MiQ

CTV

VAST-only	Duration	Video Resolution	Aspect Ratio	Video Format
CTV requires VAST-only creatives. Appnexus Hosted or Appnexus wrapped third party creatives will work as long as they do not contain VPAID. This means that you will not have access to viewability features via targeting, tracking, and reporting. For third-party creatives, you must check for VPAID formats by checking video frameworks. In addition, you may not include segment pixels in your in-line VAST code, as they will not load in the SDK.	15 and 30 second creatives have the most demand. To serve creatives of different lengths, you will need to reach out to your publishers and SSPs.	1920x1080 pixels or greater (Note: some publishers require higher resolution minimums. Please reach out to your local inventory manager for more details on specific publishers)	16:9 (Note: some publishers require different aspect ratios. Please reach out to your local inventory manager for more details on specific publishers)	Required: MP4 Mackenzie's Wisdom (AdOps): Ensure that only mp4 files are in the XML - 3gpp media files are present in FEP and CTV creatives and will will severely impact delivery Best practice is to provide MP4, .MOV, and FLV files

MiQ Hosted Creatives

Unit Dimensions	File Types	File Size	Video Length	Bit Rate	Frame Rate
1920x1080 (16:9) minimum recommended	Format: MP4	100 MB	:15s, :30s	15,000 to 30,000 kbps recommended (re: Hulu) has a 15000kbps minumum	23.98 or 29.97 fps

3rd Party Hosted Creations

Unit Dimensions	File Types	File Size	Video Length	Bit Rate	Frame Rate	Tag Format
1920x1080 (16:9) minimum recommended	Format: MP4	The maximum file size is determined by multiplying the duration of the video by its bitrate.	:15s, :30s	500 kbps to 1,200 kbps, 1,200 kbps to 3,500 kbps, 4,000 kbps to 6,500 kbps, and 15,000 kbps to 30,000 kbps	23.98 or 29.97 fps	VAST URL