MEDIA SPECIFICATIONS

YouTube

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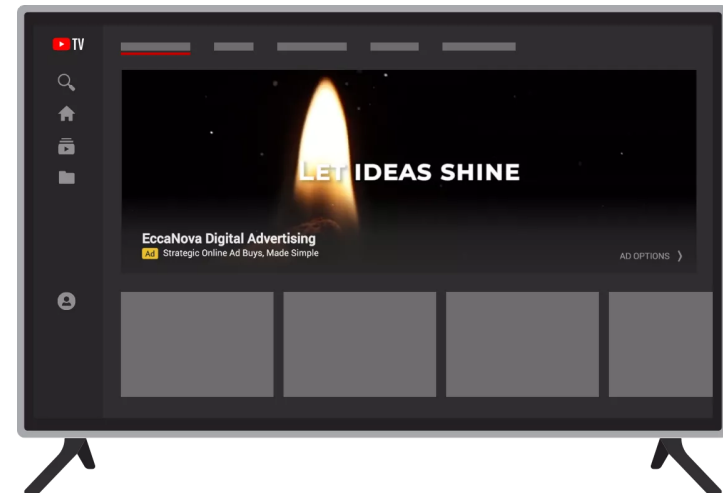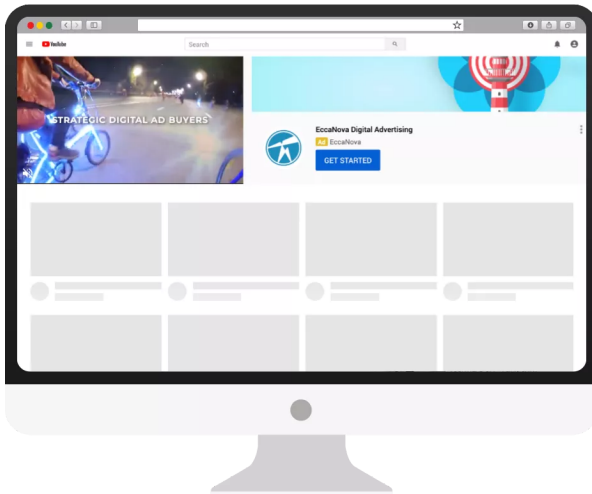contact@eccanova.com

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1. DESKTOP VIDEO MASTHEAD - SPECS

A. HOW THEY WORK

The desktop video Masthead is our homepage ad format that has been designed to look and feel native to the YouTube homepage experience, and only requires a YouTube video URL to create. Mastheads are bought on a cost-per-day basis and appears on the YouTube homepage for a full day (generally 12:00 AM to 11:59 PM, but varies by country).

In the desktop Video Masthead, a featured YouTube-hosted video initially autoplays for a configurable amount of time without sound (30 seconds maximum). The autoplay state includes two video configurations: Widescreen or 16:9 aspect ratio. Both configurations have an information panel on the right that automatically pulls in various channel assets from the advertiser's channel. They can also optionally include 2 companion videos that showcases more video thumbnails from the advertiser's channel. The user has the option to un-mute the ad while it is autoplaying. After the autoplay, the main video defaults to the video thumbnail. Clicking on the video during autoplay or clicking on a thumbnail will exit to the YouTube watch page to play the full video from the start with sound.

B. ASSETS OVERVIEW AND CREATIVE SUBMISSION

ASSETS OVERVIEW

Asset Name	Required/Optional	Deliverable	Comments/Details
YouTube Video URL	Required	URL of the autoplay video to be featured. Must upload Video to YouTube and set as public or unlisted.	▶ 16:9 aspect ratio recommended. ▶ Do not use pre-cropped videos. Keep all important elements (text and logos) centered.
Headline Text	Required	Text to be used as Ad headline.	Suggested limits for text lengths are approximately 26 characters (single-byte languages) or 13 characters (double-byte languages)
Call to Action (CTA) Text	Optional	CTA text to be used for destination URL	We recommend keeping these short and catchy and clearly indicating where the link will lead. Suggested limits for text lengths are approximately 10 characters (single-byte languages or 6 characters (double-byte languages)
CTA Destination URL	Optional	Must provide a destination URL if using CTA link (can be 3rd party URL).	Clicking on the CTA text will open a new tab navigating to the destination URL provided. All URLs should be live before submitting assets.
Video Wall	Optional	Recommend providing Playlist ID if Video Wall is used.	Thumbnails of the top two videos (public or unlisted) from specified playlist will appear. If playlist ID is not specified, the two most recent public videos uploaded to the channel will appear. Note: Non-family safe videos will be skipped over automatically. Private videos will NOT appear.

