



# **ESPN on ABC Commercial Guidelines 2021**

# Table of Contents

<b>Contacts.....</b>	<b>3</b>
<b>Tape Requirements .....</b>	<b>3</b>
<b>Ad-ID (ISCI) System.....</b>	<b>4</b>
<b>Digital Ad Distribution Vendor Contact Info.....</b>	<b>4</b>
<b>Commercial Purge Policy .....</b>	<b>4</b>
<b>Commercial Clearance .....</b>	<b>4</b>
<b>Commercial Instructions.....</b>	<b>5</b>
<b>Billboards.....</b>	<b>6</b>
<b>Animated Billboards .....</b>	<b>6</b>
<b>HDTV Commercial File Delivery Technical Specifications.....</b>	<b>7</b>
<b>Summary of Technical Specifications .....</b>	<b>7</b>
<b>Delivery Format.....</b>	<b>8</b>
<b>Aspect Ratio .....</b>	<b>8</b>
<b>Video Format Specifications .....</b>	<b>9</b>
<b>Audio Format Specifications .....</b>	<b>9</b>
<b>Slate.....</b>	<b>10</b>
<b>Watermarking.....</b>	<b>10</b>
<b>ABC Broadcast Standards &amp; Practices Assignment List.....</b>	<b>11</b>

**Contacts**

**ESPN Time Buy events on ABC are sold by Revenue Management and Client Services and trafficked to air by ESPN New York.**

ESPN strives to provide the highest level of service and quality to all its clients. To help us maintain this quality, we require adherence to these requirements. Please note that any special requests must be directed to both:

Ashley Spears – Sr Ad Manager, Scheduling and Sponsorship  
[ASHLEY.SPEARS@disney.com](mailto:ASHLEY.SPEARS@disney.com)

Jennifer Catone – Ad Manager, Scheduling and Sponsorship  
[JENNIFER.L.CATONE@disney.com](mailto:JENNIFER.L.CATONE@disney.com)

Melonie Hudson – Associate Ad Manager, Scheduling and Sponsorship  
[Melonie.Hudson@disney.com](mailto:Melonie.Hudson@disney.com)

Cheryl Starybrat – Manager, Ad Ops  
Building 383 Middle St. Floor 1, #2127  
Bristol, CT, 06010  
Phone: (860) 766 2613  
[cheryl.m.starybrat@disney.com](mailto:cheryl.m.starybrat@disney.com)

**Tape Requirements**

To all concerned,

All commercials for air should be delivered through one of our approved digital ad distribution vendors to the ABC broadcast network facility.

For complete network commercial delivery requirements and technical specification, please reference the ABC Network Sales commercial integration manuals via the following link:  
(Please continue to check the ABC Network Sales web site on an ongoing basis for updates.)

<http://abcaccess.com/all-access-resources/cim/>

Please contact the ABC Television Network Broadcast Operations & Engineering group via the email address below for information regarding accepted electronic distributors/vendors.

All inquiries on how to complete the necessary testing requirements needed to become a new vendor should also be directed to the below email address.

[ABCTV.DL-eCommercial@email.disney.com](mailto:ABCTV.DL-eCommercial@email.disney.com)

**Ad-ID ISCI System**

Agencies are required to utilize the Ad-ID numbering system for all commercials. To obtain a prefix assigned exclusively to each advertiser, please contact the AAAA:

American Association of Advertising Agencies  
 1065 Avenue of the Americas, 16<sup>th</sup> Floor  
 New York, NY 10018  
 Attn: AD-ID Department  
 (212) 682-2500

**Digital Ad Distribution Vendor Contact Info:**

- Extreme Reach: [support@extremereach.com](mailto:support@extremereach.com) or (877) 769-9382
- Javelin: [support@javelindelivers.com](mailto:support@javelindelivers.com)
- Yangaroo: [support@dmds.com](mailto:support@dmds.com) or (866) 992 9902
- Comcast: [AdDelivery\\_support@cable.comcast.com](mailto:AdDelivery_support@cable.comcast.com) or (855) 858-1942
- On The Spot Media: [stationservices@onthespotmedia.com](mailto:stationservices@onthespotmedia.com) or (855) 855-6876
- Syncro Services: 212-273-0500
- Video Express: [information@eideoexpress.com](mailto:information@eideoexpress.com) or (617) 267-7900

**Commercial Purge Policy**

On-air commercial assets will be held for 60 days upon arrival. After a 60-day period of inactivity, commercial assets will be purged from ABC commercial servers. Requests to hold commercial assets past 60 days of inactivity will not be accommodated.

**Commercial Clearance**

Each agency is required and responsible to clear commercial materials with ABC Broadcast Standards & Practices (ABC BS&P).

- Clearance materials must be submitted no later than seven days prior to the airdate.
- ABC BS&P encourages the submission of pre-clearance materials such as rough cuts and scripts.
- ABC BS&P accepts digital clearance materials posted to Deluxe MediaVu.
- Slated video links and substantiation of all claims can be emailed directly to the appropriate clearance specialist listed under the ABC BS&P Assignment List.

