

## Ad Creative Source Specification

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#### File

**Duration****Spain Market** : 10, 20, 30, or 60 seconds**All other Markets** : 10, 15, 20, 30 or 60 seconds**Track Conformance**

File should contain only 1 video and 1 audio track

**Duration Conformance**

Video and audio track durations should match with tolerance of 500 ms

**Format**

MP4, MOV

**Mime Types**

video/mp4 for MP4

video/quicktime for MOV

#### Video

**Codec**

Preferred: Apple ProRes

Accepted: H.264

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<b>Closed GoP only</b>	Applicable to H.264 in MP4
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<b>Chroma Subsampling</b>	Prores: 4:2:2 H.264: 4:2:0
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<b>Color Primaries</b>	BT.709
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<b>Transfer Function</b>	BT.709
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<b>Bit-depth</b>	H.264 in MP4: 8 Prores in MOV: 8, 10, 12, 16
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<b>Frame Rate</b>	23.976, 24, 25, 29.97, 30
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<b>Frame Rate Mode</b>	Constant
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<b>Profile (for MOV)</b>	Apple ProRes 422 (HQ), Apple ProRes 422, Apple ProRes 422 (LT)
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<b>Profile (for H.264)</b>	Baseline, Main, High
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<b>Display Aspect Ratio</b>	16:9
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<b>Resolution</b>	<ul style="list-style-type: none"><li>● 1920x1080 HD</li><li>● 1280x720 HD</li></ul>
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**Scan Type** Progressive

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**Picture Quality** Ad creative should have sufficient bitrate such that encoding artifacts are not visible. Ad may run on large screens, alongside premium content, so it is important to have comparable quality between the two.

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**Bitrate (for H.264)** Greater than (8Mbps for 720p & 12Mbps for 1080p)

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**Bitrate (for MOV)** Greater than (42Mbps for 720p & 80Mbps for 1080p)

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**No letter/pillar boxing** Ad creative should not have letter/pillar boxing

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**Safe Zone Recommendation\*** It is recommended to place text and logos inside an inner rectangle with 38 pixels (3.5%) on each side and 67 pixels (3.5%) on the top and bottom from the edges of a 1920x1080 resolution.

\* Many TV devices have a setting called "Overscan" which can cause the screen to zoom in slightly, cropping off part of the content. Because this is a device-level setting, the Netflix app has no awareness or control of the setting. Therefore, it's suggested to keep any important UI within the safe zone described here.

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## Audio

**Codec** Preferred: PCM  
Accepted: AAC-LC

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**Channels** 2 channel stereo

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**Audio Bitrate** 192kbps minimum (applicable for AAC-LC)

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**Audio Sample Bit Depth** 16 or 24 bit (applicable for PCM)

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**Audio Sample Rate** 48kHz

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**CALM Compliance**

- Average program loudness of -24LKFS  $\pm$ 2
- Sample peaks do not exceed -2dB

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Netflix reserves the right to apply audio (such as fading) and video adjustments to provide a consistent member experience. Netflix also reserves the right to include product features such as those noting content is an ad or the number of ads in an ad break. This will not alter the intent of the ad creative.

Ad creative may not contain pixels or cookies or otherwise collect or attempt to collect data from Netflix or its members.