



Connected TV Ads 2024

**Social Platforms' Strategies to
Engage Big Screen Viewers**



Scan to book a strategy session with us



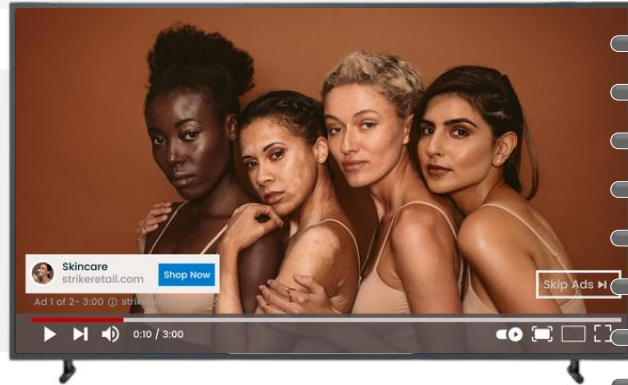
Connected TV

Social Platforms' Strategies to Engage Big Screen Viewers

\$22.7 B

With a total spend of \$22.7 billion, CTV's market size is expected to be 35% larger than OLV in 2024.

Source: StreamTV Insider

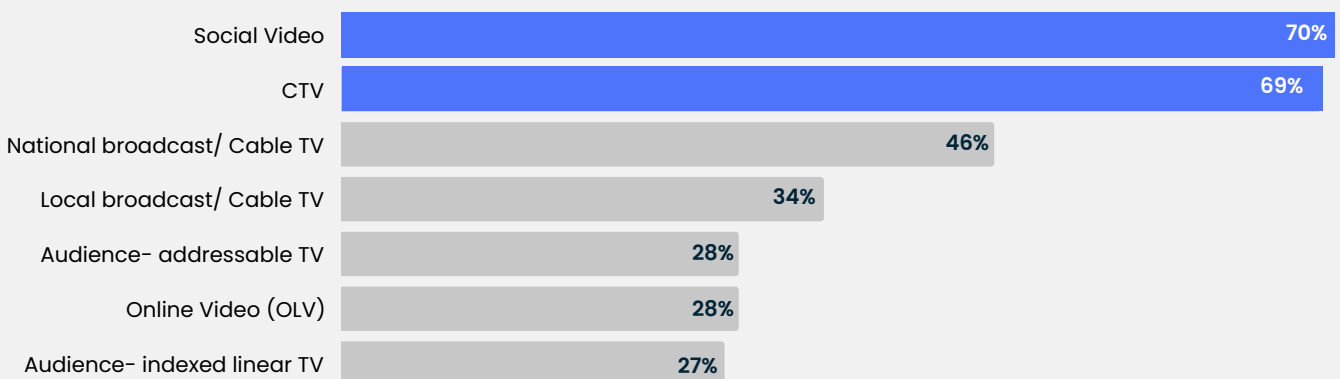


Why Should Advertisers Care

Forecasters are constantly raising their estimates for CTV ad spend due to its rapid growth. CTV surpassed \$20 billion in 2023 and is projected to grow 12% this year, outpacing the overall media market by a significant margin.

% That Consider a "Must Buy" For Media Plan

*Base \$50M+ In Annual US Media Spend



Source: IAB 2024 Video Ad Spend 2024

CTV and Social Video remain the top choice for advertisers seeking both scale and performance through audience-addressable targeting.

Expand your reach to CTV Viewers. Ask us how



CTV Guidelines

Understanding The Basics



How to Buy CTV Ads

Consider your business goals, resources, and desired outcomes when selecting a CTV ad buying method.

✓ Programmatic Buying

Requires an agreement with a DSP like DV360

✓ Working with Platforms

Involves direct deals with platforms like Roku

✓ Working with Publishers

Involves direct negotiation with publishers for ad space.

Benefits of Programmatic CTV for Advertisers

Media buyers can use programmatic buying for flexible CTV ad campaigns. It offers rapid testing and requires a DSP. However, there may be limitations on ad formats and placements.

✓ Targeted and efficient

Reach the right audience while optimizing ad spend.

✓ Measurable and optimizable

Gain real-time insights and optimize ad performance.

✓ Content-agnostic

Execute campaigns across multiple platforms.

Guide: Ad Specs and Campaign Set-up

✓ YouTube CTV

✓ Google TV

✓ LinkedIn CTV

Scan to book a strategy session with us



YouTube TV

CTV Ad Specs

Getting the technical components right is crucial to ensuring a seamless viewing experience. Following the ad specs is your best bet for delivering a polished ad without any hiccups.

