azerion

# Technical Specifications Digital Audio

# Digital Audio Specs

| Audio Spot | |
|---|---|
| File type | MP3, WAV |
| Placements | Pre-Roll ; Mid-Roll ; Post-Roll |
| Min audio duration | 5s |
| Max audio duration | 60s |
| Max size | No limitation |
| Bitrate | CBR 256kbps or 320kbps recommended. |
| Audio levels | -24 LKFS (+/- 2.0 dB) in the NA as per ATSC A/85 - https://www.atsc.org<br>-23 LUFS (+/- 1.0 dB) in the EU as per EBU R128 - https://tech.ebu.ch/ |
| Sample rate | 44.1 kHz recommended |
| Third party tracking | Allowed, only secure impression image 1×1 trackers |
| Ad serving template | We only accept VAST3.0 when directly used in our adserver. Please never use VAST/VPAID behind the DSP setup, due to specific audio pre-fetching technologies in audio players and apps, huge discrepancies in the 3rd party ad server should happen. |

# Digital Audio Specs

| Companion banner | (on-demand, when available) |
|---|---|
| File type | JPG, PNG, GIF |
| Fixed size | 300x250px - 728 x 90px – 640x640px - 320 x 50px |
| Max weight | 200KB |
| Animation | Static or animated |
| Third party tracking | Allowed. Only secure impression image 1×1 trackers (facultative) and only secure click trackers. If this granulated impression tracking is wished, you must provide dedicated companion banner impression image 1×1 trackers. |
| Availability | Synchro companion banner only available on limited portion of the inventory. It will be displayed when available. |

# Spotify Audio Specs

| Audio | |
|---|---|
| File type | MP3, 3MPEG |
| Placements | Pre-Roll ; Mid-Roll |
| Min audio duration | 5s |
| Max audio duration | 30s |
| Max size | 50 MB maximum |
| Bitrate | 192 kbps minimum, 320 kbps maximum |
| Audio levels | -16 LUFS (+/- 1.5 LUFS)<br>Channels: Stereo |
| Sample rate | 44.1 kHz recommended |
| Third party tags | VAST 2.0-4.3 supported<br>All elements within VAST must make secure calls via https<br>Javascript, OMID, and VPAID are not supported |

# Spotify Video Specs

| Video | |
|---|---|
| File type | MP4, WebM, MOV<br>Bitrate: mind. 160 kbit/s |
| Placements | Pre-Roll ; Mid-Roll |
| Format | 9:16, 16:9, 1:1<br>HD 720x1280, HD 1280x720, HD 1080x1080 |
| Max video duration | 30s |
| Max size | 500 MB maximum |
| Bitrate | 160 kbps minimum |
| Third party tags | VAST 2.0-4.3 supported<br>Embed VAST only once to avoid timeouts<br>Javascript, OMID, VPAID, iMA SDK or DMP-Pixel are not supported |

# Spotify Video Specs

**Additional Requirements:**

- No black bars (no letterbox, pillarbox or windowbox)
- No interlaced videos
- Frame rate must be NTSC or PAL compatible
- Video must be submitted without technical intros (no clapperboard, countdown, etc.)
- All files must containt audio.

**Click-Through-URL**

- URLs should be secure (HTTPS).

# Spotify Display Specs

| In-Feed-Display | |
|---|---|
| File type | JPEG, PNG |
| Format | 300x250 or larger<br>1:1; 1,2:1; 1,91:1 |
| Max size | 75 MB maximum |
| Click-Through-URL | Must be specified, but must not lead to a page where audio content is played automatically. |
| Third party tags | Third-party hosted standard 1x1 tracking pixels are accepted.<br>Javascript, DMP pixels are not allowed |