Overview

This specification covers linear video ad formats for **third-party served** (ad is delivered via IAB’s Video Ad Serving Template (VAST)) **Bannerstream video advertisements**. Please refer to the section and columns headers when reading this document as some elements of the specification vary depending on which party is serving the ad.

Ad Specifications

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Third-Party Ad Served Video (VAST)

Bannerstream Video ad creative must be delivered by certified third-party ad servers. All third-party ad servers must be certified with Microsoft for each IAB standard and version. Work with your representative to verify certification or request certification for new vendors.
### IAB VAST Templates

**Versions Supported**  
VAST 4.0

**VAST Payloads Supported**  
Inline Ad  
Wrapper Ad (3 chained wrappers max<sup>1</sup>)

### 3<sup>rd</sup> Party Served – Video Media Files

**Video Format/Codec**  
MP4/H.264

**Required Rendition Frame Sizes & Bit Rates**  
- **HD**: 1280x720 @ 3000 kbps  
- **SD**: 640x360 @ 750 kbps  
- **Mobile HD**: 1024x576 @ 1500 kbps  
- **Mobile SD**: 320x180 @ 450 kbps

**Ratio**  
16:9 required

**Duration**  
30 seconds maximum

**Frame rate**  
29.97 fps

**Field Order**  
None, progressive scan only

**Audio Format/Codec<sup>1</sup>**  
MP3, MP4, AAC supported

**Audio Bit rate**  
196 kbps recommended

**Sample Rate**  
44.1 kHz recommended

**Bus mode**  
Stereo

### 3<sup>rd</sup> Party Served – VPAID Media File

**Versions & Formats**  
Version 2.0: JavaScript

**Detailed Spec**  
For more details, refer to the VPAID Creative spec
Other Specifications

Click-thru URL Length\(^3\) 450 characters, max

Examples

MSN Bannerstream Video

Policies and guidelines

Creative Acceptance Policy

All creative must meet the requirements of the MSA [Creative Acceptance Policy](#)

Privacy Policy

Video advertisements played on all Microsoft properties and partner properties will comply with the [Microsoft Advertising Privacy Policy](#)

IAB Specifications

Digital Video Ad Serving Template (VAST): [http://www.iab.net/vast](http://www.iab.net/vast)
Video Player Ad Interface Definition (VPAID): [https://www.iab.net/vpaid](https://www.iab.net/vpaid)