Embedded Video (Video On Demand) on BBC.com	
Availability	BBC News, BBC Sport BBC Future, BBC Travel, BBC Autos, BBC Culture, BBC Earth, BBC Capital All Wold Service sites excluding Chinese, Nepali, Kyrgyz and Ukrainian
Encoding Specification	'**Page 2**'
Third party skippable ads	For third party campaigns, Skip duration must be defined within the VAST creative as follows: \<Creative> \<Linear skipoffset="00:00:15">...\</Linear> \</Creative> <u>Additional information</u>: • Only VAST 3.0 is accepted for third party campaigns where skip is required • Maximum duration for skippable adverts is 90 seconds • Please refer to '**Page 2**' for device compatibility with both third and first party campaigns

	Desktop Web	Mobile Web	Mobile Apps
Video format	MPEG-4 (H.264)		
AVC	Baseline: Level 3.0		
Duration	▪ **Skip**: 90 seconds maximum; skippable after 15 seconds; 30 seconds minimum ▪ **Non skip**: 15 seconds max; 5 seconds minimum		
Aspect ratio	16:9		
Resolution	640 x 360		
Video bitrate	512 kbps		
Frame rate	25 FPS (PAL)		
Audio format	HE-AAC		
Channels	2		
Audio sample size	16 bit (48 kHz)		
Audio bitrate	96 kbps		
Audio level range	-3 dBfs to -1 dBfs		
VAST 3.0 accepted	✓ *For standard linear ads and skippable linear ads only	✓ *For standard linear ads and skippable linear ads only	✓ *For standard linear ads and skippable linear ads only
VAST 2.0 accepted	✓	✓	✓
VPAID 1.0 accepted	✓	✗	✗
Clickable	✓	✓ *Excludes iPhone/Android 2.1 or lower	✓
Skippable	✓	✓ *Excludes iPhone/Android 2.1 or lower	✓
Protocol	HTTP Progressive		
Hosting and delivery	All third party hosted creatives must be served via a high performance CDN suitable for target region		

	Auto	Initiated
Video format	MPEG-4 (H.264) preferred	
AVC	Baseline: Level 3.0 (where applicable)	
Frame rate	24 FPS (min)	
Length	15 seconds (max)	Unlimited
Muted	✓ *Volume may be set to zero (0)	✗ *No audio until initiated
File size (max initial load)	200 kb	200 kb
File size (host initiated)	1.1mb (max)	Unlimited
Target devices	All	All
Hosting and delivery	All third party hosted creatives must be served via a high performance CDN suitable for target region	
Protocol	Streaming preferred (e.g. HLS, MPEG-DASH etc.)	
Controls		
Play	✓	✓
Pause	✓	✓
Mute	✓	✓
Audio controls	Optional but preferred	
Replay	Optional but preferred	
More information	http://www.iab.com/guidelines/rich-media-guidance/	

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