Rich Media

Walmart supports rich media experiences — Video, 360° Spin, and 3D Assets — across Desktop, mWeb, and Mobile App.

Video File Specifications

FORMAT & CODEC

MP4 (H.264)

Container must be MP4, video codec H.264

FILE SIZE

≤ 100 MB

15–20 MB is more than sufficient

RESOLUTION

Minimum 1080p

ASPECT RATIO

1:1 (Square)

e.g. 1080×1080

BITRATE (1080P)

8–12 Mbps

TITLE

Max 200 characters

LENGTH

30s – 1 min recommended

Longer for assembly videos

LANGUAGE

en-US

LETTERBOXING

Not allowed

No black bars / forced aspect padding

Audio Specifications

AUDIO CODEC

AAC-LC Stereo

Required when audio is present

LOUDNESS

−24 LKFS

Normalized for consistent playback

Content Quality Requirements

- ***Product must be shown within the first 3 seconds of the video.***
- ***Videos must match the exact item sold — the depicted product must correspond to the SKU.***
- ***Videos must not imply extras not included in the purchase.***
- ***Videos should be clear and in focus throughout — avoid materially blurry segments.***
- ***Videos must not contain popups or redirect links.***

Accessibility Requirements

- ***If a video includes audio, captions are required (WCAG SC 1.2.2 Level A). Provide captions in WebVTT (.vtt) format when submitting videos with audio.***
  - For videos with only music, include a single **[MUSIC PLAYING]** caption frame that drops off screen after ~10 seconds.
  - For videos with no music, no audio, and no sound, include a single **[NO AUDIO]** caption frame that drops off screen after ~10 seconds.
- ***If your video has any meaningful content that is visually conveyed, that content must also be available as audio. Provide a separate audio description file with your video.***

> *Example: if your video is of a bicycle assembly and the audio is very general – such as "put this piece in here" – your audio description file must explain exactly what pieces go where. The test: a blind person can fully interpret the audio alone.*

Follow WCAG (Web Content Accessibility Guidelines) to ensure people with disabilities can perceive, understand, navigate, and interact with your video content.

360° Spin Specifications

FILE FORMAT

JPEG

.jpg or .jpeg

FRAME COUNT

24 Frames

Exactly 24 image frames required

MAX FRAME SIZE

≤ 1 MB

Per frame

ROTATION ORDER

Clockwise

Images must be in order of rotation

SPIN TYPE

Single-plane

All files use R01

360° Spin assets must comply with all applicable Image Standards. Every frame is treated as an image and must meet the same quality, content, and prohibited-imagery rules that apply to product images.

If you have more than 24 frames, **select the best 24** to share.

360° Spin File Naming

Pattern: `GTIN_R01_C01 / GTIN_R01_C02 / … / GTIN_R01_C24`

GTIN

Item Identifier

Include leading zeros — do not use any other identifier

R01

Row 1

Walmart supports single-plane spin only — all files use R01

C01 … C24

Column 1–24

Determines the rotation order displayed on site

File names must follow the exact pattern GTIN_R01_C## where ## is the zero-padded frame number (C01 through C24). Incorrect naming will prevent ingestion.

Example: `00278915469367_R01_C03` — this is the **3rd image** in the spin sequence for GTIN 00278915469367.

3D Assets — File Format & Delivery

Why 3D Assets Matter — Items with rich content consistently drive stronger engagement and conversion than traditional imagery alone. 3D assets go beyond enabling the View in 3D experience; they serve as the foundation for Walmart's most immersive shopping experiences, including View in Home, Dynamic Showroom, Interactive Video, and select Virtual Try-On applications — with more innovations on the horizon.

DELIVERY FORMATS

USDZ and/or GLB

Required file extensions for ingestion

MAX FILE SIZE

≤ 5 MB

Max ingestion capability

OPTIMAL FILE SIZE

≤ 1 MB

For optimal page performance

FILE NAMING

GTIN_lp.zip / GTIN_hp.zip

Must start with the GTIN and include lp/hp indicator for low/high poly

3D Assets — Core Technical Requirements

SCALE & UNITS

Consistent Units

Utilize the industry unit standards as applicable

COORDINATE SYSTEM

Right-handed

+Z up · +Y toward viewer

GEOMETRY

Quads & Triangles

No N-gons · No non-planar faces

- ***Models must be authored to real-world size in consistent units. Incorrect scale causes AR placement errors and camera framing issues.***
- Use right-handed coordinates: **+Z up, +Y toward viewer**. Consistent axes avoid import transforms and viewer misalignment.
- Prefer quads and triangles; **no N-gons**; avoid non-planar faces. Clean topology improves baking, LOD generation, and runtime stability.
- Use a **PBR workflow**. Essential maps: Color, Roughness, Normal (CRN). Nice to have: packed Occlusion/Roughness/Metallic (ORM) map. ORM packing reduces texture fetches and improves runtime performance.

Pivot / Origin Placement — Correct pivot ensures predictable placement in AR and 3D viewers. The required origin depends on the object's mounting type:

FLOOR OBJECTS

Bottom-Center

Origin on the XY plane

WALL-MOUNTED OBJECTS

Back-Face Center

Origin on the XZ plane

CEILING OBJECTS

Top-Center

Origin on the XY plane