

Asset & Production Specs

Requirements for the highest quality outcome when producing a short-form edited outstream video format.

Video

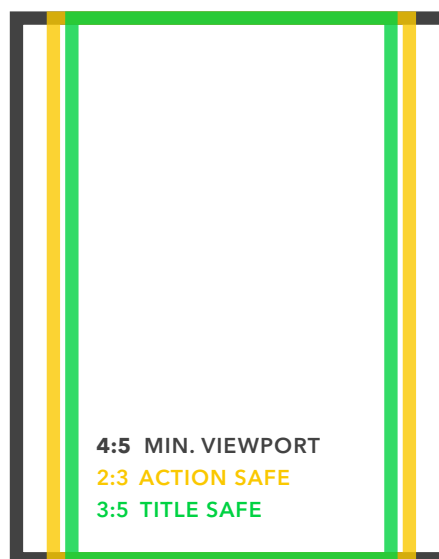
- **Resolution:**
 - Vertical video: 576x720px
 - Classic video: min. 1280x720px
- **File type:** .MOV, .AVI, .MPG, .MPEG, .M4V, .WMV, .WMA, .OGV
- **Compression:** .MPG, .MP4, .WMV, H.264, .DIVX
- **Frame rate:** min. 16 fps
- **File size:** max. 60Mb

Localised campaigns: for any non-English dialogue, voice-over or graphics please provide a time-stamped transcription, together with its translation.

Motion graphics: titles, disclaimers, subtitles etc. featured in the original video will be recreated for vertical aspect ratio; included on mid cards/end cards to ensure faster loading as well as crisp rendering on retina screens.

If you are producing a video edited for the vertical ratio you still need to follow the guidelines above in terms of size and file types.

- To ensure that key elements are **not cropped out** on different screen sizes, **use one of the templates** below while preparing your assets.
- **We do not recommend including graphics** (titles, texts, logos, disclaimers, subtitles etc.) in the video, however if you do not have a choice please refer to the Safe Frame layers in the PSD/AE templates:
 - [PSD template](#)
 - [After Effects template](#)



Graphics

For the best result and quickest turn-around, please provide a **separate video asset without overlay text or graphics**, accompanied the source files for mid cards and/or end card used in the original video.

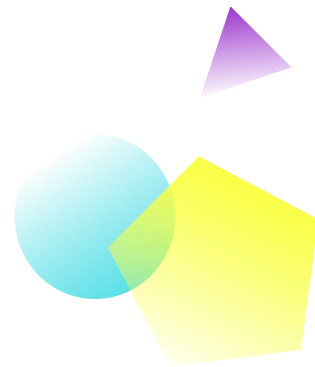
- **Bitmap source files:** .PSD, .AEP, .PRPROJ
 - Vertical video: 576x720px or retina 1152x1440px
 - Classic video: 400x300px or retina 800x600px
- **Vector source files:** .SVG, .EPS, .PDF, .AI
- **Font files:** all font weights in both .TTF and .WOFF file

Advertiser logo

- **Bitmap file:** transparent background PNG min. 240x140px
- **Vector file:** .SVG, .EPS, .PDF, .AI

Click-through

- Call to action text
- URL



Production FAQ

1. Do Outstream Video formats support sound?

Yes, but audio can play only when user initiated (by tapping on the un-mute icon). Keep in mind that in practice only ~2% of users will ever un-mute the video which is why you should consider using visual elements that will communicate information conveyed through dialogue and voice over (e.g. subtitles, motion graphics, etc.)

2. Can my ad be longer than 10 seconds?

Even though duration of your outstream unit is not limited keeping the video short (ideally around 10s) will yield best performance results. In order to achieve this the original video asset will be appropriated into a short re-cut. Please let us know in advance if you have specific ideas or requirements regarding the edit.

3. Can my ad contain multiple click-through actions?

Outstream units support a single click-through action.