Creatives — requirements, documents and review

Technical video requirements, the creative package, the guarantee letter and music certificate, AdStart and rights holder review statuses.

The **Creatives** section brings together everything needed to launch a video: the video, documents and review results. The unit of work is a **creative package**.

Technical video requirements

Parameter	Requirement
Container	MP4
Resolution	1920×1080 (1080p), 16:9
Frame rate	at least 25 fps
Video codec	H.264
Audio	AAC stereo, 192 kbit/s, 48 kHz
Duration	a whole number of seconds
Size	up to 100 MB; over 30 MB — automatic optimization in the browser before upload

The technical check in the package shows "Passed" or "Needs attention" for each parameter. For server-side insertion in OTT it's better to upload maximum quality — SSAI.TV requirements: Ad creative requirements.

Creative package

A package contains:

- the campaign, advertiser, brand, IAB product category, dates, ad place and rights holder;
- a video preview;
- the technical check;
- documents;
- the review state of AdStart and the rights holder or sales house.

An uploaded video is stored in the advertiser's creative registry — you can pick it in later campaigns.

Documents

Document	What's in it
Guarantee letter	The company guarantees it holds all rights to the creative for a specific campaign, placement and period, and is responsible for the content

Music certificate	Creative and version, campaign, a short plot description, musical works (titles, timing), authors of music and lyrics, performers, permit term, video producer. Confirms the rights and the absence of persons and rights holders from the aggressor state
Additional documents	At the request of the channel or product category

Documents can be uploaded or created from a template. Statuses: missing → uploaded / created → pending review → approved.

Creative review

Status	Meaning
Draft	The package is being assembled
Submitted	Sent for review
Pending technical check	Video parameters are being checked
Pending documents	Documents are missing
Pending AdStart review	The portal team is reviewing the content
Pending publisher review	A decision by the rights holder or sales house is needed
Approved	The creative can be used
Rejected / Changes requested	A decision with a mandatory comment

- For each channel it's defined who reviews creatives: the rights holder or a delegated sales house. One approval by an assigned validator is enough.
- Rejections and change requests always have a comment — it's shown in the package as "Last comment".

IAB category

The category of the advertised product (per the IAB Ad Product taxonomy) defines on which channels and in which breaks the creative is allowed. Pick the most accurate one.

Content and law

The advertiser is responsible for the video's content and its compliance with the Law of Ukraine "On Advertising": accuracy, prohibited content, advertising for children, medicines, the state language. The portal team may refuse to place materials that break the law. For videos created in the portal there's an advisory checklist — 4. Compliance and documents.