

Creative Decline Reasons

Overview

This document outlines the specifications for video ad creative decline reasons on Disney+, Hulu, and ESPN.

Brands



Decline Reasons

Decline Reason	QC Rejection Description	Resolution Action
AD_POLICIES_VIOLATION	The Ad does not adhere to Hulu's Technical Specifications and Advertising Policies. Please review the guidelines and re-submit with a different Ad.	Review the Hulu and Disney ad standards and guidelines and reach out to your sales partners with any questions. https://www.disneyadvertising.com/mediakit/#policies
AUDIO_EXTRA_CHANNELS	Please reduce the number of audio channels and map to stereo.	Audio should be a 2-channel stereo mix. This should include one audio track that matches the video's duration.
AUDIO_MISSING	We did not detect any audio. All Ads must have audio.	Resubmit ad with a detectable audio track.
AUDIO_WRONG_BIT_RATE	Ad audio bitrate must be a minimum of 192 kb/s.	Resubmit ad with an audio bitrate of 192 Kbps or higher and an audio sample rate of 48 kHz.
AUDIO_WRONG_CODEC	The audio codec must be PCM or AAC.	The audio codec must be PCM or AAC.
AV_DURATION_MISMATCH	Both tracks must match the video in duration	Reprocess file so that the audio and video durations match.
AV_SYNC	The audio and video are out of sync.	Reprocess file so that the audio and video files are synchronized.
Brand Mismatch	Ad asset brand does not match Line Item brand	Resubmit asset under the correct brand and industry.
FILE_CORRUPTED	We were unable to read and transcode your Ad. Please reencode and resubmit it.	File may be corrupted. Please reencode and resubmit the asset.
FILE_WRONG_FORMAT	The video file format must be MOV or MP4.	Resubmit video as MOV or MP4 file format.

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FILE_WRONG_SIZE	The file size cannot exceed TBD 3 GB.	Resubmit file with lower file weight (Less than 3 GB).
FRAMES_BLENDED	Please deinterlace the Ad without using blended frames.	Revise, deinterlace, and re-export the ad creative without using blended frames.
FRAMES_DUPLICATE	Please resubmit in native frame rate to remove stutter during playback.	Resubmit a file that has not undergone frame rate conversion (i.e. a file that was once 23.98 fps but reencoded as 29.97 fps)
FRAMES_INTERLACED	The video is interlaced. Please resubmit with progressive scan.	The video is interlaced. Please resubmit with progressive scan.
FRAMES_WRONG_RATE	Ad frame rate must be 23.976, 23.98, 25, or 29.97 frames per second.	Resubmit a file with constant frame rate of 23.98, 24, 25, 29.97, or 30 frames per second.
GLITCHES_OR_ARTIFACTS	There are glitches and/or artifacts. Please reencode and resubmit.	There are visible glitches and/or artifacts in the video. Please reencode and resubmit.
IMPLIED_INTERACTIVITY	Please remove buttons, overlays, animations or other elements that imply interactivity.	Please remove buttons, overlays, animations, or other elements that imply interactivity.
OTHER		Please reach out to your sales representative if a custom explanation is not provided.
SLATE_PRESENT	Please remove the slate.	Remove countdowns, timers, and blank screens that are not part of the intended ad experience.
VIDEO_EXTRA_TRACKS	Video assets must have only one video track. Try using Constant Bitrate (CBR).	Resubmit file with only one video track using Constant Bitrate (CBR).
VIDEO_WRONG_BIT_RATE	Video bitrate is low and cannot be submitted. Please update video bitrate between 10 Mbps and 40 Mbps	Resubmit a video asset with constant bitrate between 10,000 Kbps - 40,000 Kbps.
VIDEO_WRONG_CODECS	Please resubmit your Ad in Apple ProRes 422 or H.264 codecs.	Please resubmit your Ad in Apple ProRes 422 or H.264 codecs.
WRONG_ASPECT_RATIO	Please resubmit your Ad in a widescreen (16:9) format.	Please resubmit your Ad in a widescreen (16:9) format.
WRONG_LENGTH	The video duration is too long.	Please contact your Sales representative to confirm appropriate video length for your campaign.
WRONG_SAMPLING_RATE	The audio sampling rate must be 48.0 kHz.	Resubmit a video with audio sampling rate of 48.0 kHz.
WRONG_SCAN_TYPE	Video assets must be exported using Progressive Scan.	Reencode and/or resubmit the video using Progressive Scan.