CREATIVE SUBMISSION

Assets must be received no later than 2 business days prior to campaign start date to ensure launch isn't delayed.

Video thumbnails, channel art and channel icons must be finalized 2.5 days before the campaign launch date, otherwise an older version for the thumbnail may appear during the live campaign.

C. TECHNICAL SPECIFICATIONS

VIDEO

- Video cannot be private. If the client would like the video to be hidden from the public, it can be made unlisted by following the instructions here.
- The video can be set to auto-play for a maximum of 30s. The start and end times for the autoplaying are configurable.
- 0 seconds autoplay are not permitted.
- The video thumbnail will be shown when autoplay finishes.
- YouTube view count will not increment on autoplay.
- The video control buttons will be automatically hidden.
- To ensure proper rendering and cropping on the Video Masthead, we recommend using videos with 16:9 aspect ratio with the best resolution possible.

INFORMATION PANEL

- Localized "Ad" attribution will be displayed
- The form and color of the CTA button can't be changed
- Call-to-action text and destination URL will appear as a button. Call-to-action text is configurable and clicking on the link will open a new tab navigating to the destination URL provided
- The call-to-action text should indicate where the link leads, for example, "Visit site"
- Note that the creative cannot be age-gated
- Channel art, if displayed, will always respect the safe zone for text and logos.

COMPANION VIDEOS (VIDEO WALL)

- If the video wall format is requested, the unit will show a video wall that features two other video thumbnails.
- Thumbnails will be pulled from the two most recently uploaded public videos on the advertiser's channel or the top two videos from a designated playlist.
- Thumbnails can be cropped on the right and left sides if using the 16:9 version.
- Clicking the thumbnail will go to the watch page for that video.
- The video wall may be suppressed if the advertiser would prefer to just highlight the main video.
- The videos in the video wall must be public or unlisted when using a playlist.
- The videos in the video wall cannot be age-gated.
- The main video is excluded from appearing in the video wall.
- At least 2 qualifying videos must be present in the playlist or the channel for the video wall to display.

WIDESCREEN VERSION

- Channel icon, channel name and customizable title will show on the information panel
- Channel art will be shown on the information panel if no companion videos are chosen.
- Top and bottom parts of the video content will be auto-cropped, as the video will be zoomed in to fit the ad width.

16:9 ASPECT RATIO VERSION

- Channel icon, channel art, channel name and customizable title will show on the information panel.
- Companion videos thumbnails will be cropped up to 25% left and right while the main video is autoplaying. After the autoplay time, it will expand to full size upon mouse over.
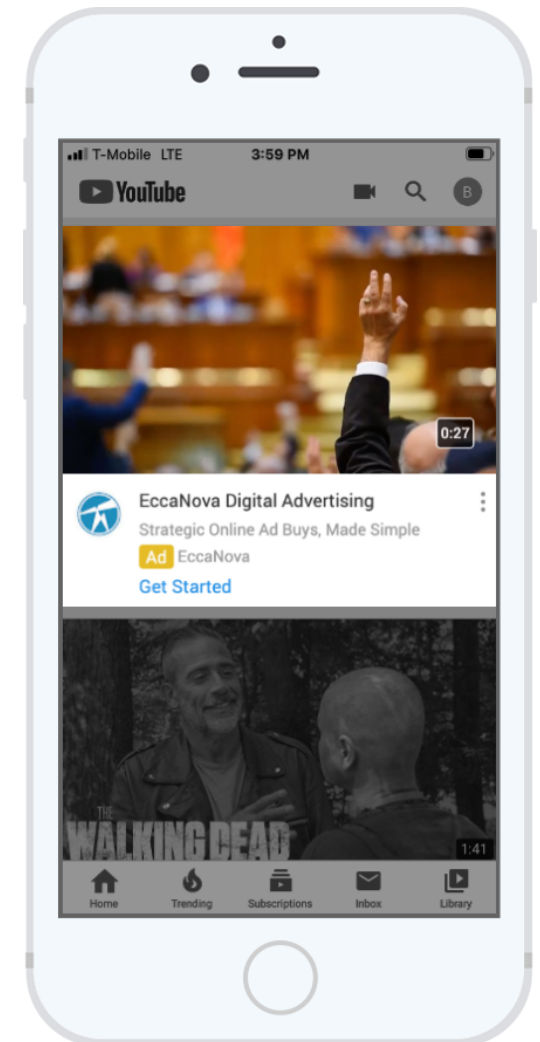
2. MOBILE VIDEO MASTHEAD - SPECS

A. HOW THEY WORK

Similar to the desktop video Masthead, the mobile video Masthead is a native video-based ad format that only requires a YouTube video to create, and appears on the YouTube homepage on mobile and tablet devices. This includes Android and iOS mobile apps as well as m.youtube.com for smartphone and tablets. Mastheads are bought on a cost-per-day basis and appear on the YouTube homepage for a full day (generally 12:00 AM to 11:59 PM, but varies by country).

