PRODUCT & TECHNOLOGY

Advertisement Delivery Specification

October 2025

Document Version

Version	Description	Updated by	Date
1	Initial Release	Martin Whittaker	August 2025
2	Added Stereo Only Audio Layout Version	Martin Whittaker	August 2025
3	Added SAP and DVS and Embedded Captioning	Martin Whittaker	August 2025
4	Update to remove black elements	Martin Whittaker	October 2025

Table of Contents

Document Version 1

Advertisement Delivery Specification 3

HD Technical Requirements 3

Audio Technical Requirements 3

Quicktime Atoms 3

Audio Specification 4

Program Layout 4

Color Tags / NCLC Atoms Layout 5

Captions 6

Preferred 6

Accepted 6

Other Notes 6

Sidecar XML Specification 7

XML Example 7

Delivery Specification 10

Delivery Location 10

QA 10

Production 10

Advertisement Delivery Specification

HD Technical Requirements

Parameter	Specification
Container / Wrapper	Quicktime (.mov)
Time Code Track	00;00;00;00
Program Layout	See Program Layout heading
Codec	Apple ProRes 422 HQ
Bit Rate	VBR
Resolution	1920x1080
Display Aspect Ratio	16x9
Pixel Aspect Ratio	1:1
Frame Rate	59.94
Scanning Method	Progressive
Bit Depth	10
Colour Space	BT.709
EOTF	2.4 gamma

Audio Technical Requirements

Parameter	Specification
Codec	Linear PCM
Sample Rate	48kHz
Bit Rate	Uncompressed
Bit Depth	24-Bit
Channels	Discrete

Quicktime Atoms

Atom	Requirement

NCLC	Color - Required (see Colour Tags and NCLC Atoms Heading)
FIEL	Required - 1 for Progressive
CLAP	Clean Aperture - Not allowed
PASP	Pixel Aspect Ratios - Required

Audio Specification

This is the primary audio layout.

Audio in Quicktime files shall be discrete tracks per channel. Interleaved, multi-channel audio configurations will be rejected.

This asset requires all 16 channels be present in the final master. Where MOS is designated, a track of silence must be present when not part of a specific soundfield or optional mix.

If Optional Secondary Language/SAP or Optional DVS is not available, fill with MOS.

Channel	5.1 and 2.0	2.0 only
1	Primary Lang - 5.1 L	MOS
2	Primary Lang - 5.1 R	MOS
3	Primary Lang - 5.1 C	MOS
4	Primary Lang - 5.1 LFE	MOS
5	Primary Lang - 5.1 Ls	MOS
6	Primary Lang - 5.1 Rs	MOS
7	Primary Lang - 2.0 Lo	Primary Lang - 2.0 Lo or MOS
8	Primary Lang - 2.0 Ro	Primary Lang - 2.0 Ro or MOS
9	Optional Secondary Lang/SAP – 2.0 Lo or MOS	Optional Secondary Lang/SAP – 2.0 Lo or MOS
10	Optional Secondary Lang/SAP – 2.0 Ro or MOS	Optional Secondary Lang/SAP – 2.0 Ro or MOS
11	Optional DVS – 2.0 Lo or MOS	Optional DVS – 2.0 Lo or MOS
12	Optional DVS – 2.0 Ro or MOS	Optional DVS – 2.0 Ro or MOS
13	MOS	MOS
14	MOS	MOS
15	MOS	MOS
16	MOS	MOS

Program Layout

This only includes the program element of a show, with no heads or tails (Black or Slate) before the program element of the show.

Color Tags / NCLC Atoms Layout

Proper color tagging in the Quicktime container is essential for numerous Disney systems. Some mastering and transcoding systems require specific entries to ensure tags are written properly.

For example, when making Rec.709 ProRes HQ files to Disney spec:

- In Colorfront Transkoder, Disney recommends using the “709 Legacy” color profile.
- In DaVinci Resolve, under Delivery / Video / Advanced Settings, Color Space Tag should be set to “Rec.709” and Gamma Tag should be set to “Rec.709”

Refer to ProRes QT Creation Nuances Document for expanded examples.

