



## 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.)	1920 x 1080 px
Bit rate	<ul style="list-style-type: none"> <li>• preferred: 8 Mbit/s</li> <li>• accepted: 4 Mbit/s</li> </ul>
Frame rate	<ul style="list-style-type: none"> <li>• 23,976 fps (preferred)</li> <li>• 24, 25 or 29,97 fps</li> </ul>
Image frequency	constant
Supported codecs	H.264 or MPEG-2

### 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.