All other clearance materials can be sent to:

ABC TV  
 Broadcast Standards & Practices  
 77 West 66th Street  
 14th Floor  
 New York, NY 10023  
 Attn: (see ABC BS&P Assignment List)

**Commercial Instructions**

**Commercial instructions for ESPN on ABC must ALWAYS be sent to ESPN Business Operations in New York via fax and email. Instructions must include:**

ABC Network  
Advertiser  
Product  
Title  
Ad-ID  
Length  
Air Date, Time and Program  
Agency contact with email, phone, and fax number

**Instructions must be received at ESPN Business Ops in New York at least 5 business days prior to air.**

Fax traffic instructions to:  
Revenue Management & Client Services  
[ABCsportsTraffic@espn.com](mailto:ABCsportsTraffic@espn.com) (digital fax server email address)

ESPN will not guarantee changes/revisions within 48 hours of airdate, but will make every attempt to meet the requested date. Verbal instructions will be accepted no later than 48 hours prior to airdate. Emailed ISCI code confirmation must follow immediately.

**By submitting verbal instructions or changes, clients waive the right to object to the results, including errors.**

## **Billboards**

Material requirements must be followed exactly as specified. Failure to adhere to these requirements will result in materials not being approved for air. **All Billboard materials must be submitted no later than seven days prior to the airdate.** Requirements are as follows:

**All static billboards should be emailed as vector-based files to the ESPN Sponsorship Inbox:**

[ESPNTVSponsorship@espn.com](mailto:ESPNTVSponsorship@espn.com)

**For Direct communication please email:**

Ashley Spears – Sr Ad Manager, Scheduling and Sponsorship

[ASHLEY.SPEARS@disney.com](mailto:ASHLEY.SPEARS@disney.com)

Jennifer Catone – Ad Manager, Scheduling and Sponsorship

[JENNIFER.L.CATONE@disney.com](mailto:JENNIFER.L.CATONE@disney.com)

Melonie Hudson – Associate Ad Manager, Scheduling and Sponsorship

[Melonie.Hudson@disney.com](mailto:Melonie.Hudson@disney.com)

Vector-based visuals may be either SD or HD and must be high resolution.

- HD specs of 1280 X 720 (16 X 9 aspect ratio).

Billboards should not constitute mini-commercials. They may not contain competitive comparisons, endorsements, premiums, prizes, contests, prices, special sales, gratuitous secondary mentions, or guarantees. Billboards must be limited to a logo or product name. A short slogan or phrase is acceptable.

## **Animated Billboards**

Animated billboards are accepted on a case-by-case basis. All animated billboards need to be supplied with a matte or a hi-con and sent through an ABC approved digital ad vendor. The file must start off with a sync mark for one frame, followed by sixty frames of black, followed by the animated billboard, followed by a sync mark for one frame, followed by sixty frames of black, followed by the matte or hi-con. Animated billboards should be visual only; no audio should be on the file.

Audio copy with Ad-ID should be: 05 or :10 in length and sent to:

[ESPNTVSponsorship@espn.com](mailto:ESPNTVSponsorship@espn.com)

## **HDTV Commercial File Delivery Technical Specifications**

This following information is basic technical specifications for those producing high definition interstitial materials (commercials, promotion, PSA, etc.) for playback on the ABC Television Network. For complete details, please reference the HDTV Commercial Technical Specifications document from the following:

<http://abcaccess.com/all-access-resources/cim/>

ABC's approved digital ad distribution vendors will typically accept multiple video and audio formats and will transcode the content to meet ABC's technical specifications. ABC will not normally modify any supplied audio or video parameters, providing the following technical requirements are met. ABC reserves the right to reject materials that are delivered with parameters exceeding the specifications outlined in this document.

### **Summary of Technical Specifications**

- Scanning format: 720p, 59.94 frames per second.
- HD materials are to be delivered in a form that facilitates down-conversion to SD, with the extraction of a 4:3 image by center-cutting from the 16:9 image.
- 2-channel stereo or 5.1 channel audio accepted.
- In accordance with the ATSC recommended practice and the CALM act, ABC will adopt the current recommendation for audio loudness of -24LKFS (+/- 2 dB) measured for the length of the delivered spot. A loudness meter based on ITU-R BS.1770-2 incorporating all channels except the LFE channel should be used for this measurement. (ABC recognizes that this methodology of measuring loudness is new to the industry and that best efforts to conform to this standard should be adopted).
- The absolute maximum peak audio levels of brief and only occasional instances are not to exceed -6 dBFS. ABC reserves the right to either reject or correct audio levels that are not consistent with this specification.
- ABC will be operating under a fixed dial norm paradigm.
- ABC reserves the right to either reject or correct audio levels that are not consistent with this specification.
- There must be only one set of color bars and tone on all channels, and there shall be no audio or video preceding the color bars and tone.
- Slate/countdown of at least 8 seconds, to conclude 2 seconds before the start of the material. This requirement may be altered or omitted entirely in the future. Vendors will be notified in advance of any upcoming changes.
- Closed captioning is to be carried in the VANC space (line 9) of the output HD-SDI output signal, and is to include both CEA-708D (HD) captions, and CEA-608E (NTSC) captions carried within 708D. Exactly one SMPTE-334M packet must be present on each 720P frame.
- Content is to be followed by video black and silent audio.

