



The game has changed.
Reach TV viewers however they choose to watch.

PlayStation™Vue provides an alternative to traditional cable through its live ad-supported TV streaming experience.

Subscribers receive local news, movies, live sports, primetime must-sees, and family favorites from major networks. PlayStation Vue can be accessed by any streaming device, including a variety of the most popular streaming devices or by mobile app, desktop, and on PlayStation gaming consoles.



According to Leichtman Research Group, 74 percent of U.S. TV households have at least one Internet-connected TV device, including connected smart TVs, stand-alone streaming devices, and connected video game consoles. PlayStation Vue streams TV to subscribers on their preferred devices.

SpotX is the top video ad ecosystem

Providing PlayStation Vue inventory across all screens accessible through the open marketplace or private marketplaces, including programmatic guaranteed.

With SpotX and PlayStation Vue, you can reach highly engaged connected TV audiences within live or on-demand content.

Sony PlayStation Vue creative specifications

Supply source	Mobile app	CTV	Desktop & mobile web
Platforms	iOS & Android	Apple TV, Roku, Fire TV, Android TV, Chromecast, PS4	n/a
Apps	PlayStation Vue	PlayStation Vue	n/a
File Format	VAST 2.0 / MP4	VAST 2.0 / MP4	VPAID/HTML5/JS (desktop) or VAST/MP4
Bitrate (VOD)	2,000-5,000Kbps	2,000-5,000Kbps	2,000-5,000Kbps
Video length accepted	:15s / :30s	:15s / :30s	:15s / :30s
Live or VOD	Both	Both	Both
PMP available	Yes	Yes	Yes

Contact your SpotX or PlayStation Vue representative today for more information.



Source: "74% of U.S. TV Households Have at Least one Connected TV Device." Leichtman Research Group, 8 June 2018.

U.S. only