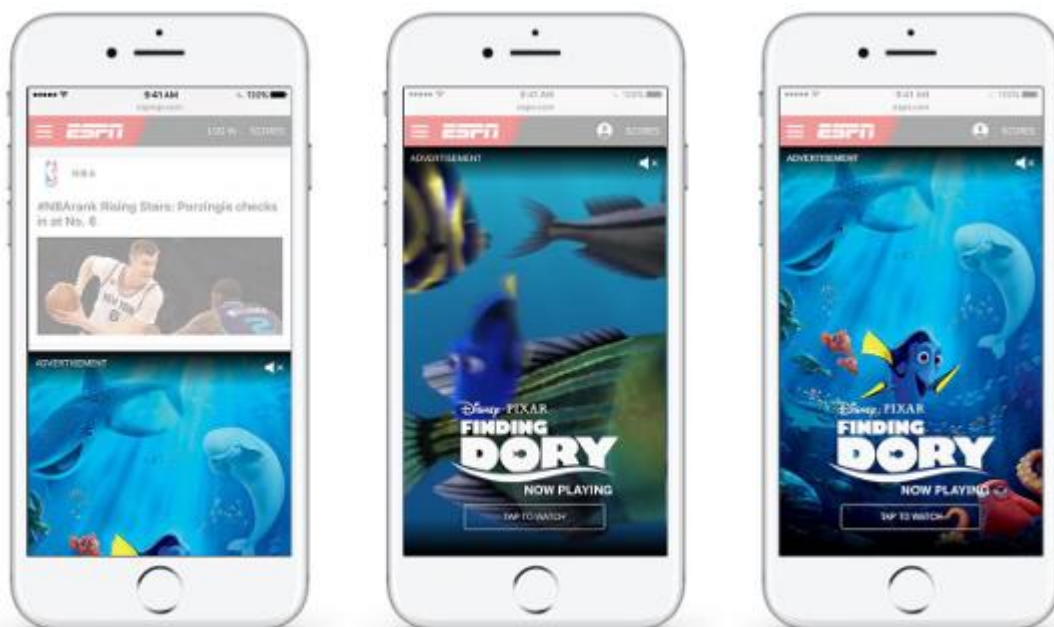


# VERTICAL VIDEO

## Overview

Vertical Video Unit is a premium advertising format that offers a unique 9:16 video experience, served exclusively on mobile devices. It is internally produced by ESPN and specifically designed for Small (S) screen sizes.

- When 50% of the ad is visible, a 6-second muted video animation will begin playing automatically.
- Users can enable sound to watch the full 30-second video.



## Availability



# VERTICAL VIDEO

## Technical SPECS

|                      | ENDCARD  | CTA/LOGO        | AUTOPLAY                  | USER-INITIATED            | BANNER                                    |
|----------------------|----------|-----------------|---------------------------|---------------------------|-------------------------------------------|
| DIMENSIONS           | 640x1138 | 970x66          | 640x1138<br>(aspect 9:16) | 640x1138<br>(aspect 9:16) | 320x50 (Standard)<br>640x100 (2xDensity)* |
| FILE SIZE            | <100k    | <30k            | <1MB                      | <5MB                      | <50k (Standard)<br><100k (2xDensity)*     |
| SUPPORTED FILE TYPES | JPG      | Transparent PNG | MP4                       | MP4                       | JPG, PNG                                  |
| THIRD- PARTY SERVING | No       | No              | No                        | No                        | No                                        |

\*Double-density creative content is recommended for all mobile creatives to ensure image clarity on high-resolution screens.

# VERTICAL VIDEO

## HTML5 Requirements

- This ad must be created internally by ESPN and will be developed according to ESPN's HTML5 requirements

## Guidelines

|                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|-------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Animation / Ad Behavior Guidelines</b> | <p>The ad block dimensions will adjust to the user's device.</p> <p>The unit will autoplay when 50% of the creative content is visible on screen.</p> <p>The autoplay video is limited to 6 seconds and will repeat three times.</p> <p>The end screen consists of a static panel that cannot be animated.</p> <p>A 320x50 banner is also required.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Delivery Limits</b>                    | <p>The 6-second autoplay video has no delivery limits.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Third Party Tags</b>                   | <p>Only created and served internally by ESPN. Third-party tracking is allowed.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Delivery Deadline</b>                  | <p>Testing and approval require 12 business days.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Video</b>                              | <p>The video must use a 9:16 format. Creative content submitted in other sizes must be reformatted by the client/advertiser.</p> <p>The autoplay video is limited to 6 seconds in duration.</p> <p>User-initiated video may be up to 30 seconds long.</p> <p>User-initiated video can use either a 9:16 or 16:9 aspect ratio. The 16:9 ratio is recommended for a better user experience.</p> <p>User-initiated video must not exceed 5MB.</p> <p>The video clip and end screen will include an overlaid logo/CTA graphic.</p> <p>The video must be free of text or logos that could interfere with the visibility of the CTA portion of the creative content.</p> <p>User-initiated video plays inline on Android, and in the native player on iOS devices prior to iOS X. Audio must be user-initiated only upon click.</p> |
| <b>HTTPS Compatibility</b>                | <p>All creative content, including third-party tags and tracking tags, must use a secure protocol (HTTPS).</p> <p>Any non-secure creative content will be returned for revision.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Additional Information</b>             | <p>The ad and the scrollable text will be added above and below the creative content.</p> <p>The Vertical S Video will be visible to users with a screen resolution less than or equal to 767px wide</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |