VAST TAGS ON DISNEY

WHAT ARE VAST TAGS?

A VAST (Video Ad-Serving Template) tag is a set of standardized code that is placed on a publisher's site or in-app that communicates with the ad server. A VAST tag may house multiple creative assets and tracking tags for a campaign and is preferred because it runs across devices. Please note that VAST can only be used on Disney's standard video commercial and not custom products or slates.

As of 3/1/2024, VPAID (Video Player Ad-Serving Interface Definition) tags are not accepted on any Disney properties

WHY USE VAST TAGS WITH DISNEY?

❖ Quicker Set-Up – Overall set up time for campaigns from asset collection to launch will be significantly reduced.

❖ Simplified Review Process – Minimize the overall time it takes to review and QC assets.

❖ Easier Tag Management - Third party pixels are easier to implement, and error tracking can be more easily identified through troubleshooting tags.

❖ Fast & Easy Creative Swaps – Creative swaps can be done within the tag and by the advertiser, allowing ease of creative rotations.

BEST PRACTICES FOR VAST TAGS

❖ Please make sure that only media files that are up to spec are active. All other versions should be turned off. Please find specs here: The Walt Disney Company (Disney+, Disney XP, ABC, ABC Television Stations, Disney, ESPN, Freeform, FX, National Geographic, Hulu, Marvel)

❖ Let your Disney team know of any third-party pixels within the tags to ensure the vendors are approved (research, impression tracking, attribution and conversion, etc.) before sending

❖ If DCM, make sure google *ActiveView* is turned off

❖ Ensure tags are provided in VAST 2.0, and that the tag is secure (https)

❖ Notify your Disney team of any upcoming creative changes to avoid missed creative rejections. Please note that creative files can be provided ahead of creative swaps or ahead of when tags are issued to get ahead of any creative rejections to avoid distribution while serving.

GETTING STARTED

❖ Reach out to your preferred 3rd party vendor. The most common 3rd party vendors utilized are DCM (Google Campaign Manager), Innovid, Extreme Reach, Sizmek and Flashtalking.

❖ Confirm additional Ad-Serving fees with your 3rd party representative. Please note, Disney will not be responsible for covering ad serving fees.

❖ Communicate with your Disney team to ensure that tags are properly set up and compatible with Disney's platform