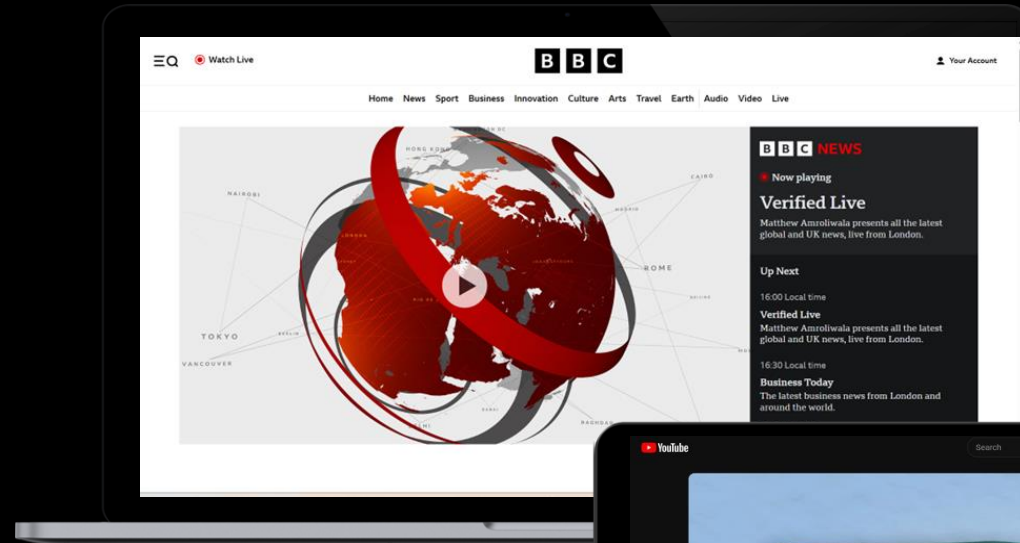


**BBC**  
**STUDIOS**

Video  
Ad Format Suite

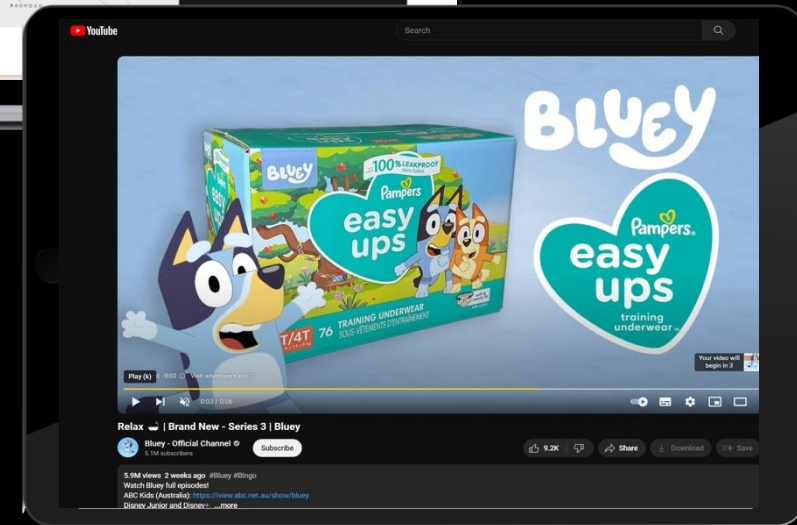
# Achieving brand objectives in a trusted, safe environment

BBC's video advertising solutions combine the power of our trusted storytelling and globally loved IP with formats engineered for impact. With flexible lengths, premium environments, and targeting powered by audience insights, BBC video ensures advertisers reach viewers who are truly leaned in.



## 2.4%

Video completion rates on BBC CTV inventory are on average at least 2.4% higher than industry average



## 83.1%

Video completion rates on BBC YouTube inventory are on average up to 9% higher than industry average

**Video Ad Formats**

# Standard Commercial

Video creative featuring broadcast quality video and audio/voiceover. Placed in commercial airtime.

**Benefits**

- Ideal for brand building and awareness
- Creative can be supplied by advertiser or by BBC StoryWorks

**Ad Specs** – Any duration between 5-180 seconds (multiples of 5)

**Compliance** – Certain categories require additional approval

**Placement** – Run of network or daypart. Can be sold as a tandem with vignette or adjacency

See further guidance on creative delivery [here](#) and detailed tech specs [here](#).

**Video Ad Formats**

# Adjacency

Video creative featuring broadcast quality video and audio/voiceover. Placed in commercial airtime.

