Long-Form video includes Preroll and Midroll ads that serve against full episode content, either on-demand or in live broadcast players. Maximum duration of video ads is :30 seconds and shorter durations are also accepted.

This spec applies to:

- WATCH ABC – On Demand
- WATCH ABC – Live Stream
- ABC on Hulu

Availability
Example

Ad Specifications: Ad Served Video

Please allow five business days for testing and review.

Supported Platforms

<table>
<thead>
<tr>
<th>Mobile</th>
<th>Tablet</th>
<th>Desktop</th>
<th>Connected Devices</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

Duration

- 30 seconds maximum, 15 seconds minimum; video exceeding 30 seconds subject to approval
Video Submission and Encoding Specs

- ABC Digital Media Mezzanine File Format requirements

- It is our intent to provide the highest possible experience to the consumer for both content and advertisements. As such, we ask that all file based deliveries follow the following guidelines:

  1. HD is preferred over SD. If an HD asset is available please provide this format.

  2. Please provide the highest quality digital master QuickTime file available within the technical specifications below. If your asset does not meet the technical requirements, do not convert your file to fit the specifications. Instead return to your digital master or tape and recreate the QuickTime mezzanine file.

  3. Video must be broadcast quality and void of any visible compression artifacts.

  4. Audio must be stereo, in sync with video and void of any distortion.

  5. Files must be in QuickTime format (specs below) with all file names ending in .mov.

- QuickTime Mezzanine File Specifications

- High Definition QuickTime (MOV)

  - Video Dimensions: 1920×1080 or 1280×720

  - Video Display Aspect Ratio: 16×9

  - Video Pixel Aspect Ratio: Square (1.0)

  - Video Frame Rate: 23.98 or 29.97, native frame rate only, do not adapt or convert

  - No “pillar box” allowed

  - Video Scanning Method: Progressive ONLY

- Video Codecs Accepted

  - ProRes HQ in MOV container

  - h264 (50mbps at Main Profile @ Main Level, 4:2:0 color space) codec in MOV MP4 container

  - Audio: Stereo PCM 48khz, 16 or 24 bit

- Audio Codecs Accepted:
Uncompressed
AAC: 192kbps or higher
MP3: 192kbps or higher

Other:
No letterboxing or pillarboxing
:15 or :30 duration
10GB max file size
No slates, countdowns, or leaders

Tape Submissions
High Definition Tape Format (preferred) accepted: D5 or HDCAM-SR in 1080/23.98psf or 720p/60 formats with stereo audio. 1080i format will not be accepted.
Unacceptable formats such as VHS, Mini DV, DVDs or any formats not listed above will be rejected.
Please deliver tapes only to:
Robert Longwell
ABC Digital Media
4151 Prospect Ave
Los Feliz Tower #320
Los Angeles, CA 90027

Related Opportunities Synched with Video
Pre-Stream “Sponsored By” Billboard (optional)
Adobe Illustrator or Photoshop (must be a layered file)
A vector based native design file containing the brand logo is required and any specific req’s regarding its design – & style sheets if necessary
If the logo or background is to appear in a color different than what is in the file, the hex color code Pantone number must be provided
Additional Details

- Video may click through to a sponsor’s website
- ABC reserves the right of final approval on video submissions

Ad Specifications: VAST

Please allow seven business days for testing and review.

Supported Platforms

<table>
<thead>
<tr>
<th>Mobile</th>
<th>Tablet</th>
<th>Desktop</th>
<th>Connected Devices</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

VAST Version Support

2.0

Video Asset Specs

Each VAST tag should include at minimum, the two video renditions below

Low Bitrate Rendition

- Optimal Bitrate: ~1000kbps
- Recommended Dimensions: 1280×720
- Format: MPEG4 (MP4)
- Duration: 15, 30 seconds (one duration per tag)
- Frame Rate: 23.98 or 29.79 frames/second
High Bitrate Rendition:

- Optimal Bitrate: ~15000kbps
- Recommended Dimensions: 1920×1080
- Format: MPEG4 (MP4), QuickTime (MOV)
- Duration: 15, 30 seconds (one duration per tag)
- Frame Rate: 23.98 or 29.97 frames/second
- “Pillar box” is not allowed

