pluto tv

CREATIVE & 3RD PARTY VAST SPECIFICATIONS

I. Video	
Item	**Specification**
Please note: Different Codecs have different requirements. For ease of use, this document has been color coded to provide specific specs for each codec requirement. Please refer to the same color for any specifics surrounding the codec in question. Any specifications in black, are shared amongst all required codecs	
Dimensions	**All videos should be in a HD aspect Ratio** (16:9) Specific dimensions below. Video will auto-scale correctly
Frame Rate	Frame Rate: 23.98, or 29.97 Constant frame rate only No de-interlacing with no frame blending Remove any pull-down added for broadcast
Codec	**mp4 (high profile) – MIME type has to be video/mp4**
Duration	ViacomCBS accepts a variety of length creatives, standards include :15, :30, :60*, :90*. Any tag submitted must contain creative of all the same length**. *Assets longer than :30 are only available for mid roll inventory. After internal approval.* **For example, if a tag contains a :15, it must only contain a :15, but can rotate up to 10 creatives. If 30s are part of the creative rotation, they must be submitted in a second tag, that only contains 30 second creative (Max rotation of 10).*
Audio	**• (mp4 assets) 2 Channels only, AAC Codec, 192 KBPS minimum, 16 or 24 bit only, 48 kHz Sample Rate,** • Audio Loudness Average: -24 LUFS +/- 2 LUFS based on ATSC A/85 Measurement standard • Max Peak: Should be between -8db and -10db never to exceed -6db

We recommend all Assets above this line are to be present in the VAST tag 2.0

Required Assets	Bit Rate	Codecs Accepted	Min Dimensions	Max File Size Based on duration			Use Cases
				:15	**:30**	**:60***	
VAST Transcodes: *Referred to in IAB specs as "Media Files" section 2.3.1.3 on page 29*	15 – 30 Mbps *+/- 50 kbps*	H.264 (High Profile)	1920x1080	**1.7 GB Max**			**Mezzanine File** *Required for SSAI Environments*
	2,100 kbps *+/- 50 kbps*	H.264 (High Profile)	1024x576	4.5MB	9MB	18MB	High bandwidth users
	1,500 kbps *+/- 50 kbps*	H.264 (High Profile)	960x540	3.5MB	7MB	14MB	Standard asset for most users
	750 kbps *+/- 50 kbps*	H.264 (High Profile)	768x432	1.8MB	3.5MB	7MB	Standard asset for most users
	375 kbps *+/- 50 kbps*	H.264 (High Profile)	640x360	1MB	2MB	4MB	Low bandwidth users
	2000 kbps +/- 50 kbps	WebM *(VP8 or VP9)*	1920x1080	4MB	8MB	16MB	Older Browser Versions, high bandwidth
	700 kbps +/- 50 kbps	WebM *(VP8 or VP9)*	854x480	2MB	4MB	8MB	Older Browser Versions
	360 kbps +/- 50 kbps	WebM *(VP8 or VP9)*	640x360	1MB	2MB	4MB	Older Browser versions, low bandwidth

We recommend all Assets above this line are to be present in the VAST tag 2.0

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IV. Important Notes General to third party served assets
• VAST 2.0 only.
• "Fourth-party" wrapping of a VAST tag or any billing pixel within it, is not allowed.
• All tags must be SSL compliant. Client must provide https tags and assets (instead of http)
• Ad server Creative ID required in VAST XML
• Creatives in rotation should be limited to a max of 10.
• Max file weight for odd length creative should follow sizing pattern based on the :15,:30, & :60 durations listed.

V. Tracking	
Tracking Available	ViacomCBS can run the full host of IAB tracking metrics. Including but not limited to: • Impression • Quartile Tracking: 25%, 50%, 75%, 100% • Clicks
Ad validation	• Blocking of video delivery is strictly prohibited by Viacom • 1x1 tracking tags are accepted for monitoring only (**No Java Script)** • Viewability is not officially supported on Pluto yet. 1x1s are accepted for monitoring only.

VI. Other Requirements:	
Deadlines	ViacomCBS requires that all creative be submitted 3-5 business days prior to launch date.
Contacts	Please contact your ViacomCBS representative.