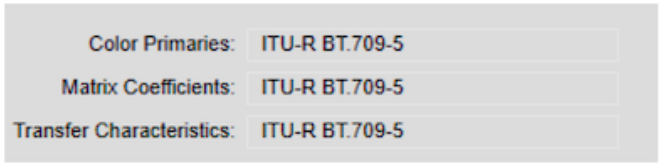
Color Tags / NCLC Atoms	SDR	Atom	HDR	Atom
Color Primaries	BT.709	1	BT.2020	9
Transfer Characteristics	BT.709	1	ST 2084 or PQ	16
Matrix Coefficients	BT.709	1	BT.2020	9

Media Info:

```
Color primaries                          : BT.709
Transfer characteristics                 : BT.709
Matrix coefficients                      : BT.709
```

```
Color primaries                          : BT.2020
Transfer characteristics                 : PQ
Matrix coefficients                      : BT.2020 non-constant
```

Switch Pro:





Captions

Preferred

Captions are to be delivered separately as a Scenarist Closed Caption (SCC) file.

There should be a maximum of one language per SCC file that should match the audio in the main program file.

The timecode format should be DF 60 (59.94) and list timecodes as HH:MM:SS;FF.

Accepted

Captions alternatively can be delivered as Embedded in the ProRes QuickTime MOV file.

Other Notes

Captions should display and synchronize to within one second of the initial, audio dialog to be represented in text.

The timecodes of the captions should be relative to the start of the program, and not the QuickTime movie's timecode track.

