Specifications
CONNECTED TV

coegi

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

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

Type	Mezzanine	High Resolution	Medium Resolution	Low Resolution
File Type	MP4	MP4	MP4	MP4
Resolution	1920x1080	1920x1080	1280x720	1280x720
Bitrate Range	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
Max. File Size	10GB	N/A	N/A	N/A