

Mobile Video Banner



Platforms

Mobile Phone: iOS 8+, Android 5+

Deliverables

Materials	File Format	Dimensions (WxH) pixels	Max File Size
Video	.mp4	1280 x 720 (16:9)	10 MB
Cover image	.jpeg / .png	640 x 360	75 KB

Specifications

Video Area	640x360
Audio	Not Allowed
3rd party Ad serving	Not Allowed
Submission Deadline	All ads must be submitted at least 10 working days prior to campaign launch.
Click-through URL	Allowed
User Experience	Auto-play video and muted by default
Duration	30-sec
Orientation	Landscape
Other Notes	No additional progressive downloads allowed

Policies and Remarks

Ad Policies	All creative is subject to approval by MYTV SUPER LIMITED
3rd Party	MYTV SUPER LIMITED permits third-party impression tracking.
Impression Tag	Please provide it when the creative submit.