

Video Ad Formats

DISNEY+ VIDEO AD

Overview

This document outlines the current specifications (“Specs”) for video advertisements (“ADs”) to appear on Disney+ LATIN AMERICA.

Disney Ad Sales (“DAS”) reserves the right to review, approve, reject, refuse to display, or remove any ADs on a case-by- case basis, including but not limited to failure to comply with the Specs. DAS, at its discretion, may choose to accept ADs to run on Disney+ that do not comply with all the Specs. These Specs may be updated or changed from time to time, with or without notice, as determined by DAS. A list of some common reasons

Availability



Video Acceptance

Platform	Site-Served	VAST	VPAID
Desktop	Yes	Yes, Pending	No
Mobile	Yes	Yes, Pending	No
Apps	Yes	Yes, Pending	No
OTT	Yes	Yes, Pending	No

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VAST & Site-Served Video Spec

File Format	<ul style="list-style-type: none"> .mov or .mp4
Maximum File Weight	<ul style="list-style-type: none"> Disney-hosted: 250 MB VAST: 1.9 GB
Duration	<ul style="list-style-type: none"> 5, 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85 or 90 seconds
Resolution	<ul style="list-style-type: none"> Aspect ratio: 16:9 Preferred: 1920x1080
Bit Rate	<ul style="list-style-type: none"> 10Mbps - 40Mbps
Supported Codecs	<ul style="list-style-type: none"> Apple ProRes or H.264
H.264 Profile	<ul style="list-style-type: none"> High
Frame Rate	<ul style="list-style-type: none"> 23.98, 24, 25, 29.97, or 30 FPS (native frame rate) Duplicate frames not allowed
Frame Rate Mode	<ul style="list-style-type: none"> Constant Frame Rate (CFR)
Scan Type	<ul style="list-style-type: none"> Progressive
Color Space	<ul style="list-style-type: none"> YUV
Additional Requirements	<ul style="list-style-type: none"> Audio is required. Must have exactly 1 video track; must match audio duration. Remove any pull-down added for broadcast. Please make content progressive using adaptive deinterlace with no frame blending. Video color space cannot be “unknown” or None. Video must be submitted without leaders such as slates, countdowns, etc.

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Audio Spec

- | | |
|--------------------------------|--|
| Supported Codecs | • PCM, AAC |
| Bit Rate | • 192Kbps minimum |
| Sample Rate | • 48kHz |
| Channels | • 2-channel stereo mix |
| Additional Requirements | <ul style="list-style-type: none"> • Must have exactly 1 audio track • Must match video duration |

General Guidelines

- | | |
|--|---|
| Timeline | • Up to 48hr production lead time from receipt of final assets. |
| Third-Party Tags | <ul style="list-style-type: none"> • Disney+ accepts standard creative, VAST 2.0 & 3.0, and 1x1 verification pixels from Disney+ approved vendors. • APPROVED VENDORS <ul style="list-style-type: none"> • DCM DoubleClick Manager • IAS • AdForm • DoubleVerify |
| CTAs, URLs, Hashtags & QR Codes | <ul style="list-style-type: none"> • VAST tags cannot contain any JavaScript elements. • Tags must include at least one asset that matches specifications detailed in the “VAST & Site-Served Video Spec” section of this document. • QR, VAST tags, URL or addresses to social networks are NOT allowed in creatives for the segment from 0 to 17 years old. • User privacy data restrictions may limit where the service can serve creative hosted and tracked by third parties, or where it can serve without 3p tracking. |

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Additional Requirements

- Video must be uploaded without bars, countdown, etc
- To ensure that important text and graphics are not hidden on CTV devices, avoid adding 220 x 135 pixels of your 1920 x 1080 video to the top right.
- Disney Advertising reserves the right to reject or request modifications to creatives that do not conform to our technical specifications or advertising policies.

Rules for Gambling Advertisements in Brazil

- By Local Government Mandate, Digital and Streaming Ads Must Now Comply with the Following Specifications
- **Disclaimer**
All materials must include a disclaimer (e.g., 18+. Play Responsibly. Authorized by SPA/MF Ordinance No. XXXX/24). The disclaimer must consist of:
 - (a) 18+ (Prohibited for minors under 18 years old);
 - (b) A responsibility statement, usually “Play Responsibly”, though variations may apply;
 - (c) The authorization number for operations, typically something like “Authorized by SPA/MF – Ordinance No. _____”.
- **Website Domain (.bet.br)**
Only websites with the domain ending in .bet.br are authorized.
- **Prohibition of Bonus Advertising**
Advertising bonuses is no longer permitted.
- **Prohibition of Imagery and Targeting Directed at Children and Adolescents**
Messages must not target children or adolescents, nor include elements associated with the child/youth universe (e.g., animated drawings/characters).

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Rules for Gambling Advertisements in Brazil

- **QR Code**
Whenever the advertisement includes a QR Code, it must ensure the linked website has an “age gate” (a screen to confirm the user is 18 years or older).
- **Excessive Calls to Action**
Excessive calls to action that create urgency, loss of control, and/or pressure (e.g., “Bet now!”) are prohibited.

Learn About Common Reasons For Rejection

- [Creative Rejection Reasons](#)