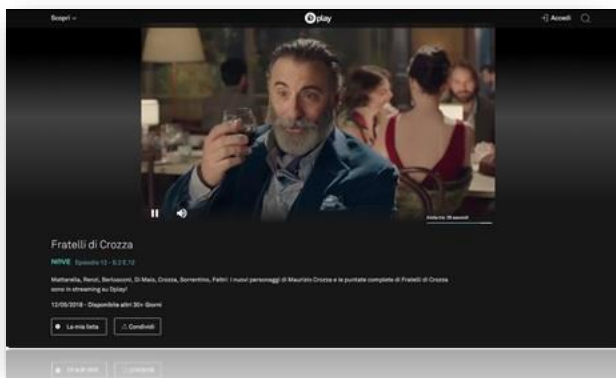
Please see below for the supported in-stream video formats.

Ad Unit	Dimensions	File Format	Max Size	Max Duration	Video Codec	Audio Codec
Pre-Roll	1920x1080 (16:9)	MP4/MOV	100Mb	Max 30 Seconds	H.264/AVC	AAC
Mid-Roll	1920x1080 (16:9)	MP4/MOV	100Mb	Max 30 Seconds	H.264/AVC	AAC

VAST/VPAID Compatibility

- VAST 2, 3 are fully supported across all environments.
- JS VPAID is only supported on Desktop & Mobile Web.

🌐 = web 🍏 🤖 = apps



Site served creatives

- We can accept 3rd party tracking pixels for click and impression – IMG pixel only
- Optional First Quartile, Mid Quartile, Third Quartile, Completion tracking is supported
- All source material will be transcoded to supply multiple renditions based on screen resolution and bandwidth. We also use an algorithm to normalise the audio levels based on the EBU-R128 spec - <https://tech.ebu.ch/docs/r/r128.pdf>

