

# Connected TV Creative Specifications

## 2021

CTV creative specifications are different from standard video specifications. This document provides specs for general CTV inventory and the unique specs for publisher-specific deals.

### General Connected TV (CTV) Specifications

<b>Length</b>	30 seconds or less (minimum of 15 seconds, though some 6-second deals are available)
<b>File Format</b>	MP4 format; MOV, FLV, and WEBM file formats are not supported
<b>File Quality</b>	1080p (1920x1080)
<b>Bitrate*</b>	Minimum of 1200-1500 kbps; 1.6-3.2 mbps preferred
<b>File Size</b>	15-50 mb, preferably compressed at 1.5 mbps
<b>File Tags</b>	VAST; VPAID and MRAID tags are not supported

ⓘ If you're using a standard VAST tag that includes a VPAID component (as a part of an API framework, for example), this will not cause issues for your CTV creative. A VAST wrapper with VPAID functionality is not the same as a VPAID wrapper.

*The Trade Desk does not upscale, up-sample, or stretch uploaded video assets, so we recommend always using the highest quality file you have available.*

### Video Specifications by Setting

Low Resolution	Medium Resolution	High Resolution
16:9 Aspect Ratio 360p or less Resolution: 1280x720	16:9 Aspect Ratio 360p and up to 576p Resolution: 1280x720	16:9 Aspect Ratio Greater than 576p and up to 1080p Resolution: 1920x1080
4:3 Aspect Ratio 480p or less Resolution: 1280x720	4:3 Aspect Ratio Greater Than 480p and up to 576p Resolution: 1280x720	4:3 Aspect Ratio Not available for high resolution
Target Bitrate: 500-1200 kbps	Target Bitrate: 1200-3500 kbps	Target Bitrate: 4000-6500 kbps