

## Video Ad Formats

## YOUTUBE

## Overview

This document outlines specifications for video ads on TWDC's YouTube content.

## References:

- Intro to Video Ads: <https://support.google.com/displayspecs/answer/6244541>
- Technical Specifications: <https://support.google.com/displayspecs/answer/6244563>
- YouTube's Certified External Vendors: <https://developers.google.com/third-party-ads/youtube-vendors>

## Site-Served Requirements

Video submitted for YouTube trafficking must adhere to the following specifications:

<b>Pixel Dimensions (Raw Video)</b>	<ul style="list-style-type: none"><li>• Minimum dimensions: 1280x720.</li><li>• All video must support High Definition video playback.</li></ul>
<b>Max File Size</b>	<ul style="list-style-type: none"><li>• 100MB</li><li>• Applies to digital submissions only.</li></ul>
<b>Duration</b>	<ul style="list-style-type: none"><li>• <b>Skippable:</b> minimum 12 seconds, up to 6 minutes.</li><li>• <b>Non-skippable:</b> 15 seconds max (20 seconds for EMEA, Mexico, India, Malaysia, and Singapore only). 6 second Bumper Ads also available in select countries.</li></ul>
<b>Aspect Ratio</b>	<ul style="list-style-type: none"><li>• 16:9</li></ul>
<b>Frame Rate</b>	<ul style="list-style-type: none"><li>• 29.97 fps</li></ul>
<b>File Format</b>	<ul style="list-style-type: none"><li>• Stream type: MP4, MPEG-2 Program Stream, or Quicktime (MOV)</li><li>• Delivery: Progressive</li><li>• Bitrate: minimum 10,000 kbps (.mp4/.mov); 15,000 kbps (.mpg)</li><li>• All submitted files should be pre-cut to desired run time. Slates, Countdown clocks and color bars must be removed prior to submission.</li><li>• H.264 compression</li><li>• No letterboxing or pillarboxing.</li></ul>

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## Site-Served Requirements

*Continued*

### Audio Specifications

- Bitrate: 192 kbps
- Formats: AAC (.mp4/.mov); FFDSHow (.mpg)
- Volume should be normalized to -23 dBFS.

### Sample Rate

- 48 kHz
- FFDSHow (.mpg)

## VAST Requirements

### VAST Guidelines

- Assets must comply with YouTube's XML summary for VAST ad server response: <https://support.google.com/youtube/answer/1069906>
- Wrapped tags are not supported.
- 10MB maximum file size.
- H.264 compression.
- Must be SSL-compliant.
- VAST 2.0 or 3.0 required. Only VAST 3.0 tags are supported for skippable video ads. Must be served via a linear VAST tag (pre-fetch tag) by a YouTube-approved vendor.
- Third party tags must not have geo, browser or any other targeting/capping implemented.
- VPAID tags and mediafiles are not accepted.
- Use the YouTube VAST QA (<https://ytvastqa.appspot.com/>) tool to verify whether your VAST ad tags meet YouTube's ad-serving specifications.

### Aspect Ratio

- 16:9
- 1280x720px or 1920x1080px

### Bitrate

- Must contain at least one media file under 1000kbps.

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## VAST Requirements

*Continued*

- |                   |   |
|-------------------|---|
| <b>Frame Rate</b> | • Up to 30 fps  |
| <b>Duration</b>   | <ul style="list-style-type: none"> <li>• <b>Skippable:</b> minimum 12 seconds, up to 6 minutes.</li> <li>• <b>Non-skippable:</b> 6 to 15 seconds max (20 seconds for EMEA, Mexico, India, Malaysia, and Singapore only).</li> </ul> |

## YouTube-Hosted Requirements

**Video hosted by YouTube must adhere to the following specifications:**

- |                           |   |
|---------------------------|---|
| <b>General Guidelines</b> | <ul style="list-style-type: none"> <li>• A standard YouTube video URL must be provided.</li> <li>• Videos must allow embedding and be public or unlisted.</li> <li>• Video URLs should not include a start time parameter.</li> </ul> |
| <b>Resolution</b>         | <ul style="list-style-type: none"> <li>• 720p or below is required.</li> <li>• 1080p video is recommended, but optional.</li> </ul>   |
| <b>Aspect Ratio</b>       | <ul style="list-style-type: none"> <li>• 16:9 or 4:3 video is accepted.</li> <li>• <b>16:9 examples:</b> 854x480px, 1280x720px, 1920x1080px</li> <li>• <b>4:3 examples:</b> 480x360px, 720x540px, 960x720px</li> </ul>                |
| <b>Bitrate</b>            | <ul style="list-style-type: none"> <li>• Must contain at least one media file under 1000kbps.</li> </ul>  |
| <b>Format</b>             | <ul style="list-style-type: none"> <li>• H.264 (MP4)</li> </ul>   |
| <b>Audio</b>              | <ul style="list-style-type: none"> <li>• MP3 or AAC</li> </ul>  |

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YouTube-Hosted Requirements *Continued*

- Framerate**
- Up to 30fps
- Duration**
- **Skippable:** minimum 12 seconds, up to 6 minutes.
  - **Non-skippable:** 15 seconds max (20 seconds for EMEA, Mexico, India, Malaysia, and Singapore only). 6 second Bumper Ads are available in select countries.

## Creative Tags &amp; Tracking

- General Guidelines**
- YouTube accepts tags only from approved external vendors. View YouTube's list of certified vendors here: <https://developers.google.com/third-party-ads/youtube-vendors>
  - Google DoubleClick VAST tags and tracking pixels are accepted. *Please note:* DoubleClick pixels will be stripped out of creative serving to content tagged as Made For Kids or to users with Supervised Accounts. Reporting will be available in YouTube's Ads Data Hub. See next page for VAST Requirements.
  - Ads serving on content designated as Made For Kids cannot make use of any 3rd-party tracking. In the European Economic Area (EEA), the UK, Switzerland, and Australia, this can also apply to YouTube users who may be under 18. Google will reduce ad-serving opportunities and/or strip out 3rd party tracking (including Google DoubleClick pixels) in some of these scenarios.
  - Measurement for non-Google tags across Delivery, Viewability, Brand Lift, and Reach is only available through vendors integrated with YouTube's Ads Data Hub. Campaign data will be captured directly in Ads Data Hub, not via tracking pixels. This also applies to Google DoubleClick tracking pixels.
  - Sizmek tags are currently supported for ad-serving, but not for tracking.
  - View more information on external vendor capabilities and support here: <https://support.google.com/yt-partner-sales/answer/9710899> (YouTube Partner account access required for this page).