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