Sidecar XML Specification

XML Example

Note: We believe there are no changes in the current BXF XML that is sent today. Below is an example for "Example Vendor". Example Vendor should be replaced with your Vendor Name. All other information should follow your current workflow, including describing the content accurately and identifying the target network.

```
<?xml version="1.0" encoding="utf-8"?>
<BxfMessage xsi:schemaLocation="http://smpte-ra.org/schemas/2021/2019/BXF BxfSchema.xsd"
id="urn:uuid:5323fbd4-92f5-4ce5-85d5-ffa6011a1d09" dateTime="2024-09-25T19:39:15Z"
messageType="Information" origin="ExampleVendor" originType="Content Delivery" userName="Example
Vendor User" destination="Traffic System" xmlns="http://smpte-ra.org/schemas/2021/2019/BXF"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">
  <BxfData action="add">
    <JobDetail jobId="8093783">
      <JobType>Content Delivery</JobType>
      <JobRequester>
        <CompanyName>Warner Bros Movies</CompanyName>
        <CompanyType>Agency</CompanyType>
        <CompanyDetails>
          <Identifiers>
            <Identifier>130087</Identifier>
            <AuthoritativeIdSource>Example Vendor</AuthoritativeIdSource>
          </Identifiers>
        </CompanyDetails>
      </JobRequester>
      <JobPerformers stationCount="1">
        <CompanyName>Disney</CompanyName>
        <CompanyType>TV Network</CompanyType>
        <CompanyDetails>
          <Identifiers>
            <Identifier>10305</Identifier>
            <AuthoritativeIdSource>Example Vendor</AuthoritativeIdSource>
          </Identifiers>
        </CompanyDetails>
        <Station>
          <StationId>59200</StationId>
          <StationName>FX Network</StationName>
          <StationType>TV Network</StationType>
        </Station>
      </JobPerformers>
    </JobDetail>
    <Content timestamp="2024-09-25T19:39:15Z">
      <NonProgramContent>
        <Details>
          <AdType>Commercial</AdType>
          <SpotType>Standard</SpotType>
          <Advertiser>
```

```
        <AdvertiserName>Warner Bros Movies</AdvertiserName>
      </Advertiser>
      <Agency>
        <AgencyName>Warner Bros Movies</AgencyName>
      </Agency>
      <Product>
        <Name></Name>
        <BrandName>Joker Folie A  Deux</BrandName>
        <DirectResponse>
          <DRPhoneNumber></DRPhoneNumber>
          <DRCode></DRCode>
          <DR_URL></DR_URL>
        </DirectResponse>
      </Product>
    </Details>
    <ContentMetaData>
      <ContentId>
        <AlternateId idType="ISCI" authoritativeSource="Agency">WRJO4923000H</AlternateId>
      </ContentId>
      <Name>Not Alone Safe 30 / Only In Theaters Tomorrow / Filmed for IMAX / Tickets On Sale Now At
Fandango / Rated R</Name>
      <UsagePolicy>
        <PlatformType>Broadcast</PlatformType>
      </UsagePolicy>
      <Media>
        <BaseBand>
          <Audio voiceOver="true">
            <AnalogAudio secondaryAudioProgram="false" />
            <DigitalAudio>
              <MPEGLayerIIAudio surround="false" audioId="1" dualMono="false" lang="eng" />
            </DigitalAudio>
          </Audio>
          <Video includesSlate="true" centerCutProtected="false">
            <Format>1080p</Format>
            <CaptionsInVANC>false</CaptionsInVANC>
          </Video>
          <AccessServices>
            <AudioDescription_DVS>false</AudioDescription_DVS>
          </AccessServices>
          <AcceptedQCIssues>Passed QC</AcceptedQCIssues>
        </BaseBand>
        <MediaLocation sourceType="Primary">
          <Location>
            <AssetServer playoutAllowed="true" fileTransferAllowed="true">
              <PathName>WRJO4923000H.mxf</PathName>
            </AssetServer>
          </Location>
          <SOM>
            <SmpteTimeCode>00:00:00;00</SmpteTimeCode>
          </SOM>
```

```
          <Duration>
            <SmpteDuration>
              <SmpteTimeCode>00:00:30;00</SmpteTimeCode>
            </SmpteDuration>
          </Duration>
        </MediaLocation>
        <MediaLocation sourceType="Proxy" qualifer="Low-res">
          <Location>
            <AssetServer playoutAllowed="true" fileTransferAllowed="true">
              <PathName>https://app.ExampleVendor.com/Media/Download/5323FBD4-92F5-4CE5-85D5-
FFA6011A1D09?profile=DDFC50EA-01BD-4EF0-8363-9CDFB1FD6062</PathName>
            </AssetServer>
          </Location>
          <SOM>
            <SmpteTimeCode>00:00:07;00</SmpteTimeCode>
          </SOM>
          <Duration>
            <SmpteDuration>
              <SmpteTimeCode>00:00:30;00</SmpteTimeCode>
            </SmpteDuration>
          </Duration>
        </MediaLocation>
        <MediaLocation sourceType="Preview" qualifer="Thumbnail">
          <Location>
            <AssetServer playoutAllowed="true" fileTransferAllowed="true">
              <PathName>https://s3-external-
1.amazonaws.com/fs2.ExampleVendor.com/media/130087/177303/5323fbd4-92f5-4ce5-85d5-
ffa6011a1d09/5323fbd4-92f5-4ce5-85d5-ffa6011a1d09_IMAGE_0022.jpg?inline</PathName>
            </AssetServer>
          </Location>
          <SOM>
            <SmpteTimeCode>00:00:00;00</SmpteTimeCode>
          </SOM>
          <Duration>
            <SmpteDuration>
              <SmpteTimeCode>00:00:00;00</SmpteTimeCode>
            </SmpteDuration>
          </Duration>
        </MediaLocation>
      </Media>
    </ContentMetaData>
  </NonProgramContent>
 </Content>
</BxfData>
</BxfMessage>
```

Delivery Specification

Delivery Location

Content should be delivered to Disney's S3 Bucket via a S3 Assume Role.

The ARNs are:

QA

arn:aws:s3:::mediatorx-ingest-west2-qa/Unified/Commercials-v1/

Production

arn:aws:s3:::mediatorx-ingest-west2-prod/Unified/Commercials-v1/