VAST Tracking Acceptance

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

Additional VAST Specs

- Companion units must be specified in the “StaticResource” area (NOT the HTMLResource or IframeResource)
- Please see VAST-XML-node_acceptance.docx for specific details regarding what VAST metrics are handled by the ABC FEP

Additional Details

- Site reserves right of final approval on creative assets
- All targeting & capping will only be applied by ABC
  - This includes, but is not limited to: geo targeting, frequency capping, interval capping, max goal capping, time targeting, and demo targeting
  - The IP address may be blocked or displayed in a way that the vendor cannot determine the origin
○ Any targeting capping applied on the vendor end can prevent the ad from displaying, create discrepancies, and can break the player. Due to this, vendors will not apply targeting/capping in their system. ABC will apply all necessary targeting/capping to ensure correct delivery

○ Flighting will be controlled by ABC

○ VAST tags will remain live for the duration of the advertiser’s flight. If an ad needs to be taken down for a period of time ABC will be responsible for executing this request

○ ABC reserves the right to pull any ads from their properties. This can be due to violating any of the above bullet points, poor ad quality, inappropriate content, creating a poor user experience

○ ABC can revoke the “Approved Vendor” status at any time and can refuse to serve tags from a specific vendor

---

### Ad Specifications: VPAID/ Interactive Video

Please allow **seven** business days for testing and review.

### Supported Platforms

<table>
<thead>
<tr>
<th>Mobile</th>
<th>Tablet</th>
<th>Desktop</th>
<th>Connected Devices</th>
</tr>
</thead>
<tbody>
<tr>
<td>✗</td>
<td>✗</td>
<td>✓</td>
<td>✗</td>
</tr>
</tbody>
</table>

**IMPORTANT:** Only accepted in On-Demand content

### VPAID Version Support: 1.0

**IMPORTANT:** All VPAID ads subject to testing and approval, and require a minimum seven days leadtime.
VPAID Creative Events Support

- AdLoaded
- AdStarted
- AdVideoFirstQuartile
- AdVideoMidpoint
- AdVideoThirdQuartile
- AdVideoComplete
- AdClickThru
- AdPaused
- AdPlaying
- AdStopped
- AdLinearChange
- AdDurationChange
- AdRemantingTimeChange
- AdVolumeChange

File Format

- HTML5/Javascript only

Dimensions

- 1280×720
- **Please note:** The bottom 45 pixels of the ad space are covered by player controls; please keep any logos or text out of that space to avoid conflicts.

Platforms

- WATCH ABC desktop only (interactive Flash ad not accepted on iPad, iPhone, and Hulu)
Frame Rate
○ 24 FPS

Dimensions
To ensure proper dimensions when loaded into the application the first frame should contain an element that is exactly 1280×720 pixels.

Canvas Area
Elements must be kept within the 1280×720 pixel canvas area. Elements outside the boundaries of the stage - such as masks - can cause unpredictable results when loaded into the application.

Video

Format
MPEG4 (MP4) file format is needed for Interactive Video.

○ Optimal Bitrate: ~1000kbps
○ Recommended Dimensions: 1280×720
○ Format: MPEG4 (MP4)
○ Duration: 15, 30 seconds (one duration per tag)
○ Frame Rate: 23.98 or 29.97 frames/second

Audio
Audio volume should not exceed the volume of the content. Audio levels should average -12db on a digital VU meter and should not exceed 6 db.

Embedding
Embedding large media - video and long audio - directly into Interactive Ad is strongly discouraged. It is recommended that media be encoding into an external file to be loaded by the Interactive Ad.
Interactive Ad kept smaller, loads quickly, and more immediately engages user

Interactive Ad can begin playing media while media is downloading

File Size
Interactive Ad files should be kept under 400 K. It is recommended that Interactive Ads and external assets larger than 150kb incorporate a loading screen.

Frame-Rate
When loaded into the application, all Interactive Ads are rendered at the 20 FPS. Problems can occur if the Interactive Ad was not designed to run at the same frame-rate.

- Interactive Ads w/ smaller native frame-rates will render more quickly than designed
- Interactive Ads w/ larger native frame-rates will render more slowly than designed

Persistent Visual
Ads should end w/ visual content that endures longer than the ad break. Ads should not fade to black.