Unity Documentation

Creative packs setup ▍ Creative pack moderation ▍ Creative moderation checks

English

Creative moderation checks

Along with respecting the technical specifications of creative assets, moderation checks verify device and social compatibility of your ad content. It's important that your creative assets respect both their technical specifications and the following moderation checks:

- Content is viewable and not pixelated.
- Content plays at a high performance throughout the entire ad (not slow or stuttering).
- Content automatically scales to device screen size.
- Content does not break with orientation change.
- Install button leads to iOS or Android Stores.
- Playable content is not too difficult for the audience to play.
- Content plays at a reasonable length before the final end screen and call to action.
- Code is correctly minified, not expanded.
- Sound is responsive. If a user locks the screen, the sound stops; if the screen is unlocked, the sound restarts.
- Content respects physical mute buttons on device: on iOS, if the mute switch is enabled, the sound turns off. Flipping this switch activates or deactivates sound.
- Content functions on iOS version 8 or greater and Android version 4.4 or greater.
- Content is compatible with both iOS and Android devices and orientation changes.
- Content does not require improper external requests, such as extensive data usage.
- Initial file size under 6 MB.
- Content does not contain polyfill issues for older Android versions.
- Content does not include console log errors.
- Content uses mobile OS video player rather than playing inside the ad unit.
- The download button is accessible and not obstructed.

- Content does not include any nudity, pornography, hate speech, weapons, real life violence, illegal drugs, pirated content or other prohibited content.

⚠️ **Important**: Unity restricts the delivery of creatives that contain frightening, violent, or otherwise mature themes or content.

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