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Technical Specifications

EA Youtube .

2026 Edition

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Video formats.

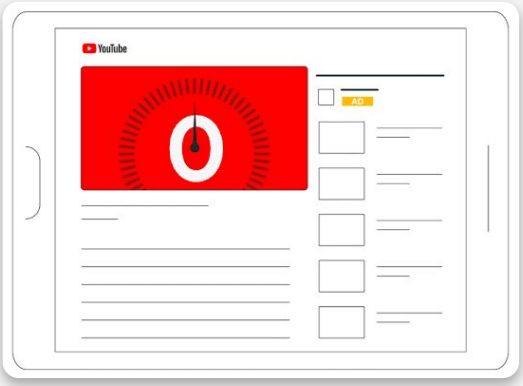
Technical specifications 2026

Ad format:

Ads TrueView

(In-Stream ads can be disabled)

A flexible ad that gives viewers the option to skip it after 5 seconds, allowing you to pay only for users who are truly engaged.



Video Specifications

Recommended duration	> Under 20 seconds (although there is no strict limit) **Editing rule** : The actual duration of the edited file must always be 1 millisecond less than the target duration limit. Example: for a 20-second duration limit => Max source file duration = 19,999 milliseconds (00:00:19:999)
Recommended file format	MPG (MPEG-2 or MPEG-4).
Recommended resolution	Recommended resolution (1080p) Horizontal: 1920 x 1080 px (16:9 aspect ratio) Vertical: 1080 x 1920 px (9:16 aspect ratio) Square: 1080 x 1080 px (1:1 aspect ratio)
File size	Up to 256 GB

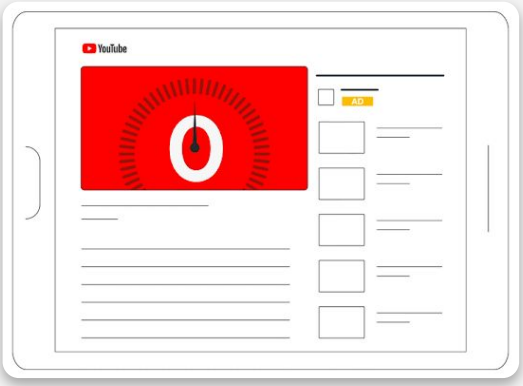
Interactive elements and text

Ad components	> Headline: 15 characters maximum. > Call to action (CTA): If you add a button, the text is limited to 10 characters. > Display URL: The website address visible in the ad (must match your site's domain). > Final URL: The exact landing page where the user lands after clicking. > Companion banner: 300 x 60 px image displayed on desktop (150 KB max, JPEG, GIF, or PNG format).

Ad format:

Ads Bumper
(6 seconds)

An ultra-short Ad format of 6 seconds maximum, which cannot be disabled, designed to make a lasting impression and quickly increase your brand awareness.



Video Specifications

Maximum duration	> 6 seconds (minimum 5 seconds) **Editing rule** : The actual duration of the edited file must always be 1 millisecond less than the target duration limit. Max source file duration = 5,999 milliseconds (00:00:05:99)
Recommended file format	MPG (MPEG-2 or MPEG-4).
Recommended resolution	1080p (Full HD). > Horizontal : 1 920 x 1 080 px > Vertical : 1 080 x 1 920 px > Square : 1 080 x 1 080 px
File size	Maximum 256 GB.

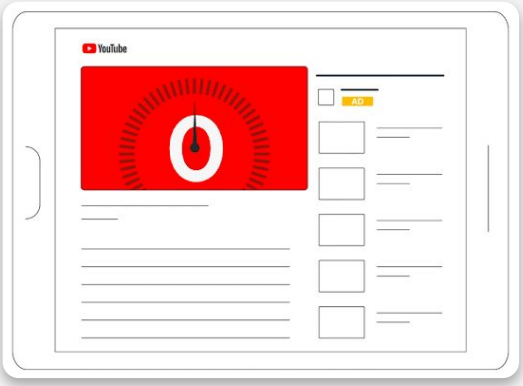
Additional creative elements

Companion banner (desktop only)	> Dimensions : 300 x 60 px. > Format : JPEG, GIF or PNG. > File size : 150 KB maximum. Safe zones: Avoid placing key elements (logos, essential text) along the edges of the video, as they could be covered by buttons or overlays specific to the YouTube interface

Ad format:

Ads Non-skippable
(15 seconds)

A 15-second Ad format that ensures the user sees your entire message before, during, or after their video.



Video Specifications

Recommended duration	> Between 7 and 15 seconds for the standard format (can go up to 30 seconds on connected TVs) **Editing rule** : The actual duration of the edited file must always be 1 millisecond less than the target duration limit. Example: for a 15-second duration limit => Max source file duration = 14,999 milliseconds (00:00:14:99).
Recommended file format	MPG (MPEG-2 or MPEG-4).
Recommended resolution	Recommended resolution (1080p) Horizontal: 1920 x 1080 px (16:9 aspect ratio) Vertical: 1080 x 1920 px (9:16 aspect ratio) Square: 1080 x 1080 px (1:1 aspect ratio)
File size	Up to 256 GB

Interactive elements and text

Ad components	> Headline: 15 characters maximum. > Call to action (CTA): If you add a button, the text is limited to 10 characters. > Display URL: The website address visible in the ad (must match your site's domain). > Final URL: The exact landing page where the user lands after clicking. > Companion banner: 300 x 60 px image displayed on desktop (150 KB max, JPEG, GIF, or PNG format).

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Questions?
Contact us.

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