The mobile video Masthead features a video thumbnail, customizable headline, description texts as well as an external call-to-action (CTA). The mobile video Masthead also automatically pulls in the channel name and icon from the advertiser's channel. The length of the video will overlay the video thumbnail. When a user clicks on the mobile video Masthead, it will exit to the YouTube watch page for the featured video.

Advertiser can also provide an external URL with configurable call-to-action (CTA) text. Clicking that CTA will lead the user to the URL provided.

If this video used in the Masthead is enabled with a call-to-action annotation, then an overlay will appear over the bottom of the video on the watch page, inviting the user to visit the advertiser's website. The text and image in the call-to-action overlay is configurable at the video level, and clicking this option will take the user to the specified destination URL.

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B. ASSETS OVERVIEW AND CREATIVE SUBMISSION

ASSETS OVERVIEW

Asset Name	Required/Optional	Deliverable	Comments/Details
YouTube Video URL	Required	URL of the primary video to be used. Must upload Video to YouTube and set as public or unlisted.	▶ 16:9 aspect ratio recommended. ▶ Do not use pre-cropped videos. Keep all important elements (text and logos) centered.
Channel Icon and Name	Required	Pulled in automatically from YouTube channel where video is uploaded	These will appear below the video.
Headline Text*	Required	Text to be used as Ad headline below the video thumbnail.	Suggested limits for text lengths are approximately 26 characters (single-byte languages) or 13 characters (double-byte languages)
Description Text*	Optional	Text to be used as ad description.	Suggested limits are approximately 60 characters (single-byte languages) or 30 characters (double-byte languages).
Call to Action (CTA) Text*	Optional	CTA text to be used for destination URL	We recommend keeping these short and catchy and clearly indicating where the link will lead. Suggested limits for text lengths are approximately 10 characters (single-byte languages or 6 characters (double-byte languages)
CTA Destination URL	Optional	Must provide a destination URL if using CTA link (can be 3rd party URL).	Clicking on the CTA text will open a new tab navigating to the destination URL provided. All URLs should be live before submitting assets.
Ad Attribution	Required		"Ad" attribution will be displayed.

* Note that there may not be enough room on some smaller devices to show the full text provided, depending on screen size

CREATIVE SUBMISSION

Assets must be received no later than 2 business days prior to campaign start date to ensure launch isn't delayed.

Video thumbnails, channel art and channel icons must be finalized 2.5 days before the campaign launch date, otherwise an older version for the thumbnail may appear during the live campaign.

C. TECHNICAL SPECIFICATIONS

FEATURED VIDEO

- The client must upload the video for the ad unit manually to YouTube and provide its watch page URL. All YouTube videos must be embeddable and cannot be set to private when the unit is live. Videos must not be modified after 3PM (PST) the day before the campaign launch date.
- Note that the user initiates video-play; only upon user-click on the featured thumbnail on Mobile Video Masthead will the video play in the watch page and increment the YouTube view count.
- A call-to-action overlay annotation may be enabled for the video if it is not monetized (This is different than the optional call to action text on the ad itself). This will appear as an overlay on the bottom of the video showing up to 20 characters (10 double-byte characters) of text, an optional image, and the destination URL. Clicking this overlay will open up a browser navigating to the destination URL. **Note: the CTA overlay is not fully supported on m.youtube.com across all devices!**

VIDEO THUMBNAIL IMAGE

- The thumbnail for the video featured on the Mobile Video Masthead is configurable; custom thumbnails are supported via YouTube video settings. If customizing the thumbnail, please allow 5% padding on each side of the thumbnail and avoid placing critical information like logos and text too close to the edges as they may get cut off in iOS app.

INFORMATION PANEL

- The information panel will pull content directly from the channel YouTube video and user content, as well as allow for optional elements. See required and optional assets in the previous section. Older versions of the Android app will display the video title and video description instead of the headline and description provided.

SERVING CAPABILITIES

- No demographic/geo/audience targeting or third-party audience segments available.

3. IN-STREAM VIDEO AD - SPECS

A. HOW THEY WORK

Video ads (formerly in-stream video ads) are ads booked on a reservation basis to appear on YouTube watch page videos and YouTube channel pages with featured videos. These ads may run on YouTube desktop, mobile web and apps, connected TV, and game console properties, as well as embedded YouTube players on other sites. Along with the video ad, clients also have the option to include a companion banner that can appear on the side of the desktop watch page.

