

## Technical Specifications Twitch

### Overview

This document covers the specifications for CTV Ads on Twitch. 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** 15, 20 (in DE & UK only) oder or seconds

## Video

Ratio 16:9

Resolution (min.)

Bit rate

1920 x 1080 px

• preffered: 8 Mbit/s

• accepted: 4 Mbit/s

Frame rate • 23,976 fps (preffered)

· 24, 25 or 29,97 fps

Image frequency constant

Supported codecs H.264 or MPEG-2

### **Audio**

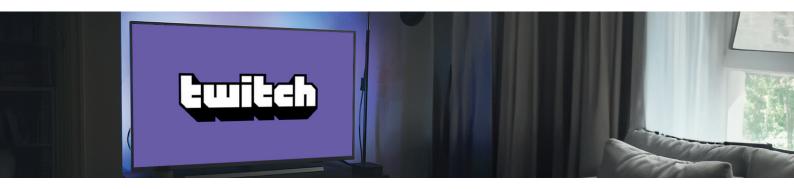
Audio bit ratemin. 192 Kbit/sSampling rate44,1 kHz or 48 kHz

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.

