Tech Specs and FAQs for CTV

The following Asset specs and recommendations are for Video/CTV product. Product Technical Specifications can be found **here**

1 **Brand Logo**

File type: jpg or png
Recommended image aspect ratio: square (1:1)
Min: Width 400px x Height 400px
Max: Width 1000px x Height 1000px

2 **Brand name:** 30 characters

3 **QR Caption:** Recommended length of less than 400 characters

4 **Destination Url/QR Landing page** or **QR Code with Destination URL embedded**

5 **Caption:** Recommended length of less than 40 characters

6 **Media:** Video

Video File type: mp4 or .mov
Recommended video ratio: 9:16
Min: Width 720px
Recommended height: 1080px
It is pertinent that the video file has the highest quality available
Recommended duration: 6s/15s/30s.

Note: Assets imported from Social Networks using 1-click will always be compatible

N Nova

Tech Specs and FAQs for OLV

The following Asset specs and recommendations are for Video/OLV product.

(1) **Brand Logo**
File type: jpg or png
Recommended image aspect ratio: square (1:1)
Min: Width 400px x Height 400px
Max: Width 1000px x Height 1000px

(2) **Brand name:** 30 characters

(3) **CTA Text:** must not exceed 255 characters

(4) **Destination Url/CTA Button Landing page**

(5) **Caption:** Recommended length of less than 40 characters

(6) **Media:** Video

Video File type: mp4 or .mov
Recommended video ratio: 9:16
Min: Width 720px
Recommended height: 1080px
It is pertinent that the video file has the highest quality available
Recommended duration: 6s/15s/30s.

Note: Assets imported from Social Networks using 1-click will always be compatible

N Nova