

Video Ad Formats

# 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. These specifications apply to ABC (ABC.com, ABC News, Oscars.com, GMA), ABC OTV, Disney.com, DisneyNOW, Babble, and Freeform content.

## Availability



## Video Acceptance

- Duration**
- :05, :10, :15, or :30s for Pre-Roll.
  - Stitched ads (i.e. two :15s videos joined to make a :30s asset) are not accepted.

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, or :30s 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

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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

### Audio Requirements

- Audio loudness must be set to 24LKFS +/- 2dB (per the 2009-2010 U.S. CALM act S.2847).
- All Disney and Hulu brands only support creatives with a single (1) audio track. This should not be confused with multi-channel audio like 2-ch stereo or 5.1 surround channels. This restriction guards against creative files with multiple audio tracks – e.g. track 1: 2-ch stereo English; track 2: 2-ch stereo Spanish.

### Additional Details

- Video may click through to a sponsor's website on certain platforms.
- ABC reserves the right of final approval on video submissions.
- All Disney and Hulu brands only support creatives with a single (1) video track.

## 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: 1280x720
- Format: MPEG4 (MP4)
- Duration- :05, :10, :15, and :30s spots accepted
- Frame rate: 23.98 or 29.97 frames/second

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## VAST Specifications

*Continued*

### Video Asset Specifications (continued)

#### High Resolution Rendition

- Optimal Bitrate: 15000kbps
- Dimensions: 1920x1080
- Format: MPEG4 (MP4), QuickTime (MOV)
- Duration- :05, :10, :15, and :30s spots accepted
- Frame rate: 23.98 or 29.97 frames/second

### VAST Tracking Acceptance

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

### Audio Requirements

- Audio loudness must be set to 24LKFS +/- 2dB (per the 2009-2010 U.S. CALM act S.2847).
- All Disney and Hulu brands only support creatives with a single (1) audio track. This should not be confused with multi-channel audio like 2-ch stereo or 5.1 surround channels. This restriction guards against creative files with multiple audio tracks – e.g. track 1: 2-ch stereo English; track 2: 2-ch stereo Spanish.

### Additional Information

- Companion units must be specified in the “StaticResource” area (NOT the HTMLResource or IframeResource).
- All Disney and Hulu brands only support creatives with a single (1) video track.

## VPAID Specifications

**Version** • VPAID 1.0

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

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## VPAID Specifications

*Continued*

- 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**
- 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
  - All Disney and Hulu brands only support creatives with a single (1) video track.
- Audio
- Audio volume should not exceed the volume of the content.
  - Audio loudness must be set to 24LKFS +/- 2dB (per the 2009-2010 U.S. CALM act S.2847).
  - All Disney and Hulu brands only support creatives with a single (1) audio track. This should not be confused with multi-channel audio like 2-ch stereo or 5.1 surround channels. This restriction guards against creative files with multiple audio tracks – e.g. track 1: 2-ch stereo English; track 2: 2-ch stereo Spanish.
- 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

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## VPAID Specifications

*Continued*

- |                                      |  |
|--------------------------------------|--|
| <b>File Size</b>                     | <ul style="list-style-type: none"><li>• Interactive Ad files should be kept under 400K. It is recommended that Interactive Ads and external assets larger than 150KB incorporate a loading screen.</li></ul>   |
| <b>Interactive Framerate</b>         | <ul style="list-style-type: none"><li>• 20 FPS</li><li>• 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.</li><li>• Interactive Ads with lower native frame-rates will render more quickly than designed; higher native frame-rates will render more slowly than designed.</li></ul> |
| <b>Canvas Area</b>                   | <ul style="list-style-type: none"><li>• 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.</li></ul>  |
| <b>Persistent Visual</b>             | <ul style="list-style-type: none"><li>• Ads should end with visual content that endures longer than the ad break. Ads should not fade to black.</li></ul>  |
| <b>VPAID Creative Events Support</b> | <ul style="list-style-type: none"><li>• AdLoaded</li><li>• AdStarted</li><li>• AdVideoFirstQuartile</li><li>• AdVideoMidpoint</li><li>• AdVideoThirdQuartile</li><li>• AdVideoComplete</li><li>• AdClickThru</li><li>• AdPaused</li><li>• AdPlaying</li><li>• AdStopped</li><li>• AdLinearChange</li><li>• AdDurationChange</li><li>• AdRemainingTimeChange</li><li>• AdVolumeChange</li></ul>                 |

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## Additional Information

### Creative Approval

- Please allow five business days for testing and review.
- Stitched ads (i.e. two :15s videos joined to make a :30s asset) are not accepted.
- 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.