



DXP DIGITAL AD-SERVED VIDEO

OVERVIEW

This spec sheet covers digital ad-served video in all positions (pre-roll and mid-roll) on all platforms for DXP buys. Please refer to brand-specific media kits for any questions on our other streaming video offerings.

OVERALL VIDEO ACCEPTANCE:

Duration: 15 or 30 seconds for pre-roll and mid-roll (Shorter formats available upon request, :06s creatives are not permitted on ESPN+).

Platform	Site-Served	VAST	VPAID
Desktop	Yes	Yes	No
Mobile / Tablet Web	Yes	Yes	No
Mobile / Tablet Apps	Yes	Yes	No
OTT	Yes	Yes	No
STB	Yes	No	No

SITE-SERVED SPECIFICATIONS:

Dimensions

- 1920x1080 or 1280x720

File Type

- **MP4 or MOV** (Hulu prefers .mov, accepts both)
- **Disney Bitrate:** 10000kbps – 20000kbps
- **Hulu Bitrate:** 10000kbps – 30000kbps
- **Disney Framerate:** 29.97 fps
- **Hulu Framerate:** 23.98 fps, 29.97 fps (based on native frame rate)

Quicktime Mezz Codec

- **ProRes HQ in MOV container**
- **h264 codec (50mbps) in MOV MP4 container**
(Hulu only accepts in MP4 container)

Audio Codec

- **Stereo PCM 48khz sample rate, 16 or 24 bit only**

Codecs:

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

Audio is required



VAST SPECIFICATIONS:

- For Disney placements, must include at least two <MediaFile> elements, one “Low Bitrate” element and one “High Bitrate” element.
- For Hulu placements, must include only one “High Bitrate” rendition.

Low Bitrate Rendition

VAST Version Support 2.0

- **Optimal Bitrate:** 1000 kbps
- **Recommended Dimensions:** 1280x720
- **Duration:** 15, 30 sec. (1 duration per tag)
- **Frame Rate:** 23.98 or 29.97 fps
- **No** letterboxing or pillarboxing
- **Audio:** Stereo PCM 48khz sample rate, 16 or 24 bit only
- **Codecs:** AAC:192kbps or higher, MP3:192kbps or higher
Audio is required
- **Max Bitrate:** 1500 kbps
- **Format:** MPEG4 / MP4 (h.264)
- **No** blended frames

High Bitrate Rendition

- **Minimum Bitrate:** 10 Mbps
- **Recommended Dimensions:** 1920x1080
- **Duration:** 06, 15, 30 sec.
Disney Only: (1 duration per tag - ESPN+ does **not** accept :6s)
- **Frame Rate:** 23.98 or 29.97 fps
- **No** letterboxing or pillarboxing
- **Audio:** Stereo PCM 48khz sample rate, 16 or 24 bit only
- **Codecs:** AAC:192kbps or higher
Disney Only: MP3:192kbps or higher
Audio is required
- **Max Bitrate:** 30 Mbps
- **Format:** MPEG4 / MP4 (h.264)
- **No** blended frames

Tracking Acceptance

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

Additional VAST Requirements

- **Disney & Hulu:** m3u8 files are not allowed
- RTMP protocol is not supported and must be removed from the VAST tag
- **Disney:** Each VAST tag should include two MP4 renditions – one “low bit rate” and one “high bit rate” per the specs above.
- **Disney:** One creative duration per tag. Separate tags are required for different durations.
- **Hulu:** Can have :15s and :30s creatives on backend of same tag

Additional VAST Vendors

- DCM
- Innovid
- Extreme Reach
- Flashtalking



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Misc. Standard Video Requirements

- Closed captions must be embedded or burned onto the video itself.
- Please note that Disney does not accept stitched Ads; two :15s commercials joined together to make a :30s asset.
- Creative must be submitted in English language for DHXP and DAS cross-portfolio buys.
- All Disney and Hulu brands only support creatives with a single (1) video track.
- 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.
- Audio loudness must be set to 24LKFS +/- 2dB (per the 2009-2010 U.S. CALM act S.2847).

Third-Party Tag Requirements

- Disney allows for one VAST tag and one VPAID tag (desktop only) to run across all platforms.
- Hybrid tags are not accepted - Disney will require a separate VPAID tag in addition to VAST.
- Disney does not allow 4th party served VAST tags (this includes client-wrapped MOAT/IAS tags).
- Disney does not allow 4th party billing on 3rd party served tags.
- Disney requires access to 3rd party numbers upon campaign launch
- Ad blocking is not permitted.