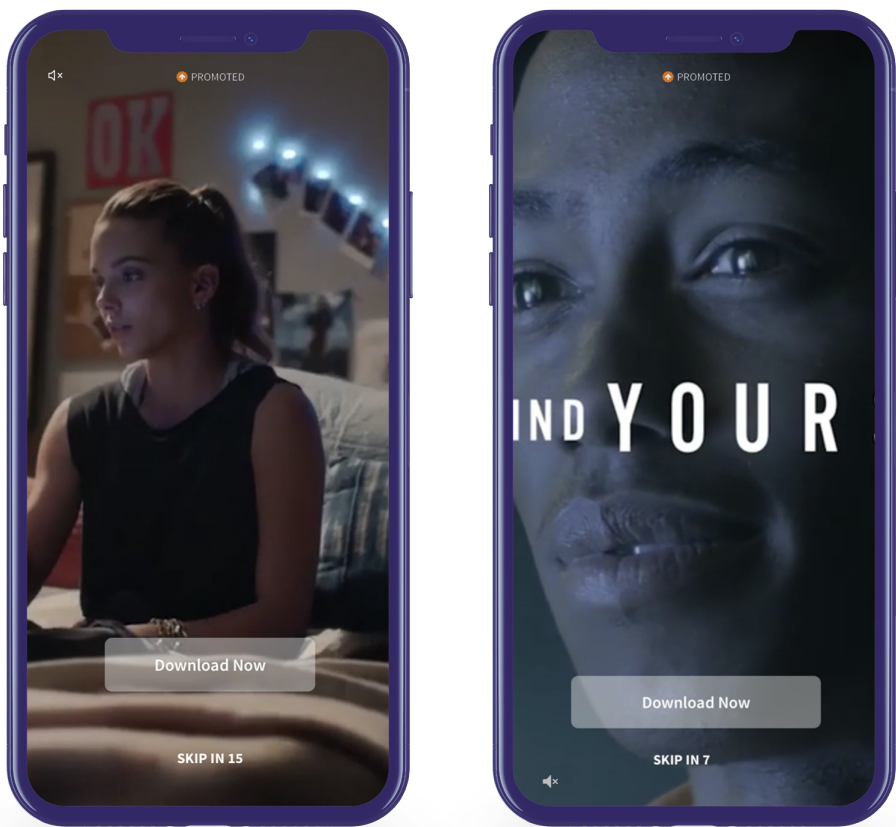


In-App Video - :15 Non-Skip (Forced View) - Mobile

Capture attention early with Wattpad’s version of pre-roll.



Video features

- Autoplay, automute video ad (user-initiate sound)
- Customizable call-to-action and an optional custom background image
- Hard-coded button drives to destinations on or off Wattpad
- Video progress bar

Duration	:15 seconds max.
Sound	AAC (16 to 320 kbps), MP3 (16 to 320 kbps), WAV
Format	<p>VAST 3.0 or lower is accepted</p> <p>If viewability is being tracked VAST 3.0 is required</p> <p>VAST tags containing FLA, AVI, MOV, 3GPP and SVF will not be accepted</p> <p>VPAID is not supported</p> <p>For site-hosted video: Please supply the MP4 raw video file only built to spec</p> <p>1x1 Click and Impression Tracking accepted (but not required) for site-hosted video</p>
Measurement	<p>3rd Party Tag Acceptance:</p> <p>DoubleVerify (viewability, fraud, IVT)</p> <p>MOAT (viewability, fraud, IVT)</p> <p>Please note: IAS tags are not accepted</p>
Call to Action	Provide as separate text (please do not embed in VAST tag or on creative file). Up to 20 characters incl. spaces. Button is hard coded and cannot be repositioned or changed.
Dimensions & Layout	<p>Please ensure the video is built according to the appropriate size and linked template</p> <p>Portrait video: 608 x 1080 pixels (9:16 aspect ratio)</p> <p>Landscape video: 1920 x 1080 pixels (16:9 aspect ratio)</p> <p>Max file size: 5MB</p>
Audio/Video Codec Info	H.264, MPEG-4, up to 2mb/ps, 30fps. Preferred video without leaders (slates, countdowns, etc.); no letter-boxing, pillar-boxing, or window-boxing
Wattpad Benchmarks	<p>Completion rate</p> <p>All devices & geos 91%-93%</p>