

## CTV Creative Specifications

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### CTV

Last verified: 2026-08-02

#### WHAT TO SEND CPHERE

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

#### CTV Video / VIDEO

##### Streaming TV

[RECOMMENDED] Aspect ratio: 16:9 preferred; no letterboxing, pillarboxing, or anamorphic content

[RECOMMENDED] Resolution: 1920x1080 for the 1080p HD tier pixels

[RECOMMENDED] Codec and container: H.264 in MP4; VAST 4.x for delivery

[RECOMMENDED] Bitrate: 2,500-3,500 kbps at 1080p; CTV vendors can require far higher bitrates (15,000-30,000 kbps) - check with publishers

[RECOMMENDED] Frame rate: Maintain the source frame rate (23.976, 25, or 29.97 fps); no frame-rate conversion or 3:2 pulldown

[RECOMMENDED] Audio: AAC-LC 128-192 kbps stereo at 44.1/48 kHz; loudness -24 LKFS -2 dB (US) / -23 LUFS -1 (EU); peak at or below -6 dB true peak

[RECOMMENDED] Mezzanine file: 50 Mbps VBR ProRes or H.264 MOV/MP4 at 1920x1080; SSAI platforms require mezzanine-quality uploads; no slate, bars, or tone

[RECOMMENDED] Duration: CTV inventory typically sells 15-, 30-, or 60-second formats (pre/mid/post-roll) seconds

[RECOMMENDED] Transcoding: Upload the CTV creative once; StackAdapt handles transcoding and technical spec compatibility across supported publishers

**[REQUIRED] Click attributes: Remove any click attributes before reusing a video asset as CTV creative; CTV is sound-on by definition**

[RECOMMENDED] Cross-publisher reference: StackAdapt officially defers to the IAB digital video and CTV ad format guidelines for general format and spec information

[PLACEMENT DEPENDENT] Executing-platform upload limits: verification required - StackAdapt publishes no public numeric upload limits; confirm current requirements in the platform console before delivery.

#### 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>

StackAdapt: Connected TV advertising -

<https://www.stackadapt.com/connected-tv-advertising>

StackAdapt: Understanding Connected TV inventory -

<https://www.stackadapt.com/resources/blog/connected-tv-inventory>

StackAdapt: Deep Dive Into Connected TV Ad Creatives -

<https://www.stackadapt.com/resources/blog/connected-tv-creatives>