




OPTIMIZING VIDEO QUALITY

This document can be used as a guide to help optimize video quality in desktop, mobile and CTV video ads. Be sure to include the following variables when packaging video ads.

VARIABLES			
Aspect Ratio 16:9	<ul style="list-style-type: none"> • 360p or less • Typical resolution: <ul style="list-style-type: none"> • 640x360 	<ul style="list-style-type: none"> • Greater than 360p and up to 576p • Typical resolutions: <ul style="list-style-type: none"> • 854x480 • 1024x576 	<ul style="list-style-type: none"> • Greater than 576p and up to 1080p • Typical resolutions: <ul style="list-style-type: none"> • 1280x720 for 720p • 1920x1080 for 1080p
Aspect Ratio 4:3	<ul style="list-style-type: none"> • 480p or less • Typical resolution: <ul style="list-style-type: none"> • 640x480 	<ul style="list-style-type: none"> • Greater than 480p and up to 576p • Typical resolutions: <ul style="list-style-type: none"> • 640x480 • 768x576 	<ul style="list-style-type: none"> • Not applicable
Audio	<ul style="list-style-type: none"> • AAC-LC up to 48kHz 	<ul style="list-style-type: none"> • AAC-LC up to 48kHz 	<ul style="list-style-type: none"> • AAC-LC up to 48kHz
Bit Rate	<ul style="list-style-type: none"> • 500-700 kbps 	<ul style="list-style-type: none"> • 700-1500 kbps 	<ul style="list-style-type: none"> • 1500-2500 kbps for 720p • 2500-3500 kbps for 1080p
Duration	<ul style="list-style-type: none"> • Suggested 15-30 seconds 	<ul style="list-style-type: none"> • Suggested 15-30 seconds 	<ul style="list-style-type: none"> • Suggested 15-30 seconds
Format	<ul style="list-style-type: none"> • .mp4 • .js 	<ul style="list-style-type: none"> • .mp4 preferred • Other formats supported: <ul style="list-style-type: none"> • .js • .flv • .webm • .swf 	<ul style="list-style-type: none"> • .mp4
SSL	<ul style="list-style-type: none"> • Required SSL in response: <ul style="list-style-type: none"> • Media file • Tracking beacons (impression, quartile, click, etc.) • Not required to be SSL: <ul style="list-style-type: none"> • Click-through URL • Display URL • Anything not fired in the client 	<ul style="list-style-type: none"> • Required SSL in response: <ul style="list-style-type: none"> • Media file • Tracking beacons (impression, quartile, click, etc.) • Not required to be SSL: <ul style="list-style-type: none"> • Click-through URL • Display URL • Anything not fired in the client 	<ul style="list-style-type: none"> • Required SSL in response: <ul style="list-style-type: none"> • Media file • Tracking beacons (impression, quartile, click, etc.) • Not required to be SSL: <ul style="list-style-type: none"> • Click-through URL • Display URL • Anything not fired in the client