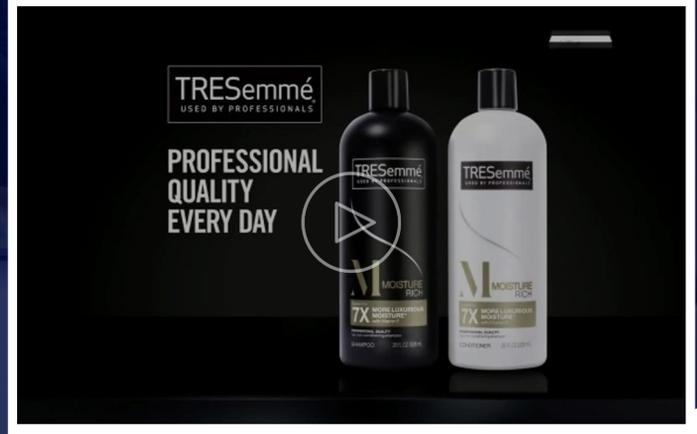




# 3rd PARTY VAST SPECIFICATIONS

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

**Deadlines:** Paramount requires that all creative be submitted 5 business days prior to launch date.



**VPAID assets are not supported by Paramount Global**

## 1 VIDEO SPECIFICATIONS

DIMENSIONS	FRAME RATE	SCAN TYPE	
<ul style="list-style-type: none"> <li>All videos should be in a <b>HD aspect Ratio</b> (16:9) Specific dimensions below.</li> <li>Video will auto-scale correctly</li> </ul>	<ul style="list-style-type: none"> <li>Frame Rate: 23.98 (23.976), 24, 25, 29.97, or 30fps</li> <li>Constant frame rate (native only)</li> <li>No de-interlacing with no frame blending</li> <li>Remove any Telecine or 3:2 pull-down added for broadcast</li> </ul>	<p>Progressive Only</p> <th data-bbox="1058 1083 1385 1143">CONTAINER</th> <p data-bbox="1058 1143 1385 1277">.mp4 (h.264 Codec)</p>	CONTAINER
DURATION	AUDIO		
<p>Paramount accepts a variety of length creatives, standards include :15, :30, :60*, :90*. Any Tag submitted Can only contain a creative of a single 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). *Assets longer than :30 are only available for mid roll inventory.</i></p>	<ul style="list-style-type: none"> <li>2 Channels only, AAC Codec, 192 KBPS minimum, 16 or 24 bit only, 48 kHz Sample Rate,</li> <li>Audio Loudness Average: -24 LUFS +/- 2 LUFS based on ATSC A/85 Measurement standard</li> <li>Max Peak: Should never exceed -6db</li> </ul>		

## 2 TRANSCODE AND MEDIA LIST

### VAST TRANSCODES:

\*Referred to in IAB specs as "Media Files" section 2.3.1.3 on page 29\*  
Required Assets

REQUIRED BIT RATE	CODECS ACCEPTED	MIN DIMENSIONS	MAX FILE SIZE	USE CASES
10 - 40 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	
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	4.5MB	9MB	18MB	Standard asset for most users
750 kbps +/- 50 kbps	H.264 (High Profile)	768x432	4.5MB	9MB	18MB	Standard asset for users and pre roll
375 kbps +/- 50 kbps	H.264 (High Profile)	640x360	4.5MB	9MB	18MB	Low bandwidth users

**ALL ASSETS ABOVE THIS LINE ARE REQUIRED TO BE PRESENT IN THE VAST TAG**

## 3 IMPORTANT NOTES GENERAL TO THIRD PARTY SERVED ASSETS

- VAST 4.0, 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
- Paramount Global 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

## 4 TRACKING

### TRACKING AVAILABLE

Paramount Global 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

### 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)



## 5 SUBMISSION INSTRUCTIONS AND CONTACT INFORMATION



### SUBMISSION INSTRUCTIONS

Please submit the VAST tag via e-mail to your Paramount Global representative.



### CONTACT

Questions about this opportunity, please contact your Paramount Global sales representative



### TECHNICAL QUESTIONS

If you have technical questions about your creative, email: [paramount\\_ad\\_trafficking@paramount.com](mailto:paramount_ad_trafficking@paramount.com)