

Programmatic Video

Video Formats

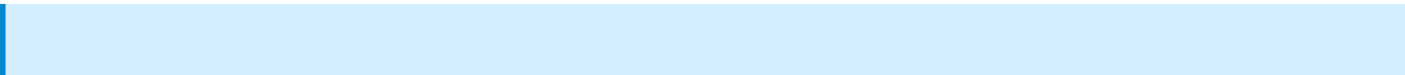
	WEB - Desktop / Webmobile	INAPP - Application IOS / Android	CTV	
VPAID <i>No blocking mode</i>	YES	NO	NO	
Wrapper	YES (3 max)	YES (3 max)	YES (3 max)	
Resolution & Bitrate	640x360 / 800 Kbps 720x404 / 1,2 Mbps 960x540 / 2,1 Mbps 1280x720 / 3,15 Mbps	640x360 / 800 Kbps 720x404 / 1,2 Mbps 960x540 / 2,1 Mbps 1280x720 / 3,15 Mbps	960x540 / 2,1 Mbps 1280x720 / 3,15 Mbps 1920x1080 / 7 Mbps	
Size limit	4 Mo	2 Mo	20 Mo	

Required Video Specifications

Video Format	MPEG-4 (.mp4 extension)
Codec	H.264/AVC
Aspect Ratio	16/9
Multiplexing	Program Stream
Frame Rate / Scan Type	25 fps / Progressive

Required Audio Specifications

Codec	AAC
Channel	Stereo
Sampling Rate	48Khz
Bitrate	>=128Kbps
Loudness Standard	EBU R128
Programme Loudness	-23LUFS ±0.5 LU
Maximum True Peak Level	−1 dBTP



General Recommendations

VAST versions

Supported VAST versions (blocking mode not supported): VAST 2.0 (recommended) / VAST 3.0 / VAST 4.0

Mediafile types:

MP4 (type: video / mp4) / VPAID JavaScript (type="javascript" apiFramework="VPAID")
Desktop & WebMobile ONLY

Not Supported : Flash video (type="video flv") / VPAID Flash (type="application/x shockwave flash" apiFramework = "VPAID")