Please note that video content must be at least 30 seconds long in order to be eligible to serve video ads.

TYPES OF VIDEO ADS

The video ad can appear when a user initiates video play either in the beginning (pre-roll), at points in between (mid-roll), or after (post-roll). Video ads are offered as either skippable or non-skippable, and may be served as a YouTube-hosted video (recommended) or a third-party-hosted video.

- **Skippable:** In a skippable video ad, viewers are given the choice to skip the ad after the initial 5 seconds. After the view of a skippable ad, it will increment the YouTube view count at the 30 seconds mark or when the ad has been watched completely (creatives must be at least 12 seconds long to increment view counts). Skippable video ads can be a maximum of 6 minutes long.

- **Non-skippable:** In a non-skippable video ad, viewers are not given the choice to skip the ad. Note that non-skippable video ads do not increment the view count. Non skippable ads can be a maximum of 15 seconds (20 seconds in EMEA, India, Malaysia, Mexico, and Singapore).

  ▶ We also offer non-skippable **Bumper Ads** in select markets, designed to drive awareness and reach. Bumper ads can be a maximum of 6 seconds long.

ABOUT IN-STREAM AD FORMATS

SKIPPABLE IN-STREAM ADS	
When should I use this ad format?	Use skippable in-stream ads when you have video content you'd like to promote before, during, or after other videos on YouTube and across websites and apps running on Google video partners.
How does the ad format work?	Skippable in-stream ads play before, during, or after other videos. After 5 seconds, the viewer has an option to skip the ad.
Where does the ad format appear?	Skippable in-stream ads appear on YouTube watch pages and across websites and apps running on Google video partners.
Which campaign goals work with this format?	• Sales • Leads • Website traffic • Brand awareness and reach • Product and brand consideration

NON-SKIPPABLE IN-STREAM ADS	
When should I use this ad format?	Use non-skippable in-stream ads when you have video content you'd like to promote before, during, or after other videos on YouTube and across websites and apps running on Google video partners and you want viewers to see the entire message without skipping your video.
How does the ad format work?	Non-skippable in-stream ads are 15 seconds (or shorter) and play before, during, or after other videos. Viewers don't have the option to skip the ad.
Where does the ad format appear?	Non-skippable in-stream ads appear on YouTube videos and across websites and apps running on Google video partners.
Which campaign goals work with this format?	• Brand awareness and reach

COMPONENTS OF A VIDEO AD
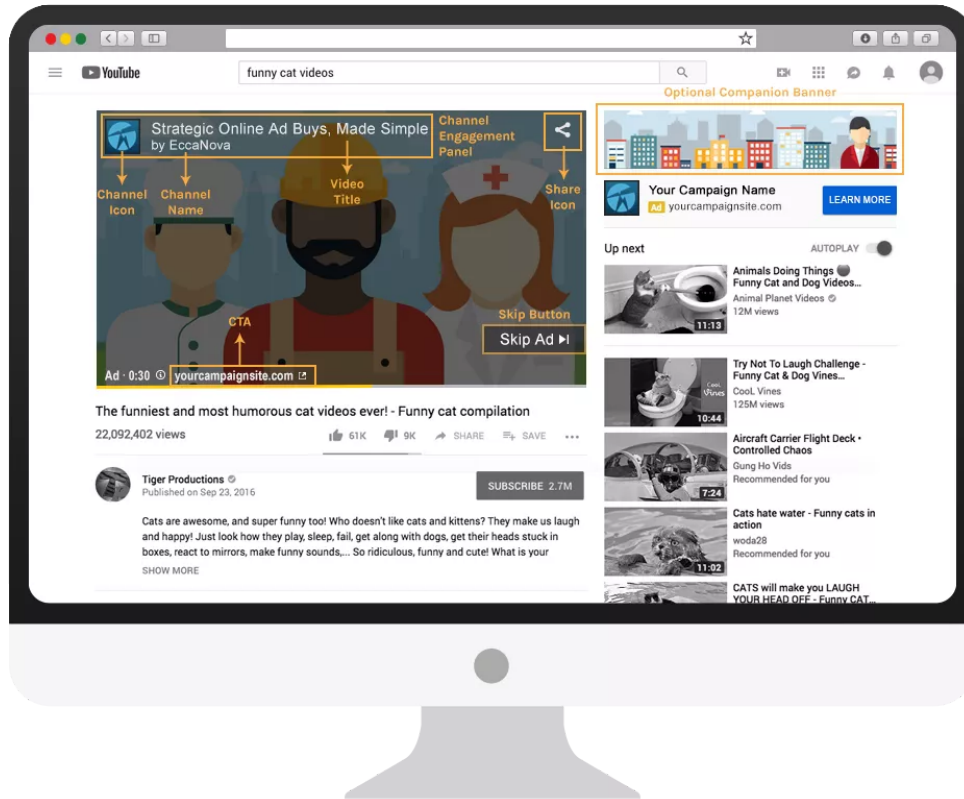
- **Skip Button (skippable ads only):** During the first 5 seconds of a skippable video ad, a skip count-down will appear. Once 5 seconds have passed, the count-down will be replaced by a Skip Button, as shown below.

