

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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