

CTV Network Pre-Roll

Description:	<p>Short form online advertising targeted to relevant content channels and/or audience groups. 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>
Spec Classification:	In-Stream/Video
Spec Placement:	Microsoft
File Type:	In-Stream: Pre-Roll, Mid-Roll & Post-Roll
Backup Image Submission Guidelines:	Tag must always deliver either a primary experience or acceptable backup for instances when the user's browser does not support creative functionality (e.g. Flash, HTML5, JavaScript).
Z-Index Guidelines:	Click here for z-index range
Video File Type:	First-party pre-roll formats: MP4/H.264 (preferred), WMV, MOV, MPG, MPEG and MP4 supported
Max Video File Weight:	75MB
Third Party Serving:	No
Third Party Tracking:	Accepted: Impression tracking only, no click-URLs
Submission Guidelines:	<ul style="list-style-type: none">Adhere to Creative Acceptance Policy
Key Creative Guidelines:	First-party pre-roll formats:

- Required Rendition Frame Size & Bit Rate: HD 1280x720 @ 2000kbps or under
- Ratio: 16:9
- Frame Rate: 29.97fps
- 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

Crackle CTV formats:

- Required Rendition Frame Size & Bit Rate: HD -1920x1080, SD - 853x480 & LD - 568x320 @ 2000kbps or under
- Video Duration Max: 30 secs
- Accepted formats: MP4/H.264 (preferred), WMV, MOV, MPG, MPEG and MP4 supported
- Max file weight: 75MB
- Impression tracking accepted - HTTP only - NO Click tracking
- VAST and VPAID not accepted
- Study Tags not accepted

Supported Countries: CA
ES
JP
US