

Creative Rejection Reasons

Overview

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

Brands



Rejections

Rejection Reason: Disney+	Rejection Reason: Hulu	QC Rejection Description	Resolution Action
AD_POLICIES_VIOLATION	Standards and Practices	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	Audio - Too many 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	Audio - Missing	We did not detect any audio. All Ads must have audio.	Resubmit ad with a detectable audio track.
AUDIO_WRONG_BIT_RATE	Audio - Low quality	Ad audio bitrate must be a minimum of 192 Kbps and the audio sample rate must be 48 kHz.	Ad audio bitrate must be a minimum of 192 Kbps and the audio sample rate must be 48 kHz.
AUDIO_WRONG_CODEC		The audio codec must be PCM or AAC.	The audio codec must be PCM or AAC.
AV_DURATION_MISMATCH	Video/Audio duration mismatch	Both tracks must match the video in duration	Reprocess file so that the audio and video durations match.
AV_SYNC	Audio - 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.
COMPETITOR_CALLOUT	Competitor Callout	Callout to competitor service. Please remove the logo and/or call to action.	Remove any immediate calls to action for competitive programming.

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FILE_CORRUPTED	Corrupt file	We were unable to read and transcode your Ad. Please reencode and resubmit it.	We were unable to read and transcode your Ad. Please reencode and resubmit it.
FILE_WRONG_FORMAT		The video file format must be MOV or MP4.	Resubmit video as MOV or MP4 file format.
FILE_WRONG_SIZE		The file size cannot exceed TBD 3 GB.	Resubmit file with lower file weight (Less than 3 GB).
FRAMES_BLENDED	Blended frames	Please deinterlace the Ad without using blended frames.	Revise, deinterlace, and re-export the ad creative without using blended frames.
FRAMES_DUPLICATE	Duplicate Frames	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	Interlaced	The video is interlaced. Please resubmit with progressive scan.	The video is interlaced. Please resubmit with progressive scan.
FRAMES_WRONG_RATE	Incorrect or variable frame rate	Ad frame rate must be 23.976, 23.98, 25, or 29.97 frames per second.	Disney+ & Hulu will accept 23.98, 24, 25, 29.97, or 30 frames per second.
GLITCHES_OR_ARTIFACTS	Glitches or artifacts	There are glitches and/or artifacts. Please reencode and resubmit.	There are glitches and/or artifacts. Please reencode and resubmit.
IMPLIED_INTERACTIVITY	Implied Interactivity	Please remove buttons, overlays, animations or other elements that imply interactivity.	Please remove buttons, overlays, animations, QR codes, or other elements that imply interactivity.
OTHER	Other		Please reach out to your sales representative if a custom explanation is not provided by QC.
SLATE_PRESENT	Has a slate	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	Low quality video	Ad video bitrate must be a minimum of 15 Mbps.	Disney+ and Hulu will accept bitrates between 10,000 Kbps - 40,000 Kbps.
VIDEO_WRONG_CODEC	Incorrect codec	Please resubmit your Ad in Apple ProRes 422 or H.264 codecs.	Please resubmit your Ad in Apple ProRes 422 or H.264 codecs.

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WRONG_ASPECT_RATIO	Incorrect 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 over 30 seconds (HAM only)	Resubmit a video with duration at or below 30 seconds (HAM only)
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.	Resubmit a video with Progressive scan type.
	No Video Track	There was no detected video track in the Ad.	Resubmit an MP4 or MOV video file without corruption artifacts.
	Invalid URL	URL is not valid or doesn't exist	Check for typos or non-ASCII characters in your URL. Make sure that spelling is correct and that there are no extra characters or spaces.