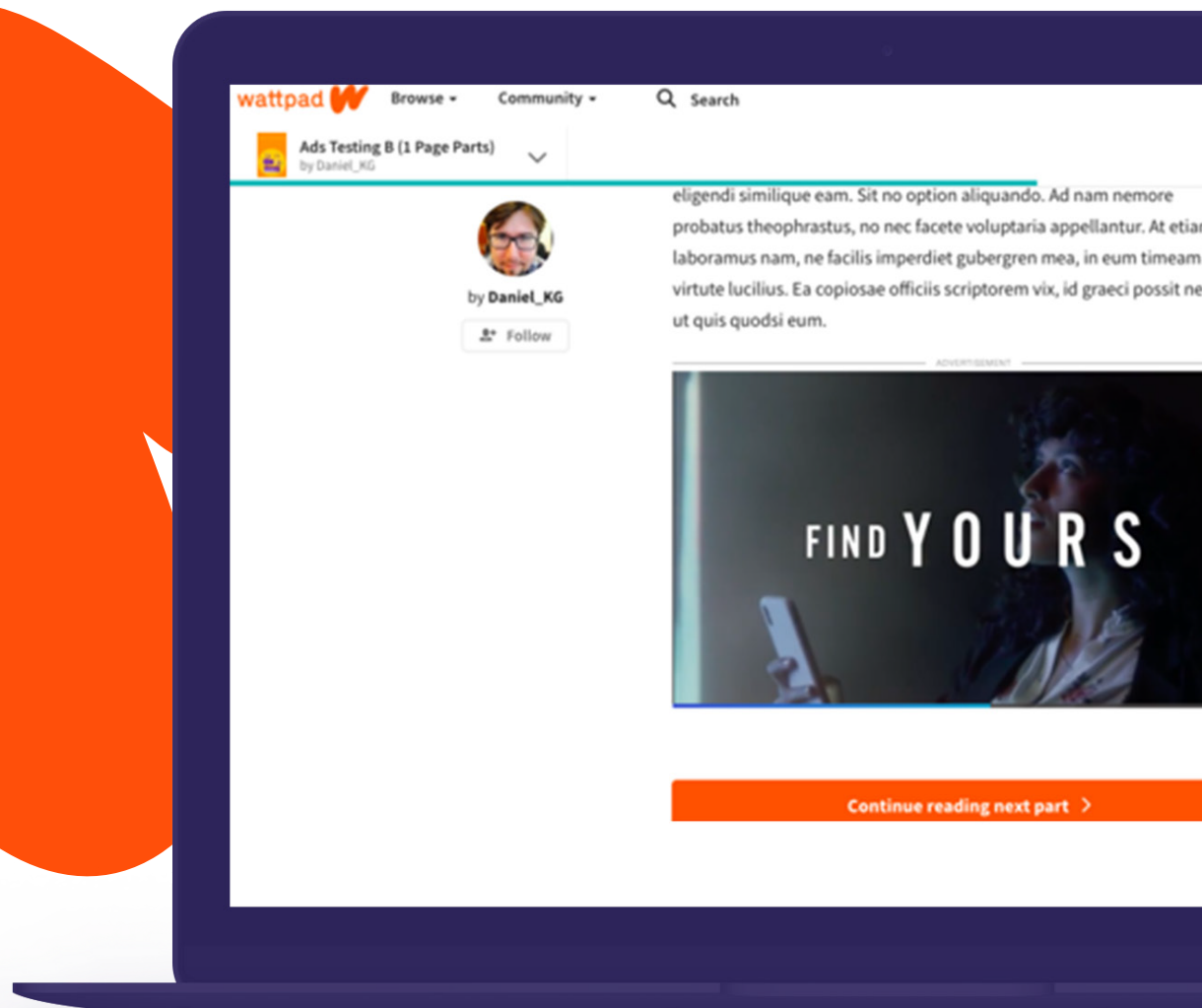


## Outstream Video - Web/Mobile Web

Capture the attention of Wattpad's audience by delivering quality video views across desktop and mobile web.

### Video features

- Starts as reader scrolls
- Pauses when not in view
- 100% viewable ads
- Premium video
- Mobile & desktop



#### Duration

15 to 30 seconds recommended. Other duration by request

#### Sound

Video is mute by default until user action (rollover or click); AAC (16 to 320 kbps), MP3 (16 to 320 kbps), WAV

#### Format

VAST 3.0 or lower is accepted  
 If viewability is being tracked VAST 3.0 is **required**  
 VAST tags containing FLA, AVI, MOV, 3GPP and SVF will not be accepted  
 VPAID is not supported

For site-hosted video: Please supply the MP4 raw video file only built to spec  
 1x1 Click and Impression Tracking accepted (but not required) for site-hosted video

#### Measurement

MOAT tracking accepted **only**

#### Dimensions

16:9 aspect ratio; HTML5 player responsive to article width - 666 x 375 pixels; 30 fps

#### Other

Click tracking URL and impression tracking URL are required for site-hosted video

### Wattpad benchmarks

#### Completion rate

All devices & geos 16%-20%

#### Click-through rate

All devices & geos 2.5%-3.2%