- **Channel Engagement Panel (site-served only):** If the video creative is YouTube-hosted, it will automatically pull in information about the channel hosting the ad, such as channel name, channel icon, and name of the video to boost additional channel engagement. These will not appear if the video is not hosted on YouTube.

- **CTA:** Advertiser can also provide an external URL as a call-to-action (CTA) for the ad; this link will appear as "Visit Advertiser's Site" on all reservation video ads, and is not customizable. Clicking this link will lead the user to the provided URL.

- **Optional Companion Banner (site-served only):** Companion banners are optional image banner ads that appear on the top right corner of the watch page for the duration of the content video. When an in-stream video ad ends (or is skipped) the companion banner remains on the YouTube page and the user can click on it at any time. If you choose to include companion banners, be aware that that they'll display only in the context of a desktop watch page on YouTube. They do not appear on mobile devices, embedded players, connected TVs, or on game consoles.

- **300x250 Companion Banner (auto-generated):** In some cases, if a custom companion creative (300x60) is not supplied and the ad is a public YouTube-hosted video, a video wall companion will be automatically generated which includes information about the channel hosting the video ad. The automatically generated companion links to the channel, and will include the channel icon and name, link to advertiser's site, as well as thumbnails of up to 3 videos from the most recently updated playlist on that channel.

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B. ASSETS OVERVIEW AND CREATIVE SUBMISSION

ASSETS OVERVIEW - SITE SERVED

Asset Name	Required/Optional	File Type	Comments/Details
YouTube Video URL	Required	Must upload Video to YouTube and set as public or unlisted.	
Click-through URL	Required	Must provide a destination URL for video ads; a single line item can only direct to one final destination URL at a time. **Limit:** 1024 characters	All assigned creatives used within a line item must have the same final clickthrough URL destination (i.e. resolve to the same top-level domain).
Companion Banner	Optional	▶ 300x60 ▶ JPG, GIF, PNG (only image assets allowed, no 3rd party tags) ▶ 150KB (50KB max for non-skippable video) ▶ 30 seconds max animation time	Will inherit the same clickthrough URL as the video. No 3rd party tracking available

ASSETS OVERVIEW - THIRD-PARTY SERVED

Asset Name	Required/Optional	File Type	Comments/Details
YouTube Video URL	Required	VAST Tag - H.264 (MP4) video file type must be included for each video creative (other formats such as WebM can be included but may not be used) *Please note some devices only support Site Served assets	Must be a Linear (Pre-Fetch) Tag
Click-through URL	Required	Must provide a destination URL for video ads; a single line item can only direct to one final destination URL at a time. **Limit:** 1024 characters	All creatives used within a line item must have the same final clickthrough URL destination (i.e. resolve to the same top-level domain).

CREATIVE SUBMISSION

- Assets must be received by YouTube no later than TWO business days prior to campaign start date. All creatives undergo review to ensure they comply with Google Ads Policies, and late assets may result in late campaign start or under-delivery.
- Maximum of 2 creative revisions for site-served creatives are allowed per 6-week period for active campaigns.
- Maximum of 3 creatives per site-served placement.
  - Note: If using multiple creatives, your creatives will rotate as evenly as possible by default; because creative attributes can differ, and quality is used to determine how often a creative shows, there are some situations where the percentage of impressions for each ad may not be exactly even.
- Maximum of 5 XMLs per third-party served VAST tag.

