



3rd Party VAST Specifications

I. Video					
Item	Specification				
<p>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.</p>					
Dimensions	<p>All videos should be in a HD aspect Ratio (16:9) Specific dimensions below. Video will auto-scale correctly</p>				
Frame Rate	<p>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</p>				
Codec	<p>Mezzanine File - .mov (H.264 High Profile) mp4 (high profile) webm (VP8 or VP9)</p>				
Duration	<p>ViacomCBS accepts a variety of length creatives, standards include :15, :30, :60*, :90*. Any tag submitted must contain creative of all the same length.</p> <p><i>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).</i></p> <p><i>*Assets longer than :30 are only available for mid roll inventory..</i></p>				
Audio	<ul style="list-style-type: none"> (Mezzanine File) 2 Channels only, AAC Codec, 192 KBPS minimum, 16 or 24 bit only, 48 kHz Sample Rate, (mp4 assets) 2 Channels only, AAC Codec, 192 KBPS minimum, 16 or 24 bit only, 48 kHz Sample Rate, (webm assets) 2 Channels only, VP8 or VP9 Codec, 128 KBPS minimum, 16 bit, 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 				
<p>All Assets below this line are required to be present in the VAST tag</p>					
VAST Transcodes:	Bit Rate	Codecs Accepted	Min Dimensions	Max File Size	Use Cases
<p><i>*Referred to in IAB specs as "Media Files" section 2.3.1.3 on page 29*</i></p>	15 – 30 Mbps	H.264 (High Profile)	1920x1080	1.7 GB Max	Mezzanine File Required for SSAI Environments

Required Assets	Bit Rate	Codecs Accepted	Min Dimensions	Max File Size Based on duration			Use Cases
				:15	:30	:60*	
	2,100 kbps +/- 50 kbps	H.264 (High Profile)	1024x576	4.5MB	9MB	18mb	High bandwidth users
VAST Transcodes: <i>*Referred to in IAB specs as "Media Files" section 2.3.1.3 on page 29*</i>	1,500 kbps +/- 50 kbps	H.264 (High Profile)	960x540	3.5MB	7MB	14MB	Standard asset for most users and pre roll
	750 kbps +/- 50 kbps	H.264 (High Profile)	768x432	1.8MB	3.5MB	7MB	Standard asset for most users and pre roll
	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
All Assets above this line are required to be present in the VAST tag							

II. VPAID Assets (Desktop Only)								
VPAID	Type	Bit Rate	Codecs Accepted	Min Dimensions	Max File Size			Use Cases
					:15	:30	:60	
Specs for .mp4 asset within the .JS VPAID assets listed here	Video	700 kbps +/- 50 kbps	Java Script only	854x480	2MB	4MB	8MB	Custom creative development
	Audio	<ul style="list-style-type: none"> mp4 Asset Only 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 						
III. Important Notes Specific to VPAID								
<ul style="list-style-type: none"> VPAID Assets are only available for use in the desktop environment ViacomCBS only accepts Java Script for VPAID asset. Flash assets are not supported. 								

IV. Important Notes General to third party served assets
<ul style="list-style-type: none"> VAST 2.0 & VAST 3.0 are supported; VAST 1.1 is not supported. "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 is able to run the full host of IAB tracking metrics. Including but not limited to: <ul style="list-style-type: none">• Impression• Quartile Tracking: 25%, 50%, 75%, 100%• Clicks
Ad validation	<ul style="list-style-type: none">• Blocking of video delivery is strictly prohibited by Viacom• 1x1 tracking tags are accepted for monitoring only (No Java Script)• Viewability can only be tracked via Vendor integration and is desktop only

Deadlines:

ViacomCBS requires that all creative be submitted 3-5 business days prior to launch date.

Contacts	
Questions about this opportunity or about your creative?	Please contact your ViacomCBS representative.