

CPHERE

CTV Creative Specifications

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CTV

Last verified: 2026-07-31

WHAT TO SEND CPHERE

- Final platform-ready creative
- Approved copy and CTA
- Destination URL and tracking parameters
- Brand and legal requirements

CTV Video / CTV_VIDEO

Streaming TV

[CPHERE BEST PRACTICE] Publisher-specific technical profile: verification required - Not specified in the reviewed source excerpt; confirm placement-specific current documentation.

VERIFICATION NOTICE

Specifications are sourced from official platform documentation and regularly reviewed. Platform requirements may change; always confirm the Last Verified date before final delivery.

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OFFICIAL SOURCES

IAB Tech Lab: Digital Video and CTV Ad Format Guidelines v2.0 -

<https://github.com/InteractiveAdvertisingBureau/Ad-Format-Guidelines-for-Digital-Video-CTV/blob/1c3cfa68c11db238de1ca91691a6d713c8b54a93/v2.0.md>