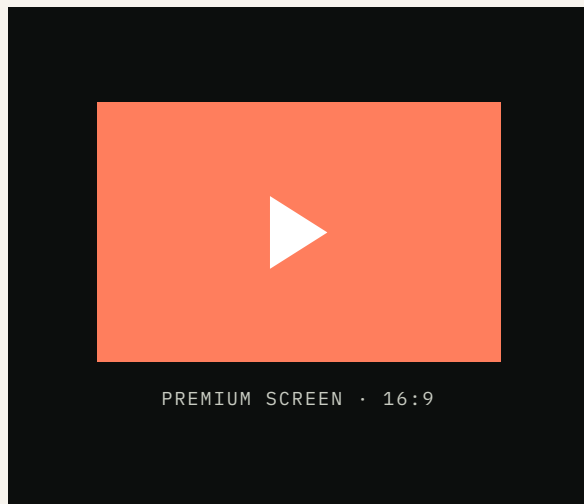


CTV creative should arrive publisher-ready.

Technical requirements for over-the-top and connected television placements.

MASTER 1920 x 1080 Full HD delivery master.	FORMAT MOV or MP4 ProRes or high-bitrate H.264.	DURATION 15, 30, 45, 60s Match length to the inventory.
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DELIVERY SPECIFICATIONS

FRAME RATE	30 or 29.97 fps for all inventory. 23.976, 24 or 25 fps for Prime and Twitch.
MIN BITRATE	15 Mbps (1 Mbps = 1,000 Kbps)
IDEAL BITRATE	50 Mbps (1 Mbps = 1,000 Kbps)
AUDIO	192 Kbps minimum, 16- or 24-bit, 48 kHz sample rate only
MAX FILE SIZE	300 MB standard; 500 MB for Prime and Twitch; 10 GB for Hulu

PREFLIGHT CHECKLIST

- Confirm duration and frame rate against selected inventory.
- Verify audio sample rate, bitrate and file-size limits.
- Use one constant frame rate throughout the master.
- Remove slates, countdowns and unintended black frames.

Publisher and inventory requirements may vary. Final creative must pass placement-specific QA.