

AMAZON PRIME VIDEO

Mid-Roll

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

● VIDEO

16:9
1920x1080 · 23.976, 24, 25, ...

● AUDIO

AAC
192 kbps

● FILE

MP4 · MOV
500 MB · 15 Mbps

● TIMING

30 seconds
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
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AMAZON PRIME VIDEO

Pre-Roll

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

● VIDEO

16:9
1920x1080 · 23.976, 24, 25, ...

● AUDIO

AAC
192 kbps

● FILE

MP4 · MOV
500 MB · 15 Mbps

● TIMING

30 seconds
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
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AMAZON PRIME VIDEO

Streaming TV Ad

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

● VIDEO

16:9

1920×1080 · 23.976, 24, 25...

● AUDIO

AAC

192 kbps

● FILE

MP4 · MOV

500 MB · 20 Mbps

● TIMING

30 seconds

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
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