**Benefits**

- Boost trust, brand perception and purchase intent by placing your brand adjacent to a wide variety of premium & relevant BBC News content
- Creative can be supplied by advertiser or by BBC StoryWorks

**Ad Specs** – Any duration between 5-180 seconds, must be multiple of 5

**Compliance** – Certain categories require additional approval

**Placement** – Adjacent to programmes or modules, first position in break.

Can be sold as a tandem with vignette or commercial

See further guidance on creative delivery [here](#) and detailed tech specs [here](#).

**Video Ad Formats**

# Sponsorship

Advertiser-supplied creative featuring broadcast quality video and audio/voiceover. Includes sponsor credit.

**Benefits**

- Direct association with BBC's culture, business, lifestyle and sport content
- Build brand loyalty and awareness
- Partner with BBC's trusted and highly respected content strands such as The Travel Show, Business Today, Tech Now, Sportsday and more

**Ad Specs** – 5 or 10 seconds only

**Compliance** – Not permitted on news or current affairs content. Must contain 'in association with' or 'sponsored by' messaging

**Placement** – Adjacent to programmes or modules

See further guidance on creative delivery [here](#) and detailed tech specs [here](#).

**Video Ad Formats**

# Vignette

Publisher-supplied creative featuring broadcast quality video and audio/voiceover. Includes publisher sting and optional sponsor credit.

**Benefits**

- Partner with BBC's high quality production & branded content teams to create episodic vignettes, placed in commercial airtime

**Ad Specs** – 60 or 120 seconds

**Compliance** – Requires approval from editorial commissioning teams. If a billboard is present, this element needs BBC Advertising Standards Guardian (ASG) approval

**Placement** – Run of network or daypart. Can be sold as a tandem with adjacency or commercial

See further guidance on creative delivery [here](#) and detailed tech specs [here](#).

**Video Ad Formats**

# Promotion

Publisher-supplied creative featuring broadcast quality video and audio/voiceover. Includes program-specific end board to promote upcoming broadcast.

**Benefits**

- Promotes upcoming broadcast and drives audience retention
- Associates advertiser directly with editorial content

**Ad Specs** – 30 seconds only

**Compliance** – Requires approval from editorial commissioning teams. Can include advertiser logo and ‘in association with’ messaging on end board

**Placement** – Run of network or daypart

See further guidance on creative delivery [here](#) and detailed tech specs [here](#).

**Video Ad Formats**

# BBC News FAST

The launch of the BBC News FAST channel expands our best-in-class journalism to a brand-new audience and platform. As one of the only global news channels offering a live feed on multiple connected TV platforms, BBC News serves an affluent, globally-minded audience who turn to us as the #1 trusted news brand in the US.

**Benefits**

- Extend reach to new audiences and platforms
- Ads appear alongside best-in-class journalism
- Ideal for brand building and awareness among streaming-first audiences
- Target ads to relevant audience cohorts

Ad Format – Standard video, the following durations are permitted:  
:06s, :10s, :15s, :30s, :45s, :60s, :90s

Deal Type – Direct IO only

See further guidance on creative delivery [here](#) and detailed tech specs [here](#).

## Video Ad Formats

# BBC Studios FAST

BBC Studios offers 24/7 curated content across comedy, sci-fi, travel, crime, documentaries, and award-winning entertainment. It's leveraging its iconic library of programming to meet growing demand for premium, ad-supported viewing, delivering the right stories to the right audiences, anywhere.



**BBC** STUDIOS

### Benefits

- Extend reach to new audiences and platforms at scale – 100M+ hours viewed in 2024/25
- Ads appear alongside premium content spanning a range of popular genres & titles
- Ideal for brand building and awareness among streaming-first audiences
- Target ads to relevant, brand-safe content

Ad Format – Standard video, the following durations are permitted:

:06s, :10s, :15s, :30s, :45s, :60s, :90s

Deal Type – Direct IO, PG, PMP

See further guidance on creative delivery [here](#) and detailed tech specs [here](#).

