

**Roku<sup>®</sup>**

**2021 AD VIDEO  
SPECIFICATIONS**

# AD VIDEO SPECIFICATIONS

## Site Served

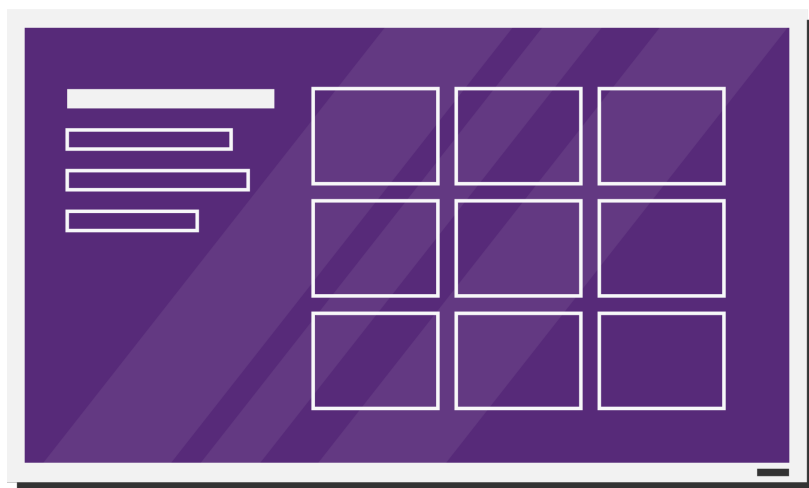
## VAST

	Site Served	VAST
File Format	<ul style="list-style-type: none"> <li>QuickTime movie (.mov)</li> <li>MPEG-4 (.mp4)</li> </ul>	H.264 MP4
Aspect Ratio	16:9 no letter/pillar boxing unless it is an intentional creative choice for the advertisement	16:9 no letter/pillar boxing unless it is an intentional creative choice for the advertisement
Codec	<ul style="list-style-type: none"> <li>H.264 codec</li> <li>Apple ProRes 422 HQ codec</li> <li>Interlaced video is not accepted</li> </ul>	-
Bitrate	<ul style="list-style-type: none"> <li>Constant Bitrate (CBR) 15 - 30 mbps</li> <li>No black bars</li> <li>Main Profile @ Main Level (MP@ML)</li> <li>4:2:2 Color Space</li> </ul>	Mandatory rendition ranges: <ul style="list-style-type: none"> <li>At least one between 1.2 and 2.1 mbps</li> <li>At least one between 700 kbps and 1.2 mbps</li> <li>At least one between 360 and 500 kbps</li> <li>Additional renditions are allowed</li> </ul>
Audio	<ul style="list-style-type: none"> <li>-23 integrated LUFs</li> <li>Audio required; 2 channels (stereo) only; Multi-channel audio not supported</li> <li>PCM (preferred) or AAC codec</li> <li>192 kbps minimum</li> <li>16 or 24 bit only</li> <li>48 kHz sample rate</li> </ul>	<ul style="list-style-type: none"> <li>-23 integrated LUFs</li> <li>Audio required; 2 channels (stereo) only; Multi-channel audio not supported.</li> </ul>
Frame Rate	<ul style="list-style-type: none"> <li>23.98, 25, or 29.97 based on native rate</li> <li>Remove any pull-down added for broadcast</li> <li>Constant frame rate only</li> <li>Make content progressive using adaptive de-interlace with no frame blending</li> </ul>	-
Notes	Site served files must be received "broadcast ready." No pre-air slates or any elements that would need to be edited.	<ul style="list-style-type: none"> <li>Progressive download</li> <li>DO NOT rotate several durations within a single tag</li> <li>No VPAID or JavaScript</li> <li>No companion support</li> </ul>

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## Roku Advertising Guidelines Overview

Roku video advertising combines the sight, sound, and motion of TV with the targeting, measurement, and interactivity of digital video. Ads on Roku are full-screen, high-definition, 100% viewable, unskippable, and have 95% completion rates.



