

## MSN & Games Mobile Browser Pre-Roll

|  |   |
|--|---|
| <b>Description:</b>                    | <p>Short form online advertising targeted to relevant content channels and/or audience groups. The companion banner provides extra brand promotion. Pre-roll video plays prior to video content, companion banner is along right side of player.</p> <p>Pre-Roll Best Uses: converted TV spots or short form advertising on the web targeted to relevant content channels, desired audience groups, etc.</p> <p>Companion Banner Best Uses: branding extension with pre-roll video (300x250 and 300x60)</p> <ul style="list-style-type: none"><li>• Companion Banner format: PNG or JPG</li></ul> |
| <b>Spec Classification:</b>            | In-Stream/Video   |
| <b>Spec Placement:</b>                 | Microsoft   |
| <b>Total File Size:</b>                | Video: 75MB; Companion Banner: 40KB   |
| <b>Max Video File Weight:</b>          | 75MB  |
| <b>Video Aspect Ratio:</b>             | 16:9  |
| <b>Video File Type:</b>                | Third-party pre-roll formats: MP4/H.264; First-party pre-roll formats: MP4/H.264 (preferred), WMV, MOV, MPG, MPEG and MP4 supported   |
| <b>Video Time Restrictions/Length:</b> | Video duration 30 sec max   |
| <b>Video Frames per Second:</b>        | 29.97fps (NTSC) 25fps (Pal)   |
| <b>Third Party Tracking:</b>           | Accepted  |
| <b>Submission Guidelines:</b>          | Adhere to <a href="#">Creative Acceptance Policy</a>  |
| <b>Key Creative Guidelines:</b>        |   |

Vast 2.0

**Third-party pre-roll formats:**

- Required Rendition Frame Size & Bit Rate: Mobile HD 1024x576 @ 1500kbps or Mobile SD 320x180@ 450kbps
- Ratio: 16:9
- Frame Rate: 29.97fps (NTSC) 25fps (Pal)
- Field Order: None, progressive scan only
- Audio Format/Codec: MP3, MP4, AAC supported
- Audio Bit Rate: 196 kbps recommended
- Sample Rate: 44.1 kHz
- Bus Mode: Stereo

**First-party pre-roll formats:**

- Required Rendition Frame Size & Bit Rate: HD 1280x720 @ 3000kbps
- Ratio: 16:9
- Frame Rate: 29.97fps (NTSC) 25fps (Pal)
- Field Order: None, progressive scan only
- Audio Format/Codec: MP3, MP4, AAC supported
- Audio Bit Rate: 196 kbps recommended
- Sample Rate: 44.1 kHz
- Bus Mode: Stereo

**Supported Countries:** CA  
ES  
JP  
US