C. TECHNICAL SPECIFICATIONS

SITE SERVED	
Video Requirements:	▸ Must be uploaded to YouTube (send Video URL, shortened URL not allowed) ▸ Must allow embedding ▸ Must be public or unlisted ▸ True streaming is not allowed
Minimum Video Length:	12 seconds (for skippable ads)
Maximum Video Length:	▸ Up to 6 minutes (skippable ads) ▸ *60 seconds (skippable ads on YouTube Kids) ▸ 15 seconds (non-skippable ads) ▸ 6 seconds (bumper ads) ▸ 20 seconds (non-skippable ads, EMEA, Mexico, India, Malaysia, and Singapore only)

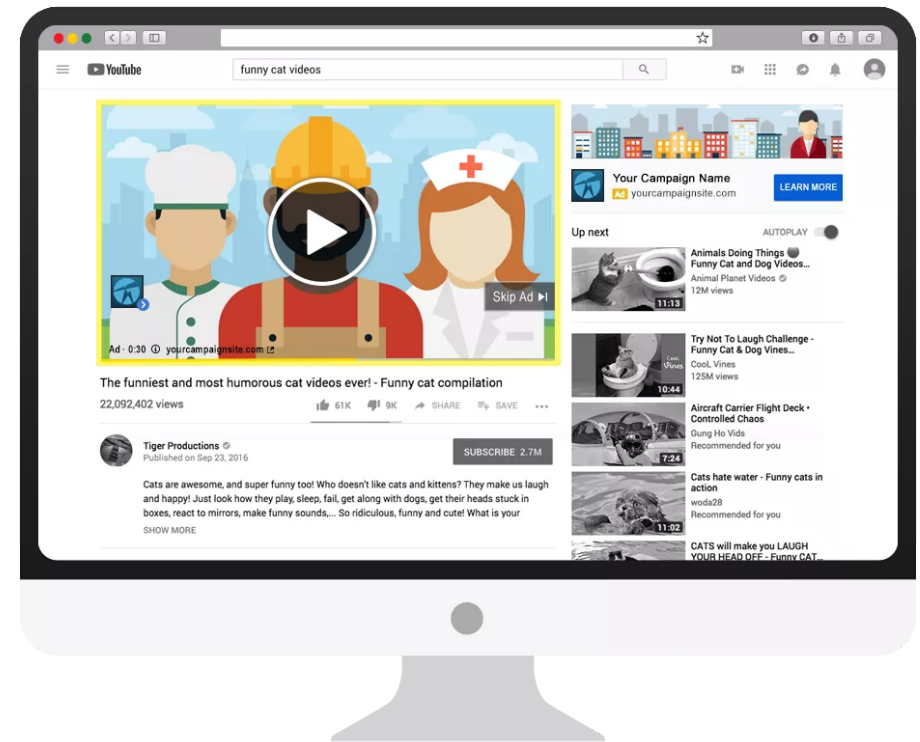| THIRD-PARTY SERVED	
Format:	H.264 (MP4) video file type must be included for each video creative (other formats such as WebM can be included but may not be used)
Aspect Ratio and Bitrate:	720p or below is required, the optional inclusion of 1080p is recommended - either 16:9 or 4:3 aspect ratios are acceptable. (Examples of each are 16:9 - 854x480; 1280x720; 1920x1080 and 4:3 - 480x360; 720x540; 960x720) *Must contain at least one media file under 1000kbps
Audio Format:	MP3 or AAC preferred
Frames per second:	Up to 30fps
Maximum file size:	10 MB
Maximum Video Length:	▸ Up to 6 minutes (skippable ads) ▸ 15 seconds (non-skippable ads) ▸ 6 seconds (bumper ads) ▸ 20 seconds (non-skippable ads, EMEA, Mexico, India, Malaysia, and Singapore only)
Requirements:	▸ Must comply with YouTube's XML summary for VAST ad server response ▸ Must be SSL-compliant ▸ Only VAST 3.0 tags are allowed for skippable video ads. VAST 2.0 will not be accepted. ▸ Must be served via a linear VAST tag (pre-fetch tag) by a YouTube-approved vendor. ▸ Must NOT have geo, browser or any other targeting on the third party end. ▸ Please ensure your ad server returns a valid crossdomain.xml file. If you choose to explicitly list domains, please ensure all ad serving domains are included. ▸ VAST-served video ads are not guaranteed to run on all mobile web browsers, game consoles or connected TV devices (most modern updated environments are supported) ▸ Only VAST 2.0 and 3.0 are currently supported ▸ VPAID is not allowed on YouTube

4. TRUEVIEW VIDEO IN-STREAM AD - SPECS

A. HOW THEY WORK

TrueView in-stream ads run on videos served on YouTube or on a collection of sites and apps in the Google Display Network (GDN). These ads may also run on YouTube videos that are embedded on other sites or apps. They can also appear on Android and iOS YouTube apps, m.youtube.com (on iPad and Android), and on connected TVs.

