# Specifications for Video Creatives

There are different aspects to consider when submitting video creatives in order for them to work properly and be accepted by supply-side platforms (SSPs). Some of the common errors while submitting video creatives include using an unsupported file type or a Video Ad Serving Template (VAST) version that an SSP does not support.

Your video creatives must comply with Ad Content Guidelines[ad-content-guidelines.html] and meet the requirements of The Trade Desk platform and the SSP on which it will be served.

The following sections provide additional information on the video creative specifications.

## By Channel

Here's what you need to know:

- For the greatest scale across mobile, desktop, and CTV, use MP4 files for your video creatives.

  If you would like to use a different file format, request additional formats for devices where viewability is innate (such as CTV devices).
- Hosted video creatives are uploaded directly into the platform and served by The Trade Desk.
- VAST creatives are standard for in-stream video and specify an XML file.
- Video Player-Ad Interface Definition (VPAID) creatives are the common interface between video players and ad units (commonly used for ad measurement and verification).
- Mobile rich media ad interface (MRAID) creatives are part of a software development kit (SDK) for ads and apps that allow for interaction between a user and a rich media ad.

| Creative Type | Mobile Video | Desktop Video | Connected TV |
|---|---|---|---|
| Hosted video | Accepted across both mobile web and mobile in-app environments. | Accepted across the desktop environment. | Accepted across the CTV environment. |

| Creative Type | Mobile Video | Desktop Video | Connected TV |
|---|---|---|---|
| VAST | Accepted across both mobile web and mobile in-app environments. In mobile in-app environments, use VAST instead of VPAID. | Accepted across the desktop environment. | Accepted across the desktop environment, but you must have a high-quality MP4 assigned to the template. |
| VPAID | Accepted across both mobile web and mobile in-app environments. In mobile in-app environments, use VAST instead of VPAID. | Accepted across the desktop environment, but you must ensure that the publisher's specific video player accepts VPAID (either JavaScript or HTML formats are recommended). | Not accepted in the CTV environment. |
| MRAID | Accepted in mobile in-app environments and only as interstitial ads. | Not accepted in the desktop environment. | Not accepted in the CTV environment. |

# By Resolution

| Requirement | Low Resolution | Medium Resolution (Standard Definition) | High Resolution (High Definition) |
|---|---|---|---|
| 16:9 aspect ratio | • 360p or less<br>• Typically, 640x360 | • Greater than 360p, up to 576p<br>• Typically, 854x480 or 1024x576 | • Greater than 576p, up to 1080p<br>• Typically, 1280x720 (for 720p) or 1920x1080 (for 1080p) |

| Requirement | Low Resolution | Medium Resolution (Standard Definition) | High Resolution (High Definition) |
|---|---|---|---|
| 4:3 aspect ratio | • 480p or less<br>• Typically, 640x480 | • Greater than 480p, up to 576p<br>• Typically, 640x480 or 768x576 | Not available for high resolution |
| Target bitrate | 500 kbps to 700 kbps | 700 kbps to 1500 kbps | • 720p: 1500 kbps to 2500 kbps<br>• 1080p: 2500 kbps to 3500 kbps |

# First-Party Hosted Video Creatives

Here's what you need to know about video creatives hosted by The Trade Desk:

- After you upload a video creative, The Trade Desk automatically creates VAST 2.0 or VAST 3.0 bid responses containing your video asset encoded as MP4, WEBM, and FLV media types in various ad formats and bitrates for serving across the greatest scale of video placements (desktop, mobile web, and in-app).
- The Trade Desk does not upscale, upsample, or stretch uploaded video assets, so be sure to upload the highest-quality file you have available.
- When you upload your hosted video creative, you also have the option to add third-party tracking pixels to track various events that occur when an impression is served.
- The Trade Desk supports the ability to track video viewability on first-party hosted video creatives through Moat, IAS, and DoubleVerify. With integrated reporting enabled, you do not need to add a VPAID asset or have your VAST wrapped by the third-party viewability vendor.

The Trade Desk supports first-party video creatives that meet the following specifications.

| Requirement | Description |
|---|---|
| File types | MP4, FLV, WEBM, MOV, MPG, MPEG |
| File size | 200 MB (recommended maximum) |

| Requirement | Description |
|---|---|
| Ad formats | • **16:9**: 640x360 (minimum); 1920x1080 (recommended)<br>• **4:3**: 480x360 (minimum); 640x480 (recommended) |
| Bitrate | Greater than or equal to 2500 kbps. Lower quality is supported, but not recommended due to limited demand. |

## Companion Banner Specifications

The following table lists the companion banner specifications.