# FAST Tech specs

<p>*All tags must be SSL compliant (HTTP). Third party tags must be able to serve via SSL (<a href="http://s">HTTP://S</a>). All subsequent calls to third parties after the initial ad request must also use SSL.</p>	
VAST TRANSCODES:	<p>VAST 2.0 required for CTV, Web and App</p> <p>H.264 (MP4) assets must be included in the VAST tag and we only accept one VAST tag per creative length. A minimum of three different bit rates required. Recommended bit rates are below.</p>
BIT RATE:	<p>8-30 Mbps</p> <p>500, 1,200 or 3,000 kbps</p>
CODECS:	<p>H.264 (MP4)</p>
AUDIO CODE:	<p>Peak audio range between -12db and -24db Stereo</p> <p>44.1 - 48 kHz sampling rate AAC-LC</p>
ASPECT RATIO:	<p>16x9</p>
AD DIMENSIONS:	<p>1920x1080, 1280x720, 854x480 and 640x360</p>
BRAND SAFETY TAGS:	<p>Monitoring tags ONLY</p> <p>Blocking tags are not accepted</p>
3P VENDORS:	<p>The following 3P vendors are accepted on BBC News FAST:</p> <p>DoubleClick (DCM), Innovid, Sizmek, Flash Talking, DoubleVerify, Extreme Reach</p>
NOTES:	<p>Skippable ads are NOT accepted</p> <p>Please DO NOT include .3GPP file format</p> <p>A maximum of (1) VAST wrapper redirects</p> <p>DO NOT accept tags by platform/device</p> <p>iSport &amp; videoAmp ARE accepted pixels, will only run on digital</p>

## Video Ad Formats

# BBC HD Out of Home

Video creative featuring broadcast quality video and audio/voiceover. Placed in commercial airtime across BBC HD - a multi-genre entertainment channel created specifically for the maritime industry.



### Benefits

- Available in 276 cruise ships globally\*
- Accessible in cabins, onboard sports bars and mega screens
- Reaching over 1m monthly cruisers and approximately 86,000 unique viewers\*

Ad Format – 30 or 60 second video

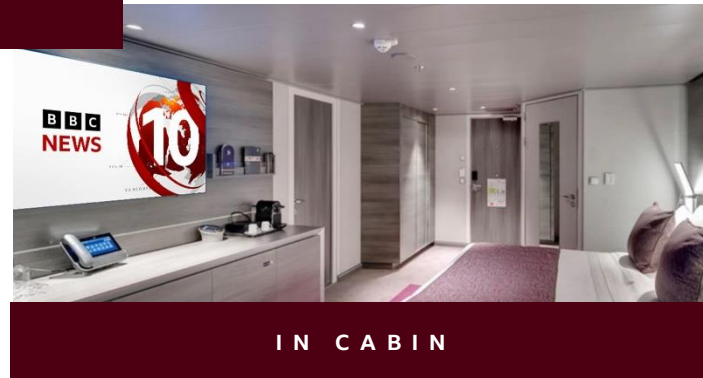
Deal Type – Direct IO only, monthly package for maximum reach

See further guidance on creative delivery [here](#) and detailed tech specs [here](#).

**Video Ad Formats**

# BBC News Out of Home

Video creative featuring broadcast quality video and audio/voiceover. Placed in commercial airtime across BBC News - one of the most widely distributed news channels in aviation and the maritime industry.

**Benefits**

- Available across 7 flagship airlines, 481 commercial aircrafts, 16 private jet operators
- Available across 350 cruise ships (230,455 cabins)

Ad Format – 30 or 60 second video

Deal Type – Direct IO only, monthly package for maximum reach

See further guidance on creative delivery [here](#) and detailed tech specs [here](#).

## BBC YouTube Ad Formats

# Non-Skippable

Short ad format that cannot be skipped. Non-skippable video ads enable advertisers to grab their users' attention before, during or after watching a video of choice.



### Benefits

- Maximise views with high completion rates, efficient cost-per-view
- Reach engaged users
- High viewability

**Ad Specs** – 480x360v (maximum 20 seconds in EMEA, 15 seconds everywhere else)

**Deal Types** – Direct IO, PG, 100% SOV (excl. News)

**Targeting** – Age, Gender, Geo, Device

**Devices** – CTV, Desktop, Mobile

## BBC YouTube Ad Formats

# Skippable

Short ad format that can be skipped. Skippable video ads play before or during a YouTube video for 5 seconds, at which point the 'Skip Ad' button appears.



### Benefits

- Maximise reach (some users may only be served skippable ads)
- Suitable for brand storytelling, ads can run for up to six minutes
- Users prefer to have the choice to skip ads

**Ad Specs** – 480x361v (maximum 6 minutes)

**Deal Types** – Direct IO, PG, 100% SOV (excl. News)

**Targeting** – Age, Gender, Geo, Device

**Devices** – CTV, Desktop, Mobile

## BBC YouTube Ad Formats

# Bumpers

Short video ad format. Bumper video ads are mobile-first, 6-second, in-stream units designed to drive awareness and reach.