Viewers can choose to skip the video ad after 5 seconds. If they choose not to skip the video ad, the YouTube video view count will be incremented when the viewer watches 30 seconds of the video ad (or the duration if it's shorter than 30 seconds) or engages with your video, whichever comes first. Video interactions include clicks to visit your website, call-to-action overlays (CTAs), cards, and companion banners. If view counts on YouTube are a concern, it's a good idea to make videos at least 12 seconds long. YouTube analytics doesn't track views less than 10 seconds.

VPAID is not allowed on YouTube.

B. ASSETS OVERVIEW AND CREATIVE SUBMISSION

ASSETS OVERVIEW	Required/Optional	TrueView Auction
Where Ads Appear:	n/a	YouTube videos Video partner sites and apps on the Display Network
YouTube Video URL:	Required	The video must be uploaded to YouTube
Companion Banner:	Optional, YouTube or GDN	▶ 300x60 ▶ JPG, GIF, PNG (only image assets allowed, no 3rd party tags) ▶ 150KB ▶ 300x250 video wall will show on YouTube if no companion ad is provided.
Display URL:	Required	Required by Google Ads UI. The domain will show on the live video.
Final URL:	Required	The destination can be your website or YouTube video or channel.

CREATIVE SUBMISSION

Assets must be received no later than 2 business days prior to campaign start date to ensure launch isn't delayed.

Video thumbnails, channel art and channel icons must be finalized 2.5 days before the campaign launch date, otherwise an older version for the thumbnail may appear during the live campaign.

C. TECHNICAL SPECIFICATIONS

LENGTH OF VIDEOS & VIDEO QUALITY

There is no limit on skippable in-stream ads, but we recommend using videos that are less than 3 minutes long.

The following is not allowed:

- Non-skippable in-stream ads that are longer than 15 seconds.
- Videos with illegible text, poor sound quality, or blurry, unclear, or unrecognizable visuals

UNAVAILABLE VIDEO

All videos must be publicly available and hosted on your business/organization's YouTube page.

UNCLEAR CONTENT

All information and media in ads and extensions should be easily understandable and clearly identify the product, service, or entity you are advertising. Videos must include a name or logo that clearly represents the advertiser, product, or service in the video.

The following is not allowed:

- Ads or destinations that do not name the product, service, or entity they are promoting

    Examples: Not including a product or company name or display URL in the ad; animated ads that do not clearly display identifying information such as a product or company name, logo, or display URL on the final static frame (after the animation has ceased); ads or destinations for businesses with an unclear business model; app ads not showing the app name throughout the ad interaction.

ADS RELATED TO SOCIAL ISSUES, ELECTIONS OR POLITICS:

All election ads in the EU and the United States must show a disclosure that identifies who paid for the ad. All videos must include a "Paid for by" disclosure directly in the ad, followed by the name of the organization or individual paying for the ad. The disclosure must be visible at all times in the ad.

YOUTUBE VIDEO SETTINGS	
Video Requirements:	▶ Must be uploaded to YouTube (send video URL) ▶ Must allow embedding ▶ Must be public or unlisted ▶ True streaming is not allowed.
Minimum Video Length:	12 seconds recommended (in order for public viewcounts to be incremented)
Maximum Video Length:	Less than 3 minutes recommended
File Format:	AVI, ASF, Quicktime, Windows Media, MP4 or MPEG
Resolution:	640 x 360px (16:9) or 480 x 360px (4:3) recommended
Frame Rate:	30 FPS
Maximum File Size:	1 GB

* If you would like your video to be non-browsable or non-searchable to the public, separate from the ad, you can unlist your video

5. TRUEVIEW VIDEO DISCOVERY AD - SPECS

A. HOW THEY WORK

TrueView video discovery ads can run on the YouTube search results and watch pages for both desktop and m.youtube.com, as well as the mobile app homepage. The ad unit consists of an image thumbnail and up to three lines of text. Clicking the ad will deliver a user to the YouTube watch or channel page to view the video rather than playing the video within the ad unit itself.

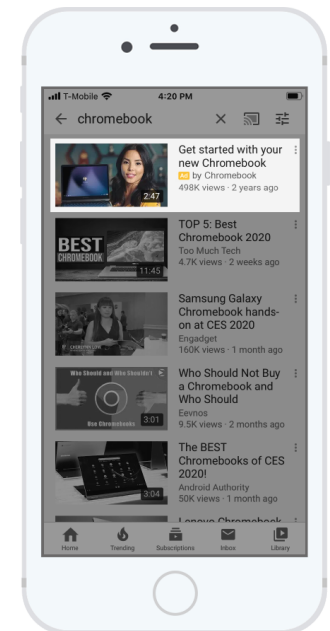TrueView video discovery ads appear differently, depending on where they run:

