AMAZON PRIME VIDEO

Mid-Roll

10 specs · 16:9 · Source: advertising.amazon.com

VIDEO	AUDIO	FILE	TIMING
16:9	AAC	MP4 · MOV	30 seconds
1920×1080 · 23.976, 24, 25, ...	192 kbps	500 MB · 15 Mbps	Max duration

VIDEO

☐	Aspect ratio	**16:9** test · Same for every Amazon Prime Video format
☐	Resolution	**1920x1080** 1280x720 minimum; 1920x1080 required for CTV/streaming · Same for every Amazon Prime Video format
☐	Frame rate	**23.976, 24, 25, 29.97, 30 fps** Progressive scan; constant frame rate required · Same for every Amazon Prime Video format
☐	Codec	**H.264** High Profile; H.265 accepted for OTT delivery · Same for every Amazon Prime Video format

AUDIO

☐	Audio codec	**AAC** AAC-LC stereo; Dolby Digital 5.1 accepted · Same for every Amazon Prime Video format
☐	Audio bitrate	**192 kbps** 384 kbps for Dolby 5.1; -24 LKFS loudness standard · Same for every Amazon Prime Video format

FILE

☐	File format	**MP4, MOV** MP4 strongly preferred · Same for every Amazon Prime Video format
☐	Max file size	**500 MB** Same for every Amazon Prime Video format
☐	Bitrate	**15 Mbps** Minimum 10 Mbps; 15-25 Mbps recommended for 1080p

TIMING

☐	Max duration	**30 seconds** 15s, 30s standard; up to 120s for brand content · Same for every Amazon Prime Video format

AMAZON PRIME VIDEO

Pre-Roll

10 specs · 16:9 · Source: advertising.amazon.com

VIDEO	AUDIO	FILE	TIMING
16:9	AAC	MP4 · MOV	30 seconds
1920×1080 · 23.976, 24, 25, ...	192 kbps	500 MB · 15 Mbps	Max duration

VIDEO

☐	Aspect ratio	**16:9** Same for every Amazon Prime Video format
☐	Resolution	**1920x1080** 1280x720 minimum; 1920x1080 required for CTV/streaming · Same for every Amazon Prime Video format
☐	Frame rate	**23.976, 24, 25, 29.97, 30 fps** Progressive scan; constant frame rate required · Same for every Amazon Prime Video format
☐	Codec	**H.264** High Profile; H.265 accepted for OTT delivery · Same for every Amazon Prime Video format

AUDIO

☐	Audio codec	**AAC** AAC-LC stereo; Dolby Digital 5.1 accepted · Same for every Amazon Prime Video format
☐	Audio bitrate	**192 kbps** 384 kbps for Dolby 5.1; -24 LKFS loudness standard · Same for every Amazon Prime Video format

FILE

☐	File format	**MP4, MOV** MP4 strongly preferred · Same for every Amazon Prime Video format
☐	Max file size	**500 MB** Same for every Amazon Prime Video format
☐	Bitrate	**15 Mbps** Minimum 10 Mbps; 15-25 Mbps recommended for 1080p

TIMING

☐	Max duration	**30 seconds** 15s, 30s standard; up to 120s for brand content · Same for every Amazon Prime Video format

Specs change. Scan for the live sheet.
specstash.com/platforms/amazon-prime-video/pre-roll

AMAZON PRIME VIDEO

Streaming TV Ad

10 specs · 16:9 · Source: advertising.amazon.com

VIDEO	AUDIO	FILE	TIMING
16:9	AAC	MP4 · MOV	30 seconds
1920×1080 · 23.976, 24, 25…	192 kbps	500 MB · 20 Mbps	Max duration

VIDEO

Aspect ratio	**16:9** Same for every Amazon Prime Video format
Resolution	**1920x1080** 3840x2160 (4K) accepted for 4K content environments · Same for every Amazon Prime Video format
Frame rate	**23.976, 24, 25, 29.97, 30 fps** Progressive scan required · Same for every Amazon Prime Video format
Codec	**H.264** High Profile Level 4.0 or higher · Same for every Amazon Prime Video format

AUDIO

Audio codec	**AAC** AAC-LC 2.0 stereo or Dolby Digital Plus 5.1 · Same for every Amazon Prime Video format
Audio bitrate	**192 kbps** -24 LKFS integrated loudness per ATSC A/85 standard · Same for every Amazon Prime Video format

FILE

File format	**MP4, MOV** MP4 preferred; delivered via Amazon Ad Server · Same for every Amazon Prime Video format
Max file size	**500 MB** Same for every Amazon Prime Video format
Bitrate	**20 Mbps** Minimum 15 Mbps; up to 50 Mbps for 4K

TIMING

Max duration	**30 seconds** 15s and 30s are standard lengths · Same for every Amazon Prime Video format