Short-Form Video

Overview

Short-Form video, also commonly referred to as Pre-Roll, is a video ad that serves against short-form content clips, such as previews, highlights, news, and interviews. Maximum duration of video ads is :30 seconds and shorter duration’s are also accepted.

This spec applies to:

- ABC News short-form video
- ABC.com short-form video
- Oscars.com short-form video
- Good Morning America short-form video

Availability
Example

Ad Specifications: ABC Served Video

Please allow five business days for testing and review.

Supported Platforms

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Duration

- 30 seconds maximum, 15 seconds minimum

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
- 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
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
Ad Specifications: VAST

Please allow seven business days for testing and review.

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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 29.97 frames/second

High Bitrate Rendition:

- Optimal Bitrate: ~15000kbps

ABC reserves the right of final approval on video submissions
- 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

**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
Ad Specifications: VPAID

Please allow seven business days for testing and review.

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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
- AdRemainingTimeChange
- AdVolumeChange