

Twitch Premium Video



Specifications

Video Asset Specifications

- Length: Up to :30s, unskippable. Extra charge for :60s, midroll only
- Required resolution: 1920x1080
- Bitrate: Min 2000 kbps / Max 10000 kbps
- Peak audio: -9dB
- Video file format: H.264 (MP4)
- Frame-rate: Min 24FPS / Max 30FPS

Supported 3rd party tracking events (1x1 pixel)

- Impressions
- Clicks
- Quartiles
- Completes

3P Serving (VAST)

Required minimum video transcodes:

- Width: 1920, Height: 1080, Type: video/mp4, Bitrate: 5,500 kbps
- Width: 1280, Height: 720, Type: video/mp4, Bitrate: 3,100 kbps
- Width: 854, Height: 480, Type: video/mp4, Bitrate: 1,200 kbps
- Width: 640, Height: 360, Type: video/mp4, Bitrate: 550 kbps
- Width: 284, Height: 160, Type: video/mp4, Bitrate: 180 kbps

The following additional video transcodes are recommended to optimize playback across the full range of supported devices:

- Width: 1024, Height: 576, Type: video/mp4, Bitrate: 1,750 kbps
- Width: 888, Height: 500, Type: video/mp4, Bitrate: 1,316 kbps
- Width: 720, Height: 406, Type: video/mp4, Bitrate: 866 kbps
- Width: 480, Height: 270, Type: video/mp4, Bitrate: 384 kbps
- Width: 320, Height: 180, Type: video/mp4, Bitrate: 200 kbps

Supported

- Vast 3.0; VPAID is not supported
- Required alphanumeric "id" attribute populated on the <Creative> element in VAST XML
- Please note that a portion of the inventory (SureStream) is SSAI pre-fetch. Therefore, all tags should be supplied as such.

Supported 3P vendors

Measurement capabilities include, but are not limited to, the following. Please reach out to your Twitch Ads representative for more information.

- DCM
- Sizmek
- Innovid
- Flashtalking

! NOTE!

Material must be submitted a minimum of 5 working days before the planned media broadcast.

The material should be sent via Wetransfer.com to following e-mail address: **digital@cityboard.pl** and to address of employee responsible for implementation of campaign in the CITYBOARD MEDIA.