

# Specifications CONNECTED TV



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, ad 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 no 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.

Certain requirements (such as bitrates) vary drastically by publisher.

Frame rate (FPS) should always be 23.98 or 29.97

## Video Specifications by Setting

Type	Mezzanine	High Resolution	Medium Resolution	Los Resolution
<b>File Type</b>	MP4	MP4	MP4	MP4
<b>Resolution</b>	1920x1080	1920x1080	1280x720	1280x720
<b>Bitrate Range</b>	15,000 kbps to 30,000 kbps	4,000 kbps to 6,500 kbps	1,200 kbps to 3,500 kbps	500 kbps to 1,200 kbps
<b>Max. File Size</b>	10GB	N/A	N/A	N/A