✓ Length

15 seconds or 30 seconds
(must be exact)

✓ File Format

MP4 only

✓ File Quality

1080p (1920x1080)
16:9 Ratio

✓ File Size

15-50 mb, preferably
compressed at 1.15 mbps

Max file size 250 mb

✓ Video Bitrate

Between 18,000 kbps to
30,000 kbps

✓ Ad Tags

- VAST 2.0 (recommend)
- VAST 3.0 & VAST 4.0 are supported, but scale is more limited

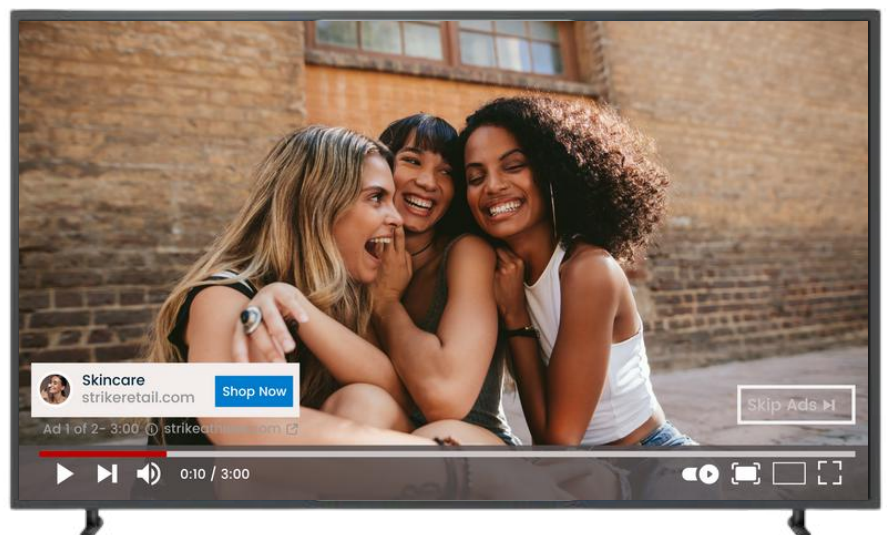
**VPAID, MRAID, and tag wrapping are not supported on most CTV devices*

✓ Frame rate

23.98 or 29.97

**25 fps for PAL countries*

***Duplicate frames are not allowed*





Google TV

Ad Formats and Ad Specs



Non-skippable in-stream ads

These ads play before, during, or after other video content and cannot be skipped by viewers.



Google TV Masthead

When the TV is switched on, the Masthead ad appears first in a featured carousel of content, followed by organic recommendations.

✓ Ad Specs

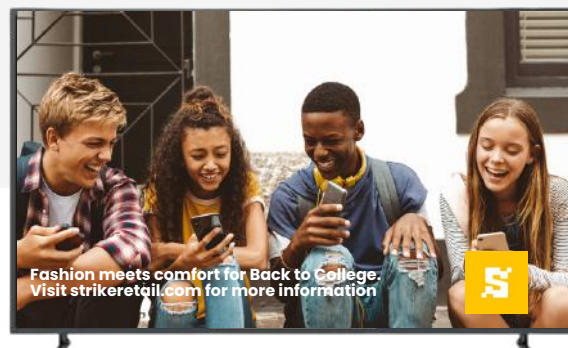
	Recommended	Accepted	Callouts
Resolution	1080p (Full HD)	720p (Standard HD)	For optimal quality, we don't recommend using SD.
Aspect ratio	<ul style="list-style-type: none"> • 16:9 for horizontal • 9:16 for vertical • 1:1 for square 	<ul style="list-style-type: none"> • 4:3 (SD) for horizontal • 2:3 (SD) for vertical 	For optimal quality, we don't recommend using SD.
Format	MPG (MPEG-2 or MPEG-4)	WMV, .AVI, .MOV and .FLV .MPEG-1, .MP4, .MPEGPS, 3GPP, WebM, DNxHR, ProRes, CineForm and HEVC (h265)	Audio files like MP3, WAV, or PCM files on YouTube aren't accepted.
File size	≤256 GB		
Length	:15 (:20 in certain markets)	≤:15 (≤:20 in certain markets)	If ad is ≤:06, it will run as a Bumper
Headline	≤15 characters		If you have a CTA, ≤10 characters

✓ Learn how to set-up Google TV [here](#)



LinkedIn CTV

Ad Format and Ad Specs



What are LinkedIn CTV Ads?

Media buyers can use LinkedIn CTV ads to reach B2B audiences on large-screen streaming platforms. These 6-60 second video ads appear during long-form content, such as movies and shows, on platforms like Disney+, Hulu, Roku, and more.

They are non-skippable, similar to traditional TV commercials, and are now accessible to all LinkedIn ad accounts.

