



DXP DIGITAL VIDEO SPECS

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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	<ul style="list-style-type: none"> • 1920x1080 or 1280x720
File Type	<ul style="list-style-type: none"> • MP4 or MOV (Entertainment prefers .mov, accepts both) • Sports/News Bitrate: 10,000kbps – 40,000kbps • Entertainment Bitrate: 10,000kbps – 40,000kbps • Sports/News Framerate: 29.97 fps • Entertainment Framerate: 23.98, 24, 25 or 29.97 fps (based on native frame rate)
Quicktime Mezz Codec	<ul style="list-style-type: none"> • ProRes HQ in MOV container • h264 codec (50mbps) in MOV MP4 container (Entertainment only accepts in MP4 container)
Audio Codec	<ul style="list-style-type: none"> • Stereo PCM 48khz sample rate, 16 or 24 bit only <p>Codecs:</p> <ul style="list-style-type: none"> • AAC:192kbps or higher • MP3:192kbps or higher <p>**Audio is required**</p>



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VAST SPECIFICATIONS

- For Sports/News placements, must include at least two <MediaFile> elements, one "Low Bitrate" element and one "High Bitrate" element.
- For Entertainment placements, must include only one "High Bitrate" rendition.

Low Bitrate Rendition

VAST Version Support 2.0

- **Optimal Bitrate:** 1000 kbps
 - **Max Bitrate:** 1500 kbps
 - **Recommended Dimensions:** 1280x720
 - **Format:** MPEG4 / MP4 (h.264)
 - **Duration:** 15, 30 sec. (1 duration per tag)
 - **Frame Rate:** 23.98, 24, 25 or 29.97 fps
 - **No** blended frames
 - **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**

High Bitrate Rendition

- **Minimum Bitrate:** 10 Mbps
 - **Max Bitrate:** 40 Mbps
 - **Recommended Dimensions:** 1920x1080
 - **Format:** MPEG4 / MP4 (h.264)
 - **Duration:** 06, 15, 30 sec.
Sports/News Only: (1 duration per tag - ESPN+ does **not** accept :06s)
 - **Frame Rate:** 23.98, 24, 25 or 29.97 fps
 - **No** blended frames
 - **No** letterboxing or pillarboxing
 - **Audio:** Stereo PCM 48khz sample rate, 16 or 24 bit only
 - **Codecs:** AAC:192kbps or higher
Sports/News Only: MP3:192kbps or higher
- **Audio is required**

Tracking Acceptance

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

Additional VAST Requirements

- **All Platforms:** m3u8 files are not allowed
- RTMP protocol is not supported and must be removed from the VAST tag
- **Sports/News:** Each VAST tag should include two MP4 renditions – one "low bit rate" and one "high bit rate" per the specs above
- **Sports/News:** One creative duration per tag; Separate tags are required for different durations
- **Entertainment:** Can have :15s and :30s creatives on backend of same tag

Additional VAST Vendors

- **DCM**
- **Innovid**
- **Extreme Reach**
- **Flashtalking**



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Miscellaneous Standard Video Requirements

- Closed captions must be embedded or burned into the video itself
- All platforms do not accept stitched Ads; two :15s commercials joined together to make a :30s asset
- Creative must be submitted in English language for DXP and Disney Advertising cross-portfolio buys
- All platforms only support creatives with single (1) video track
- All platforms 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

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