### Utilization

We utilize IAB VAST standards for video ad serving. However, because Roku is not a browser-based platform, not all desktop assumptions for ad-serving are valid. To ensure the best experience for the brand and consumer, following these guidelines is a must.



### Not Supported

Roku does not support HTML, VPAID, JavaScript, Flash or cookies. Desktop/mobile technology that verifies, measures, or depends on any of these technologies will result in a lost impression, and in some extreme cases, may cause a Roku channel to crash.

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## The Dos and Don'ts of Roku Advertising

### Things We Do

- ✓ Accept IVT Vendors: IAS, DoubleVerify, and WhiteOps
- ✓ IAS tags must be CTV specific and cannot accept Legacy Firewall tags
- ✓ Accept VAST tags
- ✓ Require that all VAST tags return a valid ad response for every instance
- ✓ Accept interactive formats from Innovid and Brightline
- ✓ Require a minimum of 24-48 business hours for tag and creative quality assurance before launch
- ✓ Limit the use of 3<sup>rd</sup> party tracking pixels (only advertiser's ad server/ pre-approved vendors)\*

\* Roku Ad Server is set to the Eastern Time Zone. In order to avoid discrepancies, please ensure 3P reporting is set to the Eastern Time Zone or confirm all billable impressions will only fall within the Eastern Time Zone window, prior to launch.

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### Things We Don't Do

- ✗ Take VPAID/VPAID elements
  - ✗ Accept any other interactive advertising formats
  - ✗ Allow slates
  - ✗ Support JavaScript or Flash
  - ✗ Accept companion click through advertising
  - ✗ Send cookies
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## Frequently Asked Questions

### What are the minimum and maximum file sizes?

50 mb minimum / 500 mb maximum.

### Can I include my viewability trackers?

Roku does not support viewability tracking; however, as a TV based system with no browsers, windows, or overlays, Roku is naturally 100% viewable on every impression.

### Are you VAST compliant?

Yes, we are VAST 2.0 and 3.0 compliant.

## Roku Advertising Guidelines

These Guidelines govern all advertising (“Ads”) placed with Roku, Inc., including advertising on the user interface of the Roku operating system, on any Roku-branded website and/or application (including The Roku Channel), and/or on any application or channel delivered through the Roku operating system. Roku reserves the right to reject any Ads in violation of these Guidelines, or in Roku’s sole discretion, to establish the times during which any Ads may run. These Guidelines are subject to change by Roku at any time.

### General Guidelines

- Ads will not promote products or services that are directly competitive with Roku, such as streaming set-top boxes, gaming consoles, sticks, smart TVs, audio speakers, etc.
- Ads must not contain false, misleading, fraudulent, or deceptive claims or content.
- Ads must clearly represent the company, product, service, or brand that is being advertised. Products and services promoted in the ad copy must be clearly represented, and the destination site may not offer or link to any prohibited product or service.
- Ads may not offer, promote or link to the following prohibited products or services: illegal narcotics; tobacco products; drug or tobacco paraphernalia; weapons, ammunition, or explosives; adult products or services, or products or services of an inherently sexual nature; products or services designed to violate or bypass copyright restrictions; counterfeit products; products or services that are harmful, threatening, harassing, defamatory, or invasive of another’s privacy or right of publicity; gambling and wagering products or services; products or services the sale of which violates any applicable law.
- Ads may not: include hate speech; discriminate against, or promote discrimination against, any individual or group; encourage conduct that violates any applicable law; infringe upon intellectual property rights, personal rights, or proprietary rights; contain nudity, depict people in sexually explicit or suggestive positions, or contain content of an inherently sexual nature that is inappropriate for a general viewing audience; contain obscene language; promote or display excessive violence.
- Ads may not suggest false relevancy to generic offers.
- Ads must run in a language that is relevant to the language of the channel and/or its target audience.
- Ads should be :15 or :30 in duration. Exceptions may be made for :60 ads.
- Each instance of advertising, sponsorship, underwriting, presented-by credits or other third party attribution in channel application logos or banner ads must be expressly pre-approved in writing by Roku.
- Ads to be served by Roku must be in a final state and received five (5) business days prior to scheduled start date of the placement.

