

# Connected TV Creative Specs

## Length

15s or 30s

## File Format

MP4 or MOV formats; FLV, and WEBM file formats are not supported

## File Quality

1080p (1920×1080) or 720p (1280×720)

## Bitrate

### Video

18 mbps minimum  
30 mbps maximum

### Audio

192 kbps minimum bitrate  
16- or 24-bit only  
48,000 Hz sample rate

## Frame Rate

Frame rate must be constant and set to 23.98, 25 or 29.97 (based on native frame rate)

## Max File Size

10GB

## Additional Notes

Although both first-party and third-party hosted creatives are supported, Connected TV devices do not support directly clickable video commercials. Call-to-Action buttons that look clickable and include copy such as “Learn More” or “Buy Now” are not allowed. Hashtags and QR Codes are not accepted.

If you are running on full-episode player inventory (on desktop or mobile), you can set up a URL to click through but not when running only on Connected TV advertising device inventory.

## Connected TV Creative Best Practices

Connected TV advertising offers a platform to showcase your brand via non skippable, high-quality formats, on premium TV networks. Try these steps when building your assets:

- Create an instant connection with your audience by telling a story about your product(s) and encourage users to your site.
- Add a persistent URL or brand name to guide users to visit your site on their mobile or desktop devices while they watch TV.
- Include a strong end card with a clear call-to-action once the video concludes.