| Requirement | Description |
|---|---|
| File types | JPG, GIF, PNG |
| Ad formats | Listed in order of popularity:<br><br>300x250<br><br>728x90<br><br>320x50<br><br>160x600<br><br>300x600<br><br>300x50<br><br>320x480<br><br>468x60<br><br>970x250 |
| Length (Duration) | Minimum: 5 seconds or longer<br><br>Maximum: 300 seconds (5 minutes) or shorter<br><br>Bid requests usually fall into standard buckets (5 seconds, 15 seconds, 30 seconds, 60 seconds, and so on) of maximum duration (or minimum duration). It is possible for any video length to be sent to fulfill the request as long as it falls below that maximum duration (and above the minimum duration, if provided).<br><br>For example, a 25-second ad could be sent to fulfill a request with a maximum duration of 30 seconds, or a 6-second ad could be sent for 15 seconds. The player adapts to a shorter video length than the maximum duration, so there is no dead space between the end of the ad and the beginning of the publisher's video content. |

# Third-Party Hosted Video Creatives

Here's what you need to know about third-party video creatives:

- The Trade Desk requires at least one of the following media types for third-party VAST: MP4, FLV, VPAID 1.0, or VPAID 2.0 Flash.

- When uploading third-party VAST, be sure to include MP4, WEBM, and FLV media assets in addition to any required VPAID assets.

  This provides access to the largest video inventory scale, as publishers and video players in different environments (desktop, mobile web, and in-app) require specific video media types to render the video ad.

- If your third-party VAST contains only a VPAID 1.0 media asset, scale is limited to bid requests that support VPAID 1.0. Currently, mobile web and in-app environments do not support VPAID 1.0 flash assets, so reach would be limited to desktop video inventory. See also Media and Inventory Types[creatives-specs-video.html#media-and-inventory-types].

- VPAID support varies by publisher and SSP. Not all video bid requests support VPAID assets.

## Specifications

The following table lists specifications for third-party video creatives.

| Requirement | Description |
|---|---|
| VAST specifications | VAST 2.0<br>VAST 2.0 with VPAID 1.0 Flash<br>VAST 2.0 with VPAID 2.0 JS<br>VAST 3.0 |

| Requirement | Description |
|---|---|
| Media types | MP4<br><br>FLV<br><br>MPG<br><br>WEBM<br><br>OGG<br><br>HLS<br><br>3GP<br><br>VPAID 1.0<br><br>VPAID 2.0 Flash<br><br>VPAID 2.0 JS |
| Video length (duration) | Minimum: 5 seconds or longer<br><br>Maximum: 300 seconds (5 minutes) or shorter |

## Media and Inventory Types

The following table summarizes supported media types across various inventory types.

| Inventory Type | MP4 Media Asset | VPAID 1.0 | VPAID 2.0 Flash | VPAID 2.0 JS |
|---|---|---|---|---|
| Desktop video | Supported | Supported | Supported | Supported |
| Mobile web video | Supported | Not supported | Not supported | Supported |
| In-app video | Supported | Not supported | Not supported | Limited inventory |

# Vertical Video Creatives

The vertical video refers to any video that is served in a vertical orientation (taller than it is wide) rather than in a horizontal (landscape) orientation.
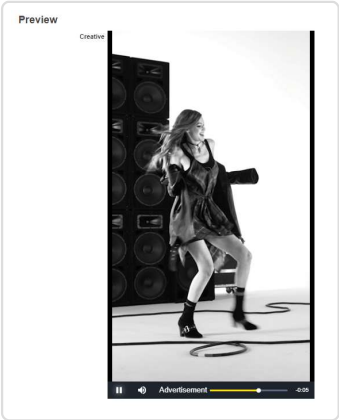
Here's what you need to know about vertical video creatives:

- Vertical video is supported for both hosted and third-party creatives.

  If you are using a third-party video, ensure that your ad server displays the correct dimensions in VAST after you have uploaded our video. See also specifications for third-party video creatives[creatives-specs-video.html#third-party-hosted-video-creatives].

- Vertical video creatives that are correctly encoded and assigned are given the 360x640 ad format. This is also the format used for vertical video creatives in reporting.

  On the Creative Details[creatives-details.html] page, you'll see a vertical preview player rather than the normal 16:9 player.

- Any creatives that have been correctly encoded and assigned are eligible to bid on vertical bid requests (where the player height is greater than the player width).

- If your creatives are specific to a device type, break each out into a separate ad group so that you can properly target your desired device types with your device-specific creatives.

Vertical video creatives must meet the same specifications as other video creatives[creatives-specs-video.html], with a few recommendations listed in the following table.

| Requirement | Description |
| --- | --- |
| Resolution | 1080x1920 |
| Aspect ratio | 9:16 |
| Minimum height | 400 px<br><br>Height must be greater than width to classify as a vertical video. |

## ❯ Video Guidelines for the United Kingdom

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Was this helpful?

Yes　　　No