Ad creative requirements

Format, quality and audio of video creatives for SSAI.TV server-side insertion.

A creative is transcoded to the profiles of each stream, so maximum quality is needed on input.

Parameter	Requirement
Video	1920×1080, 25 fps, H.264, 15 Mbps or more
Audio	AAC, 48 / 96 kHz, 128 kbps, one 2.0 stereo track
Container	.mp4, .mov, .mxf, .mpeg
Tracks	Both video and audio are mandatory
Loudness	Normalized automatically to EBU R 128

Tips

- The creative must be transcodable: no protection, no variable frame rate.
- Choose creative durations to fit the channel's typical break lengths — the remainder is filled with the filler.
- Ad server line items must include the **1920×1080** size: a request without it often returns an empty response. See Empty VAST or NO AD.
- Free GAM limits built-in creative hosting to 30 MB — compress or use external hosting.

> **Note:** A new creative is transcoded before its first impression, so the first request usually gets the filler and the creative appears in later breaks.

Validating the creative's content (rights, music, documents) is the responsibility of the sales house and the rights holder: Roles and responsibilities.