



Commercial Guidelines & Advertising Standards

SEPTEMBER 2024

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ESPN Australia and New Zealand would follow most of the guidelines, standards, and procedures stated in the ESPN International Guidelines; however, as will be outlined in this document, there are a few unique processes and workflows for the ANZ market.

MATERIAL VENDOR CONTACT INFO:

Commercial Materials may be sent digitally via one of our approved Digital Ad Vendors (see Commercial Delivery):

Adstream (same as Extreme Reach)

Email: anz.delivery@extremereach.com

Peach/IMD

Imdcloud.net

Email: support.anz@peach.me

Marquee

Marqueeio.com

Email: support@marqueeio.com

Commercial Requirements can be found in the below PDFs.



Adstream_HD_SD_Delivery_Specifications.pdf



Peach IMDCloud_APACRegionalTechnicalSpecifications.pdf

COMMERCIAL LEGAL REQUIREMENTS FOR AUS AND NZ:

All NZ material must obtain CAB approval before being broadcast. The CAB approval number is recorded on the Ad Ops NZ Copy list Google doc.

<https://www.members.commercialapprovals.co.nz/user>

As ESPN is broadcast via STV in Aus, CAD approval is not required.

WAGERING MATERIAL APPROVAL PROCESS:

All new material from wagering clients (NEDs, Bet365, Pointsbet, TAB etc) must be sent to the following internal contacts for league-specific approval:

NFL – Drew DePalma Drew.DePalma@espn.com

NFL – Scott McGlone Scott.McGlone@espn.com

NFL – Marc Kosienski Marc.Kosienski@espn.com

MLB – Whitney Ammary Whitney.Ammary@espn.com

NBA/WNBA – Brad Mount Brad.Mount@espn.com

NBA - Daniel.A.Wong@espn.com

NBA - Jose.M.HernandezJimenez@espn.com

UFC – Flavia Rios Flavia.N.Rios2@espn.com

NHL – Alex West Alexander.P.West@espn.com

Please also copy in the below contacts to the email submission, as they need to be across for asset/traffic purposes:

Jose Mendes – Jose.Mendes@disney.com

Luigi Tozzi – Luigi.A.Tozzi@espn.com

Craig Doucette – Craig.P.Doucette@espn.com

Yessenia Henry – Yessenia.Henry@espn.com

If there are further questions regarding the material, please copy in the below:

Krista Jenkins – krista.jenkins@disney.com

Bron Hay - Bronwyn.Hay@disney.com

Nik Weber - Nik.Weber@espn.com

Patrick Bour - Patrick.Bour@disney.com

In the event where a key number is not approved by a league, the key may still be used in other broadcasts but must be removed from rotation in the rejected league's games. The agency/client should be notified, given the feedback from the internal league contact and asked if they want to provide alternative material or want to update their rotation percentages by removing the rejected key.

BILLBOARDS, IN-GAME ANIMATIONS AND SQUEEZEBACKS:

ESPN Style Guide can be found - [ESPN Style Guide 2024](#)

BILLBOARDS:

Requirements from client:

- Static logo (.ai - .eps - .psd - .png.) *OR* 6 sec of vision cut from a TVC e.g. please cut from 24-30 sec of TVC Key Number XXXXX. The vision needs to be available as a link to download in broadcast quality.
- 5-6 second tagline (approx. 6-8 words)
- **Voiceover:**
We have access to Australian and American VO artists. If you require another accent, such as New Zealand, the client must supply own VO, saved in .wav or .mp3 format. Please note, the script must be pre-approved by ESPN.
- **Script:**
Must mention ESPN and be similar style to our generic ESPN billboards. The generic ESPN billboard scripts begins with "This ESPN broadcast is brought to you by...."
- **Brand guideline requirements:**
- Please include all brand requirements, e.g. logo must only appear with certain background.

IN-GAME ANIMATION/TRAILERS:

Requirements from client:

- TVC/Trailer in a link to download
- Must be high-res, broadcast quality
- VO if requested - 5-7 word tagline
- Preference for Aus or American VO
- Duration confirmation 10, 15 or 30's

SQUEEZEBACKS:

Requirements from client:

- PNG or TGA file format ONLY
- 1280 X 720p sizing

AUS HOLDINGS AND NZ PEGASUS REPORTS:

These reports are a daily trade requirement sent to agencies with active bookings within the system. They reflect all of the changes in the current spots booked within the campaigns.

ANZ BROADCAST OPS TEAM CONTACTS:

BRONWYN HAY

SENIOR ADVERTISING OPS MANAGER

Bronwyn.Hay@disney.com

PETER PAVLAKIS

MEDIA PLANNING & IMPLEMENTATION EXECUTIVE

Peter.X.Pavlakis@disney.com

KRISTA JENKINS

BROADCAST TRAFFIC EXECUTIVE

Krista.Jenkins@disney.com

JOSE MENDES

BROADCAST ADVERTISING OPS MANAGER

Jose.Mendes@disney.com

RANDY MELILLO

SCHEDULING & SPONSORSHIP AD MANAGER

Randy.R.Melillo@disney.com