

SIMPLI.FI VIDEO CREATIVE SPECS

Simpli.fi works with several exchanges and has compiled a list of best practices regarding video creative.

Video Inventory Available

17 BILLION IMPRESSIONS AVAILABLE PER MONTH IN THE US

- US Desktop Inventory: 15 billion impressions (95%)
- US Mobile Inventory: 160 million impressions (4%)
 - Smartphone 50%
 - Tablet 50%
- CTV (online tv) (1%)

GEOGRAPHY

- 50% in US markets
- 20% across English speaking nations
- 10% European
- 20% Latin America/ APAC

Video Standards

- Dimensions: 960x720 px and 960x540px
- Audio bitrate: 128 kbps or higher
- Video bitrate: 2.0 Mbps or higher
- Preferred format: mp4 (h.264)

Other Items to Consider

PLAYBACK METHOD

- Auto-play sound: on/off
 - Click to play is preferred by publishers

VIDEO TYPES

- Interstitial: Web page displays before or after expected content
- InBanner: Video built into a banner ad
- Instream: Pre-roll, mid-roll, post-roll