

Video Ad Formats

YOUTUBE

Overview

This document outlines specifications for video ads on ESPN's YouTube content.

References:

- Intro to Video Ads: <https://support.google.com/displayspecs/answer/6244541>
- Technical Specifications: <https://support.google.com/displayspecs/answer/6244563>
- YouTube's Certified External Vendors: <https://developers.google.com/third-party-ads/youtube-vendors>

Site-Served Requirements

Video submitted to ESPN for YouTube trafficking must adhere to the following specifications:

Pixel Dimensions (Raw Video)	<ul style="list-style-type: none">• Minimum dimensions: 1280x720.• All video must support High Definition video playback.
Max File Size	<ul style="list-style-type: none">• 100MB• Applies to digital submissions only.
Duration	<ul style="list-style-type: none">• Skippable: minimum 12 seconds, up to 6 minutes.• Non-skippable: 15 seconds max (20 seconds for EMEA, Mexico, India, Malaysia, and Singapore only). 6 second Bumper Ads also available in select countries.
Aspect Ratio	<ul style="list-style-type: none">• 16:9
Frame Rate	<ul style="list-style-type: none">• 29.97 fps
File Format	<ul style="list-style-type: none">• Stream type: MP4, MPEG-2 Program Stream, or Quicktime (MOV)• Delivery: Progressive• Bitrate: 6000 kbps (.mp4/.mov); 10000 kbps (.mpg)• All submitted files should be pre-cut to desired run time. Slates, Countdown clocks and color bars must be removed prior to submission.• H.264 compression

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Site-Served Requirements

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Audio Specifications

- Bitrate: 192 kbps
- Formats: AAC (.mp4/.mov); FFDSHow (.mpg)
- Volume should be normalized to -23 dBFS.

Sample Rate

- 48 kHz
- FFDSHow (.mpg)

YouTube-Hosted Requirements

Video hosted by YouTube must adhere to the following specifications:

General Guidelines

- A standard YouTube video URL must be provided to ESPN.
- Videos must allow embedding and be public or unlisted.
- Video URLs should not include a start time parameter.

Resolution

- 720p or below is required.
- 1080p video is recommended, but optional.

Aspect Ratio

- 16:9 or 4:3 video is accepted.
- **16:9 examples:** 854x480px, 1280x720px, 1920x1080px
- **4:3 examples:** 480x360px, 720x540px, 960x720px

Bitrate

- Must contain at least one media file under 1000kbps.

Format

- H.264 (MP4)

Audio

- MP3 or AAC

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YouTube-Hosted Requirements

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| Framerate | • Up to 30fps |
| Duration | • Skippable: minimum 12 seconds, up to 6 minutes.
• Non-skippable: 15 seconds max (20 seconds for EMEA, Mexico, India, Malaysia, and Singapore only). 6 second Bumper Ads are available in select countries. |

Creative Tags & Tracking

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| General Guidelines | <ul style="list-style-type: none">• YouTube accepts tags only from approved external vendors. View YouTube's list of certified vendors here: https://developers.google.com/third-party-ads/youtube-vendors• Google DoubleClick VAST tags and tracking pixels are accepted. Please note: DoubleClick pixels will be stripped out of creative serving to content tagged as Made For Kids or to users with Supervised Accounts. Reporting will be available in YouTube's Ads Data Hub. See next page for VAST Requirements.• Ads serving on content designated as Made For Kids cannot make use of any 3rd-party tracking. In the European Economic Area (EEA), the UK, Switzerland, and Australia, this can also apply to YouTube users who may be under 18. Google will reduce ad-serving opportunities and/or strip out 3rd party tracking (including Google DoubleClick pixels) in some of these scenarios.• Measurement for non-Google tags across Delivery, Viewability, Brand Lift, and Reach is only available through vendors integrated with YouTube's Ads Data Hub. Campaign data will be captured directly in Ads Data Hub, not via tracking pixels. This also applies to Google DoubleClick tracking pixels.• Sizmek tags are currently supported for ad-serving, but not for tracking.• View more information on external vendor capabilities and support here: https://support.google.com/yt-partner-sales/answer/9710899 (YouTube Partner account access required for this page). |
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VAST Requirements

VAST Guidelines

- Assets must comply with YouTube's XML summary for VAST ad server response: <https://support.google.com/youtube/answer/1069906>
- Wrapped tags are not supported.
- 10MB maximum file size.
- Must be SSL-compliant.
- VAST 2.0 or 3.0 required. Only VAST 3.0 tags are supported for skippable video ads. Must be served via a linear VAST tag (pre-fetch tag) by a YouTube-approved vendor.
- Third party tags must not have geo, browser or any other targeting/capping implemented.
- VPAID tags are not accepted.
- Use the YouTube VAST QA (<https://ytvastqa.appspot.com/>) tool to verify whether your VAST ad tags meet YouTube's ad-serving specifications.