philo

2026

Ad Specs

Video Ad Specs

Accepted Format	VAST 2.0 or 3.0
Video Container	MP4
Video Resolution	720p or higher (we accept the highest quality available)
Ad Lengths	15, 30, 60, 90, or 120 seconds
Frame Rate	29.97 FPS
Max File Size	No hard limit — Philo transcodes all files to our spec requirements. Submit the highest quality source file available.
Video Bitrate	Philo transcodes ads to fit our bitrate ladder. Submit the highest quality possible.

Audio Specs

Philo handles audio normalization - You don't need to target a specific loudness level. Philo's transcode pipeline normalizes all audio automatically to meet platform standards.

Audio Codec	Should match video codec (Philo normalizes on transcode)
Audio Level	Philo normalizes audio dB levels during transcode. No specific dB target required from advertiser.
Audio Bitrate	Transcoded to fit Philo's bitrate ladder. Submit the highest quality audio available.
Audio Sync	Audio must be in sync with video in the source file.

Non-Supported Formats

JavaScript	Not accepted in VAST tags or creative payloads
VPAID	Not supported on Philo
Non-Video	Display or rich-media only creatives not accepted
Flash	Not supported
HLS	Not accepted as a source delivery format

Rotating Creatives

Multiple different creatives served behind the same VAST tag must have:

- Different media file URLs for each creative
- Unique creative IDs for each creative

Signals

Ad signals like adomain and IAB category are strongly recommended

Delivery Requirements & Restrictions

Pause Ads



Check with your preferred DSP for appropriate file format and campaign type

Ad Specifications	• Dimensions: 1920x1080 px
	• Aspect Ratio: 16:9
	• File Format:
	  ○ Programmatic activation: Static MP4
	  ○ Direct IO: Static MP4, .jpeg, .png

Creative Guidelines	• Ad should be a static screensaver-like appearance within background and/or foreground • Content must be appropriate for all audiences • Call to actions (e.g., QR codes) can be utilized to direct users to a secondary device

Category Restrictions

Philo strives to deliver to customers a television-watching experience they love as much as the content they are watching. In doing so, we have the following ad guidelines in place.

The following categories are not permitted in advertising served on-platform:

- Non-English ads
- Tobacco/Vaping
- Marijuana/CBD
- Adult Entertainment
- Violence & Gun Sale
- MVPD/vMVPD
- Day/Date/Time
- Competitive (Streaming/Entertainment services)
  - Note: creative requires review