### Benefits

- Available on 100% of monetisable impressions
- Achieves high viewability and completion rates
- Has been proven to deliver 90% success in driving ad recall, according to a global survey of 500 bumper ads
- A user-friendly format

Ad Specs – 480x360v & 480x361v (maximum 6 seconds)

Deal Types – Direct IO, PG, 100% SOV (excl. News)

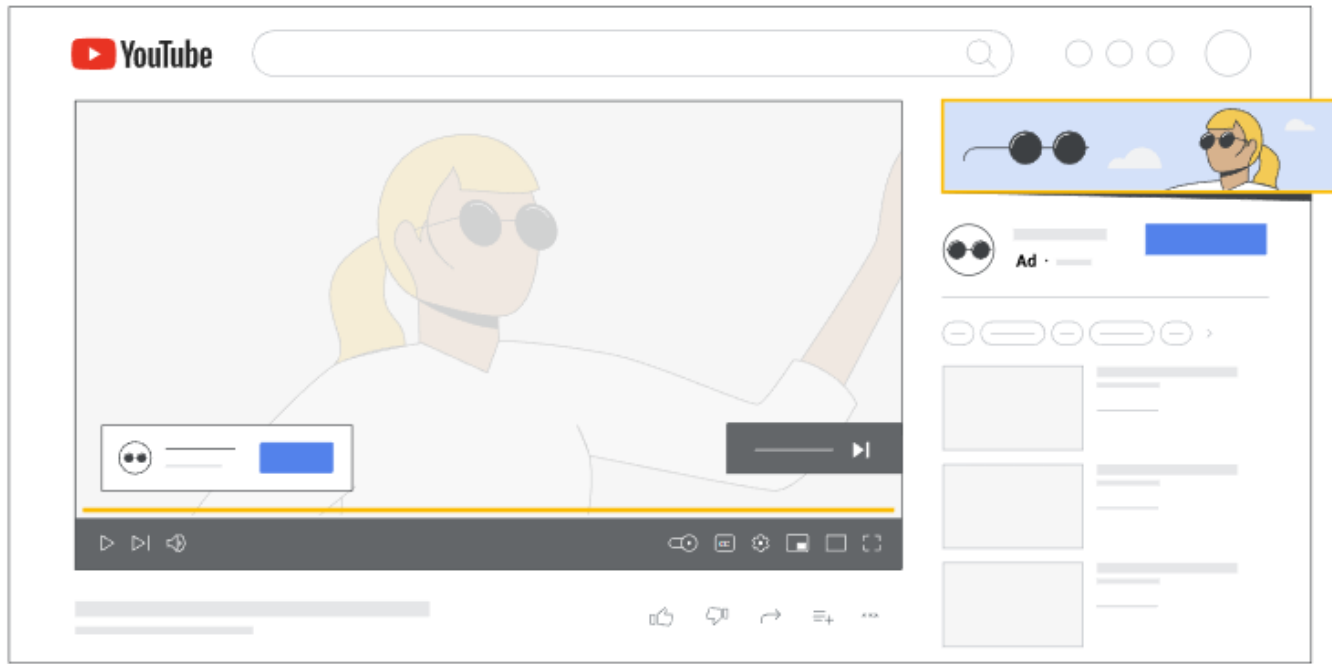
Targeting – Age, Gender, Geo, Device

Devices – CTV, Desktop, Mobile

## BBC YouTube Ad Formats

# Companion Banner

Display ad format that appears alongside video ad formats. Companion Banners appear alongside four video ad formats: Skippable, Non-Skippable, Bumper and Living Room CTV.



### Benefits

- Offers advertisers a banner ad option on YouTube inventory, viewable at the same time as the video ad. The companion banner also remains on screen after the video ad has completed
- This format is optional. Note: Delivery is not guaranteed and cannot be sold as a standalone format

Ad Specs – 300x600

Deal Types – Direct IO, PG, 100% SOV (excl. News)

