



English

# Video asset specifications

Video ads use in-game video through an embedded webview to market an app. While an ad only requires one video, uploading a video for each type of screen orientation (landscape and portrait) yields better optimization. When a creative contains both, Unity's valuation algorithm selects the best orientation to display. Note that with Unity, all video ads must also include an [end card](#).

## Specifications

Video creatives must adhere to the following specifications:

- 60 seconds or less.
- H.264-encoded MP4 format.
- 16:9 pixel ratio for landscape videos, or 9:16 pixel ratio for portrait videos.
- Recommended file size is 10 MB. Maximum file size is 100 MB. Videos are re-encoded to be suitable for various bitrates. The final video shown will be optimized for the user's available network speed and cache settings.
- **Apple only:** Due to Apple requirements, only depict the Apple app store logo. Refer to [Apple's marketing guidelines](#) for more information.



**Note:** The current version of long video ads (30 to 60 seconds) is a beta release. The features and documentation might change between now and the next release.

## Templates

Refer to the following examples of the correct video asset pixel ratios.

## Portrait videos

Use a 9:16 pixel ratio for portrait videos like the following example:

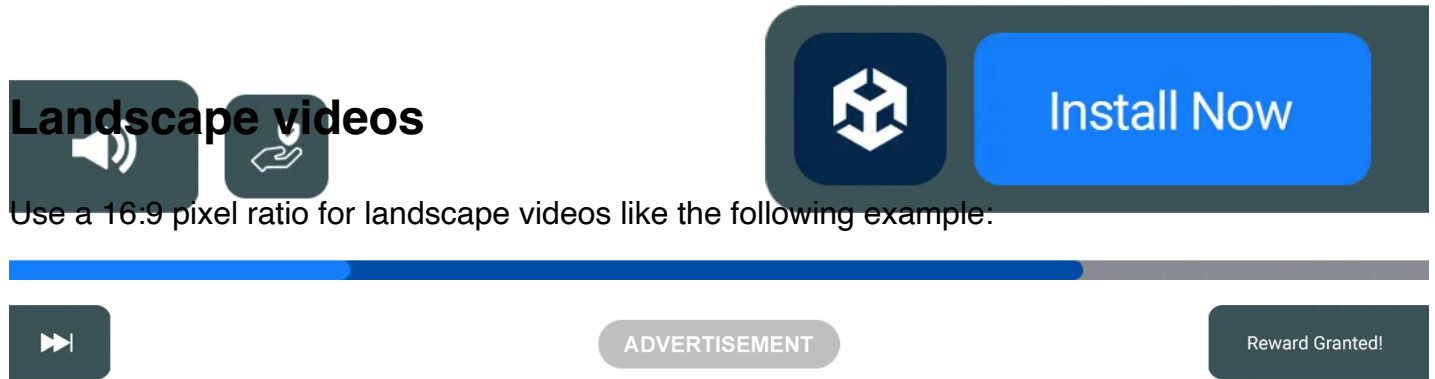


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## Landscape videos

Use a 16:9 pixel ratio for landscape videos like the following example.



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## Documentation

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