

## Overview

Long-Form and Short- Form video includes Preroll and Midroll ads.

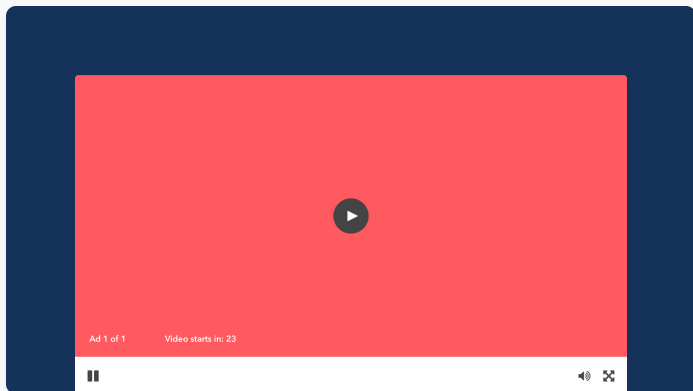
## Availability



Please note that web inventory is available only on the following sites

- <http://watchdisneychannel.go.com>
- <http://watchdisneyxd.go.com>
- <http://watchdisneyjunior.go.com>
- <http://disneynow.com> (Launch TBD 2018)

# Example



## Ad Specifications: Site Served Video

Please allow five business days for testing and review.

### Supported Platforms

Mobile	Tablet	Desktop	Connected Devices
✓	✓	✓	✓

### Duration

- 30 seconds maximum, 15 seconds minimum; video exceeding 30 seconds subject to approval

### Video Submission and Encoding Specs

- DisneyNOW 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

## Ad Specifications: VAST

Please allow seven business days for testing and review.

### Supported Platforms

Mobile	Tablet	Desktop	Connected Devices
			

### VAST Version Support

2.0

### Video Asset Specs

Each VAST tag should include the following two video renditions

#### Low Resolution Rendition:

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

#### High Resolution Rendition:

- Dimensions: 1920×1080 or 1280×720
- Format: MPEG4 (MP4), QuickTime (MOV)
- Duration: 15, 30 seconds (one duration per tag)
- Optimal Bitrate: 15000kbps
- Frame rate: 23.98 or 29.97 frames/second
- “Pillar box” is not allowed

## VAST Tracking Acceptance

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

## Clicks

- Please vet all click through links through your Disney sales account rep as they will need to be reviewed by our Disney legal team for COPPA/CARU compliance prior to launch or click through link swap
- All tags will also need to be submitted through your Disney sales account rep for COPPA/CARU privacy review as any additional tracking beyond impressions, quartiles, and clicks will only be allowed if approved by privacy, is COPPA compliant, and come from a vendor in which we have a privacy/data agreement signed between Disney and that vendor.

## Additional VAST Specs

- Please see [VAST-XML-node\\_acceptance.docx](#) for specific details regarding what VAST metrics are handled by the DISNEYNOW FEP

## Ad Specifications: VPAID

Please allow seven business days for testing and review.

## Supported Platforms

Mobile	Tablet	Desktop	Connected Devices
✓	✓	✗	✗

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

## VPAID Version Support: 2.0

**IMPORTANT:** All VPAID ads subject to testing and approval, and require a minimum seven days lead-time.

## VPAID Creative Events Support

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

# Ad Specifications: Interactive Video

Please allow seven business days for testing and review.

## Supported Platform

Mobile	Tablet	Desktop	Connected Devices
✓	✓	✗	✗

IMPORTANT: Only accepted in On-Demand content

## File Format

- HTML5/JS

## 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.

## 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***

Please note that it is best practice to also provide a QuickTime (MOV) file in the specs below:

- Video Dimensions: **1280×720**
- Video Aspect Ratio: 16×9
- Video Frame Rate: 23.98, 29.97 or 59.94

### ***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