

Technical Specifications Video

	Online Video	Connected TV
Format	VAST 2.0 & 3.0; Support for multiple file formats.	VAST 2.0 & 3.0; Support for multiple file formats.
Technical requirement	All creatives and tracking tags must be SSL-compatible.	All creatives and tracking tags must be SSL-compatible.
Aspect ratio	4:3 or 16:9	16:9
Duration	max. 89 sec., recommended max. 30 sec. (Bumper Ads:15 sec., Skippable: 16–30 sec.)	min. 5 sec., max. 30 sec. (recommended 20 sec.)
Video resolution	HD (1920x1080, 1280x720), SD (1024x576, 854x480, 640x360, 480x270).	HD (1920x1080, 1280x720), SD (1024x576, 854x480, 640x360, 480x270).
Frame rate	23.98, 24, 25, 29.97, or 30 fps.	23.98, 24, 25, 29.97, or 30 fps.
Video format	WebM (VP8/Vorbis), MP4 (H.264/AAC), MOV, AVI, MPEGPS, WMV, FLV, HLS.	WebM (VP8/Vorbis), MP4 (H.264/AAC), MOV, AVI, MPEGPS, WMV, FLV, HLS.
File size	512 MB Hosted; 10 MB VAST-served	512 MB Hosted; 10 MB VAST-served
Audio	Bitrate min.192 Kbps.	Bitrate min.192 Kbps.
Click-Through URL	Video must be clickable. When delivering the advertising material within the redirect, the redirects must be secure-capable (https).	

Technical Specifications

CTV Ads

	Titan 2023	Titan 2024					
	Banner Ad	Image	Logo	Title	Text	CTA	Full Screen Banner
Format	JPEG or PNG	JPEG or PNG	Transparent PNG				JPEG or PNG
Side Ratio	1920 x492 px	Min 1920x1080 px Max 3840x2160 px	Max width 999px				1920x1080 px
file size	Max. 2 MB	Max. 1 MB	Max 100 KB	Max. 30 characters	65-120 characters	Max. 20 characters	Max. 500 KB
Description	Logo and text are mandatory and should be embedded in the graphic	Main image of the banner	The logo appears above the title of the banner. Please ship separately.	Title of the advertisement	Advertising description of the content	Text on the CTA button	CTA button can link to a full screen content. It should contain additional information about the campaign (text, QR code, etc.)
Click Functionality	Click to YouTube or Click to full screen banner	Click to YouTube or Click to full screen banner					
Tracking Pixel	Must be a 1x1 Image pixel to be able to implement it (no JavaScript formats)	Must be a 1x1 Image pixel to be able to implement it (no JavaScript formats)					

Technical Specifications

CTV Ads

Titan 2023

Banner is a static graphic with an interactive button to link to full screen content. Any text messages, logo or key graphic in the static graphic banner should only keep to "Key graphic / texts-safe-area"



Technical Specifications CTV Ads

Titan 2024

Banner is a static graphic with an interactive button to link to content. Main image focus should keep out of Red Areas.

Final Result



Red Areas



Anatomy of the Banner

