

Video Ad Formats

ESPN VIDEO AD

Overview

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

Disney 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. Disney, at its discretion, may choose to accept ADs to run on Disney+ and Kayo 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 Disney. A list of some common reasons why ADs are rejected for failing to comply with the Specs can be found [here](#).

Availability



Video Acceptance

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

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Site-Served Video

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 Resolution	<ul style="list-style-type: none">• 15, 30, 16:9 aspect ratio• 1920x1080 preferred• 1280x720 is accepted
Bit Rate	<ul style="list-style-type: none">• 10,000 Kbps - 40,000 Kbps• Constant Bitrate (CBR)
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
Colour 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.• Letterboxing and pillarboxing are permitted on a case-by-case basis.• See here for ANZ Advertising/Media Guidelines

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Audio Specs

Supported Codecs	<ul style="list-style-type: none"> • PCM, AAC
Bit Rate	<ul style="list-style-type: none"> • 192Kbps minimum • Constant Bitrate (CBR)
Sample Rate	<ul style="list-style-type: none"> • 48kHz
Channels	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Up to 5 business days 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. • Tags must include at least one asset that matches specifications detailed in the “VAST & Site-served Video Spec” section of this document. • VAST tags cannot contain any JavaScript elements.
CTAs, URLs, Hashtags & QR Codes	<ul style="list-style-type: none"> • Because video commercials are not directly clickable on most devices, CTA buttons that look clickable and include copy such as “Learn More” or “Buy Now” are not allowed. • The Walt Disney Company reserves the right of final approval for all ads served to their properties. Advertisements may be restricted for poor ad quality, inappropriate content, QR code with impermissible elements, or negative user experience. Please contact your Disney team for copy guidelines.
Additional Requirements	<ul style="list-style-type: none"> • Ads may be overlaid in the player with an “Ad” logo and countdown timer. To ensure important text & graphics are not obscured in CTV devices, avoid adding to the top right 220x 135 pixels of your 1920x1080 video. • Disney Advertising reserves the right to reject or request amendments to creative that does not adhere to our technical specifications or ad policy.