

## OVERVIEW

This spec sheet covers digital ad-served video in all positions (pre-roll and mid-roll) on all platforms for DXP buys. Please refer to brand-specific media kits for any questions on our other streaming video offerings.

## OVERALL VIDEO ACCEPTANCE

**Duration:** 15 or 30 seconds for pre-roll and mid-roll (shorter formats available upon request, :06s creatives are not permitted on ESPN+).

Platform	SITE-SERVED	VAST	VPAID
Desktop	Yes	Yes	No
Mobile/Tablet Web	Yes	Yes	No
Mobile/Tablet Apps	Yes	Yes	No
OTT	Yes	Yes	No
STB	Yes	No	No

## SITE-SERVED SPECIFICATIONS

Dimensions	<ul style="list-style-type: none"> <li>1920x1080 or 1280x720</li> </ul>
File Type	<ul style="list-style-type: none"> <li>MP4 or MOV (Entertainment prefers .mov, accepts both)</li> <li>Sports/News Bitrate: 10,000kbps – 40,000kbps</li> <li>Entertainment Bitrate: 10,000kbps – 40,000kbps</li> <li>Sports/News Framerate: 23.98, 24, 25, 29.97, or 30 fps</li> <li>Entertainment Framerate: 23.98, 24, 25, 29.97, or 30 fps</li> <li>Native frame rate only. Do not adapt or convert.</li> <li>Duplicate frames not allowed</li> </ul>
Mezzanine Codec	<ul style="list-style-type: none"> <li>ProRes HQ in MOV container</li> <li>h.264 codec (50mbps) in MOV MP4 container</li> </ul>
Audio Codec	<ul style="list-style-type: none"> <li>Stereo PCM 48khz sample rate, 16 or 24 bit only</li> </ul> <p>Codecs:</p> <ul style="list-style-type: none"> <li>AAC: 192kbps or higher</li> <li>MP3: 192kbps or higher</li> </ul> <p><b>**Audio is required**</b></p>



# DXP DIGITAL VIDEO SPECS

## VAST SPECIFICATIONS

- For Sports/News placements, must include at least two <MediaFile> elements, one “Low Bitrate” element and one “High Bitrate” element.
- For Entertainment placements, must include only one “High Bitrate” rendition.

### Low Bitrate Rendition

#### VAST Version Support 2.0

- **Bitrate:** 1,500 Kbps or less
  - **Recommended Dimensions:** 1280x720
  - **Format:** MPEG4 / MP4 (h.264)
  - **Duration:** 6, 15, 30 sec. (1 duration per tag)
  - **Frame Rate:** 23.98, 24, 25, 29.97 or 30 fps
  - **No** blended frames
  - Letterboxing and pillarboxing accepted on a case-by-case basis
  - **Audio:** Stereo PCM 48khz sample rate, 16 or 24 bit only
  - **Codecs:** AAC: 192kbps or higher, MP3: 192kbps or higher
- \*\*Audio is required\*\***

### High Bitrate Rendition

- **Minimum Bitrate:** 10,000 Kbps
  - **Maximum Bitrate:** 40,000 Kbps
  - **Recommended Dimensions:** 1920x1080
  - **Format:** MPEG4 / MP4 (h.264)
  - **Duration:** 6, 15, or 30 seconds  
*Sports/News Only:* (1 duration per tag – ESPN+ does **not** accept :06s)
  - **Frame Rate:** 23.98, 24, 25, 29.97 or 30 fps
  - Native frame rate only. Do not adapt or convert.
  - **No** blended frames
  - Letterboxing and pillarboxing accepted on a case-by-case basis
  - **Audio:** Stereo PCM 48khz sample rate, 16 or 24 bit only
  - **Codecs:** AAC: 192kbps or higher  
*Sports/News Only:* MP3: 192kbps or higher
- \*\*Audio is required\*\***

### Tracking Acceptance

- **Impression** • **Quartile:** 25%, 50%, 75%, 100% • **Clicks**

### Additional VAST Requirements

- **All Platforms:** m3u8 files are not allowed
- RTMP protocol is not supported and must be removed from the VAST tag
- **Sports/News:** Each VAST tag should include two MP4 renditions – one “low bit rate” and one “high bit rate” per the specs above
- **Sports/News:** One creative duration per tag; Separate tags are required for different durations
- **Entertainment:** Can have :15s and :30s creatives on backend of same tag

### Additional VAST Vendors

- DCM
- Innovid
- Extreme Reach
- Flashtalking



# DXP DIGITAL VIDEO SPECS

## Miscellaneous Standard Video Requirements

- Closed captions must be embedded or burned into the video itself
- Leader slates, letterboxing and black bars are not permitted
- Creative must be submitted in English language for DXP and Disney Advertising cross-portfolio buys
- All platforms only support creatives with single (1) video track
- All platforms only support creatives with a single (1) audio track. This should not be confused with multi-channel audio like 2-ch stereo or 5.1 surround channels. This restriction guards against creative files with multiple audio tracks – e.g. track 1: 2-ch stereo English; track 2: 2-ch stereo Spanish
- Audio loudness must be set to 24LKFS +/- 2dB (per the 2009-2010 U.S. CALM act S.2847)

## Third-Party Tag Requirements

- Only one VAST tag is allowed to run across all platforms
- Hybrid tags are not accepted – Please remove VPAID renditions from VAST response
- 4<sup>th</sup>-party served VAST tags (this includes client-wrapped MOAT/IAS tags) are not allowed
- TWDC requires access to 3rd party numbers upon campaign launch
- Ad blocking is not permitted