YOUTUBE SEARCH RESULTS
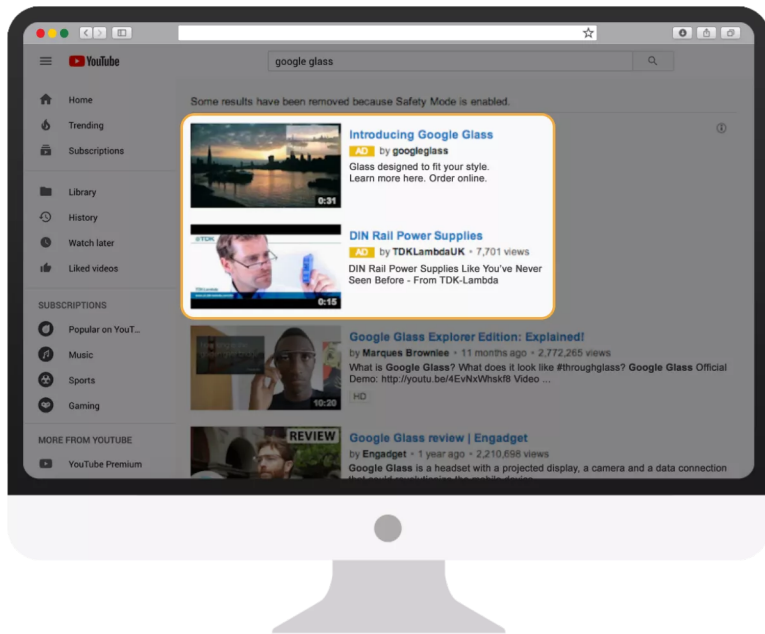
YOUTUBE VIDEO WATCH PAGE
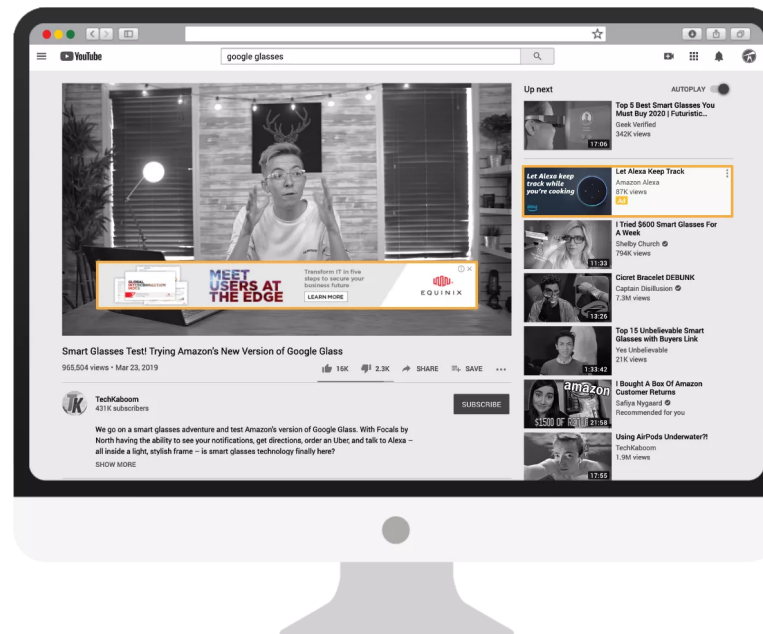
YOUTUBE MOBILE WEB SEARCH AND WATCH PAGES

B. ASSETS OVERVIEW AND CREATIVE SUBMISSION

ASSETS OVERVIEW	
Asset Name	**TrueView Auction**
Video URL	The video must be uploaded to YouTube
Image	Choose from 4 auto-generated thumbnails
Headline Text	25 characters max (any more than 25 will be truncated on some devices)
Description	Two lines 35 characters max each Description is not shown in Suggestions

CREATIVE SUBMISSION
Assets must be received no later than 2 business days prior to campaign start date to ensure launch isn't delayed. Video thumbnails, channel art and channel icons must be finalized 2.5 days before the campaign launch date, otherwise an older version for the thumbnail may appear during the live campaign.

C. TECHNICAL REQUIREMENTS

VIDEO AD SETTINGS	

File Format:	AVI, ASF, Quicktime, Windows Media, MP4, or MPEG
	  Preferred video codec: H.264, MPEG-2, or MPEG-4
	  Preferred audio codec: MP3 or AAC

Resolution:	640x360 (16:9) or 480x360 (4:3) recommended
Frame Rate:	30 FPS
Aspect Ratio:	Native aspect ratio without letter-boxing (examples: 4:3, 16:9)
Maximum File Size:	1 GB