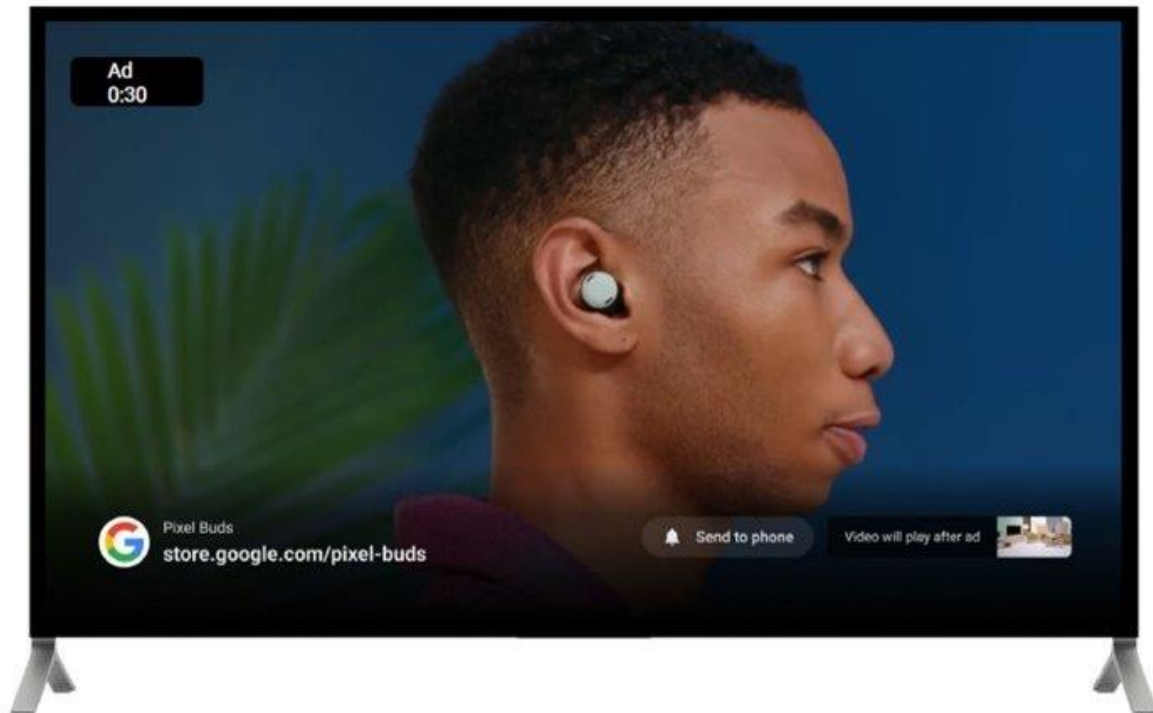
Targeting – Age, Gender, Geo, Device

Devices – CTV, Desktop, Mobile

## BBC YouTube Ad Formats

# Living Room CTV

Long ad format that cannot be skipped and is only available on CTV inventory. A 30-second, non-skippable video ad that serves exclusively on videos 8 minutes or longer and only on connected TV devices.



### Benefits

- A high-impact, full screen video unit native to the streaming experience
- Connect with engaged, big-screen audiences in premium environments
- Maximise audience attention
- Reinforce brand awareness

Ad Specs – 480x360v (between 16-31 seconds)

Deal Types – Direct IO, PG, 100% SOV (excl. News)

Targeting – Age, Gender, Geo

Devices – CTV



## Tech Specs

Markets Availability	Global
Device Availability	Desktop, Mobile, Tablet, CTV
Dimensions (w x h)	480x360 (Non-Skippable) 480x361 (Skippable)
Accepted Ad Formats	Client's YouTube Video URL Vast 2.0 tag for Non-skippable / 3.0 for Skippable VPAID is not allowed on YouTube MP4
BBC approved third party vendor list	3rd party vendor must be on BBC's approved vendor list
Third Party Ad Serving Creatives	Vast 2.0 tag for Non-skippable / 3.0 for Skippable
Third Party tracking	<a href="#">YouTube Ads Data Hub</a>
Thumbnails	Resolution: 1280 x 720px Aspect ratio: 16:9 Format: .JPG, .GIF or .PNG File size: <2MB for videos; <10MB for podcasts
Companion Banner	Dimensions: 300 x 60 Format: JPEG, GIF, PNG File size: 150kb (maximum)

## Tech Specs

Video Guidelines	<a href="#">About video ad specs - Google Ads Help</a>
Video Duration	<p><u>Non-skippable (480x360)</u></p> <ul style="list-style-type: none"><li>- Ads can be maximum of 20-seconds in EMEA</li><li>- 15-seconds everywhere else</li><li>- Non-skippable ads for CTV ‘Living Room’ can’t exceed 31 seconds</li></ul> <p><u>Skippable (480x361)</u></p> <p>Ads can be 12-seconds (minimum) to 6-minutes (maximum)</p>
Max File Size	≤256 GB
YouTube technical specs	<a href="https://support.google.com/displayspecs/answer/6244563?hl=en&amp;amp%3Bref_topic=6244532">https://support.google.com/displayspecs/answer/6244563?hl=en&amp;amp%3Bref_topic=6244532</a>
Vast Tags Specs guide	<a href="#">Technical Specifications - Google Ads Help</a>
Audio Guidelines	Sound should play automatically
Additional resources-YouTube Vast Validator	<a href="https://ytvastqa.appspot.com/">https://ytvastqa.appspot.com/</a>
Ad Submission Deadline	5 Working Days
Last Updated	March-2026

# Thank You

**BBC** STUDIOS