

Creative Specification | Bannerstream Video

Last Updated – March 9, 2017

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

Skippability	After 5 seconds
Playback method	Auto-play, sound-off, audio on mouse-over
Non-viewable behavior	Pause
Video visibility threshold	50%
Aspect ratio	16:9
Video size	300x250
Controls	Show mute and volume controls, allow full screen
Frameworks	VPAID 2.0
Player technology	HTML5

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 2.0

VAST Payloads Supported Inline Ad
Wrapper Ad (3 chained wrappers max¹)

3rd 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/Codec¹ MP3, MP4, AAC supported

Audio Bit rate 196 kbps recommended

Sample Rate 44.1 kHz recommended

Bus mode Stereo

3rd Party Served – VPAID Media File

Versions & Formats Version 2.0: JavaScript

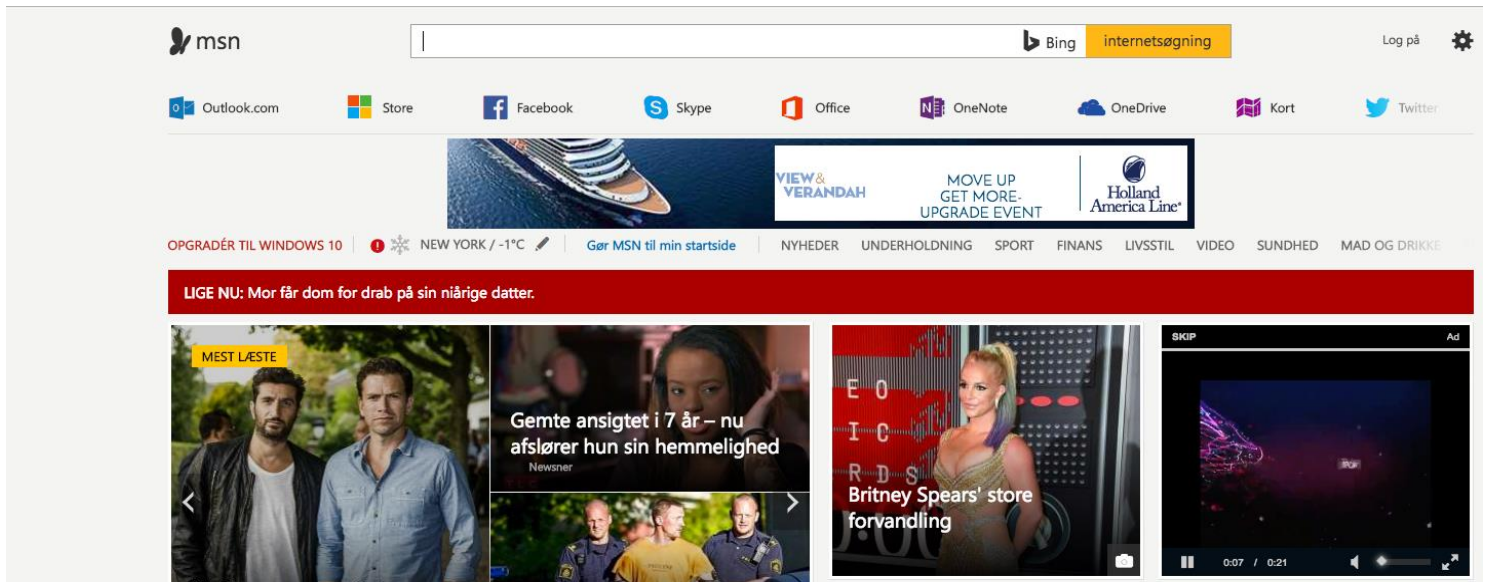
Detailed Spec For more details, refer to the VPAID Creative spec

Other Specifications

Click-thru URL Length³ 450 characters, max

Examples

MSN Bannerstream Video



The screenshot shows the MSN homepage with a bannerstream video advertisement. The banner features a cruise ship and text: "VIEW & VERANDAH", "MOVE UP GET MORE. UPGRADE EVENT", and "Holland America Line". Below the banner, there is a red news ticker with the text "LIGE NU: Mor får dom for drab på sin nårige datter." and a grid of news thumbnails. One thumbnail shows two men, another shows a woman with the text "Gemte ansigtet i 7 år – nu afslører hun sin hemmelighed", and another shows Britney Spears with the text "Britney Spears' store forvandling". A video player is visible on the right side of the grid, showing a video with a "SKIP" button and a progress bar.

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>

Video Player Ad Interface Definition (VPAID): <https://www.iab.net/vpaid>