

Ad Technical Specifications

Hulu is a premium content destination, which means your Ad may run on large screens—make sure it looks good!

All Ads must be in HD and have stereo sound. For more details, see the requirements below.

| Attribute | Video Track | Audio Channels |
|----------------------|------------------------------------|-------------------------------------|
| Bit depth | 8 or 16 bits | 16 or 24 bits (for audio channel 2) |
| Bit rate | | Min. 192 kb/s |
| Channels | | 2-channel stereo |
| Chroma sub-sampling | 4:2:0 or 4:2:2 | |
| Codec ID | H.264, ProRes HQ | |
| Color space | YUV | |
| Dimensions | Min. 1280x720; Preferred 1920x1080 | |
| Display aspect ratio | 16:9 | |
| Duration | 15-30 seconds | |
| File size | Max. 3 GB | |
| Format | MP4, MOV | PCM, AAC |
| Frame rate | 23.98, 25, or 29.97 fps | |
| Frame rate mode | Constant | |
| Overall bit rate | Min. 15,000 kb/s | |
| Sampling rate | | 48.0 kHz |
| Scan type | Progressive Scan | |