



Technical Specifications Prime Video

Technical Specifications

This document covers the specifications for Amazon DSP-Video-Ads. These Streaming-TV-Ads are available for USA, CA, UK, DE, AT, FR, IT, ES, MX.

File

File format	.mp4
Size	max. 500 MB
Duration	<ul style="list-style-type: none"> • USA/CA: 15, 30, 45 or 60 seconds • UK/DE/AT/FR/IT/ES/MX: 15, 20, 30, 40 or 60 seconds

Video

Ratio	16:9
Resolution (min.)	1920 x 1080 px
Bit Rate	<ul style="list-style-type: none"> • preferred: 50 Mbit/s • accepted: 15 Mbit/s
Frame rate	<ul style="list-style-type: none"> • 23,976 fps (preferred) • 24, 25 or 29,97 fps
Image frequency	constant
Supported codecs	H.264, MPEG-2 or MPEG-4

Audio

Audio bit rate	min. 192 Kbit/s
Sampling rate	44,1 kHz or 48 kHz
Supported codecs	PCM or AAC
Channels	minimum: 2-Channel

Additional Requirements

- No call-to-action elements (CTA), such as buttons or text that appear clickable (e.g. "Click now" / "Buy here")
- Letter and pillar boxing is strongly discouraged
- Third-party impression tracking is accepted for certain vendors; for more information, please Contact your Amazon Ads representative for more information
- For additional lengths, please contact your Amazon Ads representative



Recommended safe area

Content outside the dotted lines may be cut off on some devices depending on the format. Important information, text and images should therefore be placed within this area.