Ad Specs

Specifications	Values
Dimensions	General: 1920 x 1080 pixels, 1280 x 720 pixels Recommended: : 1920 x 1080 pixels
Aspect Ratio	16:9
Bit rate	General: 12 Mbps or higher Recommended: 15 - 40 Mbps
Audio	2- channel, -23 integrated LUFS PCM (16 or 24 bit only, preferred) or AAC codec 192 Kbps minimum 48 kHz sample rate
Format	MP4
Video duration	Min/Max: 6 seconds - 60 seconds Recommended: 6, 15, 30, 45, or 60 seconds
Max file size	500 MB
Frame rate (must be constant)	General: 23.98, 24, 25, or 29.97, 30 fps based on native rate Recommended: 29.97 fps based on native rate

Scan to book a strategy session with us



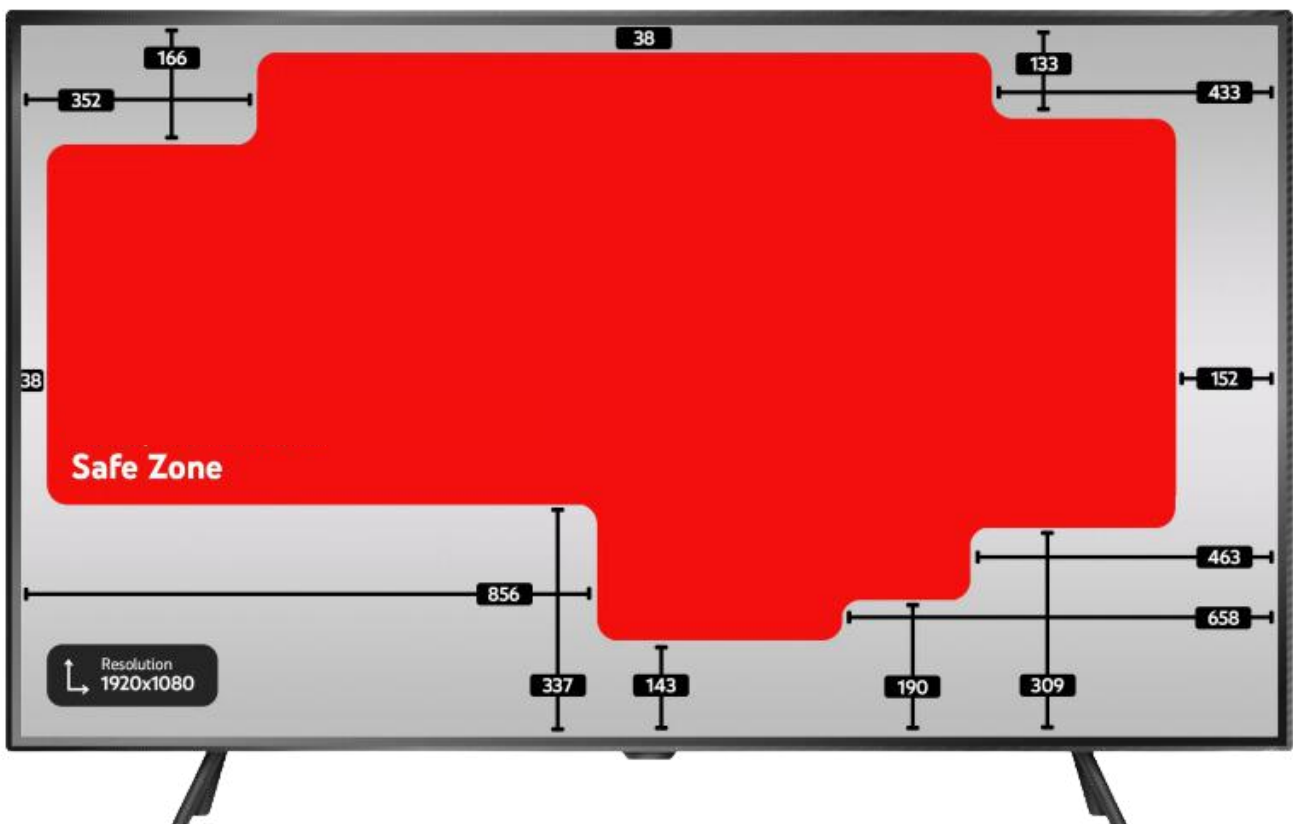
Connected TV

Safe Zone



Universal Safe Zone for Horizontal Video Ads

Different ads or posts can look different depending on where they show up. To make sure important parts of your ad (like your logo and product info) are always visible, keep them inside the red area on the image. This will stop parts of your ad from getting covered up.



Horizontal example on TV

Use same horizontal safe area for mobile, desktop, and tablet



Download your PNG overlay [here](#)

Strike Social LinkedIn

Join our LinkedIn community
for exclusive advertising and
data science content.

Follow us

