Video Ad Formats

LONG-FORM VIDEO

Overview

Long-Form video includes Pre-Roll and Mid-Roll ads that serves against full episode content, either on-demand or in live broadcast players. These specifications apply to ABC (On Demand, Livestream, ABC on Hulu), ABC OTV (On Demand, Livestream), DisneyNOW, and Freeform (On Demand, Livestream, Freeform on Hulu).

Availability

Video Acceptance

Duration
- : 05, :10, :15, or :30s for Pre-Roll and Mid-Roll and up to :60s spots accepted for Mid-Roll. Video exceeding 60-seconds is subject to approval.

Platform	Site-Served	VAST	VPAID
Desktop	Yes	Yes	Yes
Mobile	Yes	Yes	No
Apps	Yes	Yes	No
OTT	Yes	Yes	No

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Site-Served Video

Digital Media Mezzanine File Format Requirements

- HD is preferred over SD. If an HD asset is available please provide this format.
- 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.
- Video must be broadcast quality and void of any visible compression artifacts.
- Audio must be stereo, in sync with video and void of any distortion.
- 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

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Site-Served Video
Continued

QuickTime Mezzanine File Specifications
(continued)

Audio Codecs Accepted:

- Uncompressed
- AAC: 192kbps or higher
- MP3: 192kbps or higher

Other:

- No letterboxing or pillarboxing
- :05, :10, :15, :30 or :60s duration
- 10GB max file size
- No slates, countdowns, or leaders

Standard Definition QuickTime (MOV)

- Video Dimensions: 720×486
- Video Aspect Ratio: 4×3
- Video Pixel Aspect Ratio: D1 (0.9)
- Video Frame Rate: 29.97
- Video Scanning Method: Progressive (preferred) or Interlaced where noted below.

Video Codecs Accepted:

- ProRes: Progressive or Lower Field dominance
- ProRes (HQ): Progressive or Lower Field dominance
- DVCPro (50mbps): Progressive or Lower Field dominance
- DV (25mbps): Progressive or Lower Field dominance
- Animation: Progressive scanning only
- h264 (10mbps): Progressive scanning only
- Uncompressed 10 bit: Progressive or Lower Field dominance
- Uncompressed 8bit: Progressive or Lower Field dominance

Video Ad Formats

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Site-Served Video
Continued

QuickTime Mezzanine File Specifications
(continued)

- Audio: Stereo, 48khz or 44.1khz, 16bit

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

Additional Details
- Video may click through to a sponsor's website on certain platforms.
- ABC reserves the right of final approval on video submissions.

VAST Specifications

VAST Version Support
- VAST 2.0

Video Asset Specifications

Each VAST tag should include the following two video renditions:

Low Resolution Rendition
- Bitrate: less than 1500kbps (Optimal Bitrate: 1000kbps)
- Dimensions: 1280×720
- Format: MPEG4 (MP4)
- Duration- :05, :10, :15, :30 and :60s spots accepted; video exceeding 60-seconds is subject to approval
- Frame rate: 23.98 or 29.97 frames/second

Video Ad Formats

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VAST Specifications
Continued

Video Asset Specifications
(continued)

High Resolution Rendition
- Optimal Bitrate: 15000kbps
- Dimensions: 1920×1080
- Format: MPEG4 (MP4), QuickTime (MOV)
- Duration- :05, :10, :15, :30 and :60s spots accepted; video exceeding 60-seconds is subject to approval
- Frame rate: 23.98 or 29.97 frames/second

VAST Tracking Acceptance
- Impression
- Quartile: 25%, 50%, 75%, 100%
- Clickthrough

Addtional Information
- Companion units must be specified in the "StaticResource" area (NOT the HTMLResource or IframeResource).

VPAID Specifications

Version
- VPAID 1.0

File Format
- HTML5/Javascript only

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

Video Ad Formats

LONG-FORM VIDEO

VPAID Specifications
Continued

Platforms
- Desktop only. Interactive HTML5/Javascript ads are not accepted on devices and Hulu.
- Accepted for On-Demand content only.

Interactive Framerate
- 20 FPS
- 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 with lower native frame-rates will render more quickly than designed; higher native frame-rates will render more slowly than designed.

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

Video Ad Formats

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VPAID Specifications

Continued

File Size	• Interactive Ad files should be kept under 400K. It is recommended that Interactive Ads and external assets larger than 150KB incorporate a loading screen.
Persistent Visual	• Ads should end with visual content that endures longer than the ad break. Ads should not fade to black.
VPAID Creative Events Support	• AdLoaded • AdStarted • AdVideoFirstQuartile • AdVideoMidpoint • AdVideoThirdQuartile • AdVideoComplete • AdClickThru • AdPaused • AdPlaying • AdStopped • AdLinearChange • AdDurationChange • AdRemainingTimeChange • AdVolumeChange

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Additional Information

Creative Approval
- Please allow five business days for testing and review.
- Site reserves right of final approval on creative assets.
- TWDC 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.
- TWDC can revoke the "Approved Vendor" status at any time and can refuse to serve tags from a specific vendor.

Targeting & Capping
- All targeting and capping will only be applied by TWDC.
- 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. TWDC will apply all necessary targeting/capping to ensure correct delivery.

Flighting
- Flighting will be controlled by TWDC.
- 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 TWDC will be responsible for executing this request.