3rd Party VAST Specifications

Not available for live stream sponsorships or feature sponsorships. All assets for sponsored content must use the "ViacomCBS Hosted Video In-Stream Ad with Companion" specifications

I. Video	
Item	**Specification**
Dimensions	**All videos should be in a HD aspect Ratio** (16:9) Specific dimensions below. Video will auto-scale correctly
Frame Rate	Frame Rate: 23.98 (23.976), or 29.97 Constant frame rate (native only) No de-interlacing with no frame blending Remove any Telecine or 3:2 pull-down added for broadcast
Scan Type	Progressive Only
Container	.mp4 (h.264 Codec)
Duration	VCBS accepts a variety of length creatives, standards include :15, :30, :60*, :90*. Any Tag submitted Can only contain a creative of a single length. *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). *Assets longer than :30 are only available for mid roll inventory..*
Audio	• 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 never exceed -6db

<p style="text-align:center; color:red;">All Assets below this line are required to be present in the VAST tag</p>

VAST Transcodes: *Referred to in IAB specs as "Media Files" section 2.3.1.3 on page 29*	**Required Bit Rate**	**Codecs Accepted**	**Min Dimensions**	**Max File Size**			**Use Cases**
	15 – 30 Mbps	H.264 (High Profile)	1920x1080	**1.7 GB Max**			**Mezzanine File** *Required for SSAI Environments*

	Bit Rate	**Codecs Accepted**	**Min Dimensions**	**Max File Size** Based on duration			**Use Cases**
				:15	**:30**	**:60**	
Required Assets	2,100 kbps *+/- 50 kbps*	H.264 (High Profile)	1024x576	4.5MB	9MB	18mb	High bandwidth users
	1,500 kbps *+/- 50 kbps*	H.264 (High Profile)	960x540	3.5MB	7MB	14MB	Standard asset for most users
	750 kbps *+/- 50 kbps*	H.264 (High Profile)	768x432	1.8MB	3.5MB	7MB	Standard asset for users and pre roll

	375 kbps +/- 50 kbps	H.264 (High Profile)	640x360	1MB	2MB	4MB	Low bandwidth users

All Assets above this line are required to be present in the VAST tag

II. VPAID Assets (Desktop Only)								
VPAID Specs for .mp4 asset within the .JS VPAID assets listed here	**Type**	**Bit Rate**	**Codecs Accepted**	**Min Dimensions**	**Max File Size**			**Use Cases**
					:15	**:30**	**:60**	
	Video	700 kbps +/- 50 kbps	Java Script only	854x480	2MB	4MB	8MB	Custom creative development
	Audio	• 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

- VPAID Assets are only available for use in the desktop environment
- VCBS only accepts Java Script for VPAID asset. Flash assets are not supported.

IV. Important Notes General to third party served assets

- VAST 3.0 and VAST 2.0 are supported; VAST 1.1 is not supported.
- "Fourth-party" wrapping of a VAST tag or any billing pixel within it, is not allowed.
- IAS, DV, and MOAT VPAID is not accepted.
- 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.
- ViacomCBS does not accept two :15 second spots from the same or different brand(s) to form a :30 second commercial. Each brand's advertisement should stand alone and represent one commercial.
- Double Spotting is also not accepted
- Max file weight for odd length creative should follow sizing pattern based on the :15,:30, & :60 durations listed.

V. Tracking	
Tracking Available	VCBS is able to run the full host of IAB tracking metrics. Including but not limited to: • Impression • Quartile Tracking: 25%, 50%, 75%, 100% • Clicks • Mute/Un-mute • Full screen
Ad validation	• Blocking of video delivery is strictly prohibited by VCBS • 1x1 tracking tags are accepted for monitoring only (No Java Script) • Viewability can only be tracked via Vendor integration and is desktop only • 1x1 tracking viewability tracking is available. Measured via Google, based on MRC definition (50% pixels for 2 consecutive seconds)

Submission Instructions
Please submit the VAST tag via e-mail to your ViacomCBS representative.

Deadlines:
CBS Interactive requires that all creative be submitted 3-5 business days prior to launch date.

Contacts	
Questions about this opportunity	Please contact your ViacomCBS representative.
Technical questions about your creative	Email: cbsisalesvideo@cbsinteractive.com