# AD VIDEO SPECIFICATIONS

## Video Advertising Guidelines

- Ads may not enable the installation of third party-channel applications.
- Ads may not offer or link to search functionalities across multiple Roku partner channel applications.
- Ads may not collect personally identifiable information, including, but not limited to, IP Addresses, or enable RFI request for information data collection capabilities without express prior written approval from Roku. Ads may not download or install executable code.
- Ads may not contain Easter eggs or any hidden functionality.
- Ads may not include pixels, third-party tags, or Software Development Kits of any kind without express prior written approval and certification by Roku.
- Roku reserves the right to review the source code used in ads.
- Ads should be available in SD and HD formats suitable for display on a large screen TV. Low resolution (less than 720 x 480p) or low frame rate (less than 30 fps) is not permitted.
- You agree to the following additional guidelines if you are a channel publisher displaying Ads within the user interface of the Roku operating system or within any application or channel delivered through the Roku operating system.
- Channel publishers should refer to their Roku application distribution agreement(s) to remain in accordance with general content guidelines.
- Applications may not run an unbalanced volume of advertisements relative to content (“Ad Farms”).
- Ads which play in applications that enable “auto-rolling” or “auto-playing” (e.g., starting a new asset automatically upon completion of a previously-viewed asset), or deploy other tactics designed to create ad impressions, rather than quality content experiences, are subject to Roku review.
- Mid-roll ad breaks/pods are allowed only after a minimum of 7 mins of content have been viewed, and thereafter, at no fewer than seven-minute intervals.
- Ad Pods in AVOD content may run no longer than two minutes, with no more than two ads of less than :30 in any given pod unless Roku provides express prior written approval otherwise.
- Ad counter and ad duration must be visible for every ad (with the exception for interactive ads).
- Applications may not run the same ad multiple times in one single break/pod.
- Individual ads must not repeat more than two times per hour per Unique User.
- Individual ads must not repeat more than five times per day per Unique User.
- You agree to the following additional guidelines if you are an advertiser, agency or channel publisher purchasing the placement of Ads within the user interface of the Roku operating system, on any Roku-branded website and/or application (including The Roku Channel), and/or on any application or channel delivered through the Roku operating system.

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## Display Advertising Guidelines

- Ads may not include images comprised of more than 20% text.
- Ads should primarily be used to promote specific content, and should deep-link into the title or series being promoted. Roku will not promote specific content without a deep-link. Generic, app promotions are less effective and are only permitted on a limited basis at Roku's discretion.
- Ads must comply with Roku's creative specifications.

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## SMS, MMS, or Other Text Message Campaigns

- Each ad may only be used to promote a single message program and may not be used in connection with any recurring message programs.
- Ads may not refer or link to any recurring message program.
- Ads must disclose, in a clear and conspicuous manner, what the recipient will receive via SMS text.
- Ads and all associated SMS texts must contain clearly labeled links or URLs to applicable terms and conditions of the program being promoted, and the applicable privacy policies with up-to-date, accurate information about data collection and usage.
- Ads and all associated SMS texts must correctly identify the brand name or sponsor for the program.
- Ads must disclose that message and data rates may apply.
- Ads must comply with all legal and regulatory requirements and guidelines, including the Telephone Consumer Protection Act, 47 U.S.C. § 227, the Federal Communication Commission's rules under 47 C.F.R. § 64.1200, and the requirements of the CTIA Short Code Monitoring Program: Short Code Monitoring Handbook.

**ROKU**<sup>®</sup>

Happy Streaming<sup>™</sup>