## Delivery Format

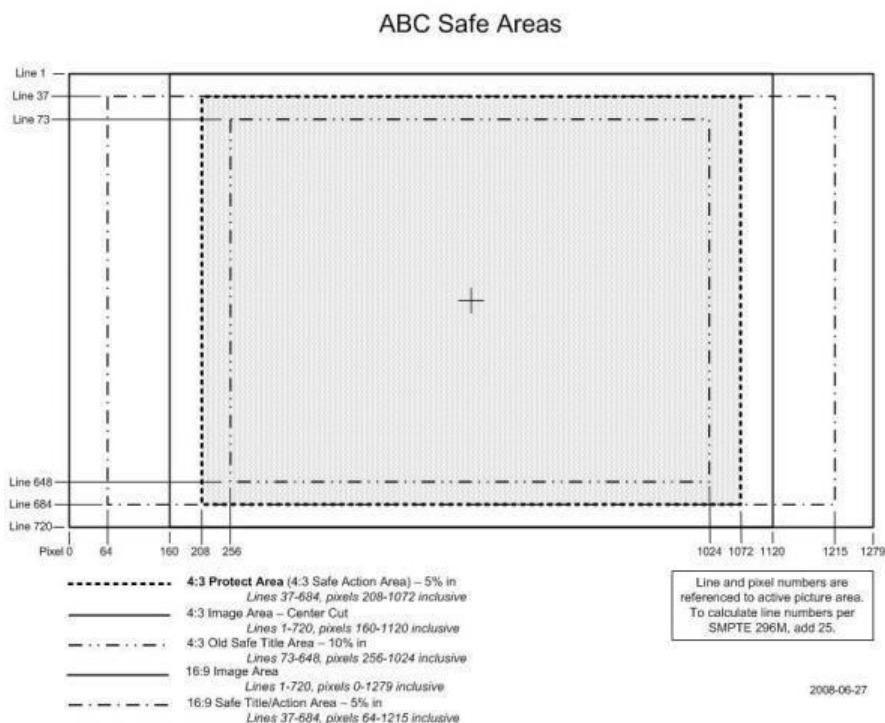
- HD commercial content for broadcast shall be delivered to ABC as a file.
- The video scanning format shall be 1280 active pixels horizontally by 720 active lines vertically, progressively scanned at 59.94 frames per second, aspect ratio 16 x 9 (1.78/1), conforming to the scanning parameters specified in SMPTE 296M.
- ABC will not accept material recorded at 60.00 frames per second.
- The file type should be either LXF or MXF 720P content. ABC's server farm for playout of program content is based around the Harris Nexio platform. All delivered files must be compatible with playout on the Nexio Platform.
- Commercial will be named with ISCI code or Ad ID number (12 characters maximum). When redelivering modified spots with the same ISCI code, ABC must be contacted to purge an already existing spot. If the spot is not previously purged, the redelivery process will fail.

Contact ABC via e-mail for instructions on the file delivery location: [ABCTV.DL-eCommercial@disney.com](mailto:ABCTV.DL-eCommercial@disney.com)

## Aspect Ratio

- HD content is to be delivered in a 16:9 aspect ratio, and in a form that facilitates down-conversion to SD, with the extraction of a 4:3 image by center-cutting from the 16:9 image.
- The ABC recommended 'safe' area for essential content (graphics & titles) is the 1.33 (4:3) Safe Action Area (90%) as outlined in SMPTE RP 218.

See below:



The shaded area represents the space in which essential content & graphics are to appear.



**Video Format Specifications**

- Video shall conform to the specifications of SMPTE 296M, system nomenclature 2: 1280 x 720/59.94/1:1; 1280 samples per active line, 1650 samples per total line; 720 active lines per frame, 750 total lines per frame; frame rate (Hz) 60/1.001; reference clock (MHz) 74.25/1.001; scanning format progressive.
- When viewed on a waveform monitor in RGB mode, all of the program video signals should lie within the range of -5% and +105%. This equates to -35mV and +735mV, respectively. The resultant luminance signal (Y) should lie within the range of -1% and +103% (-7mV and +721mV).

**Audio Format Specifications**

- Spots may be delivered with either 5.1 channel audio or 2-channel audio, either stereo or matrixed surround sound (Dolby Stereo).

Track configuration for 5.1 channel audio shall be:

1. Left
2. Right
3. Center
4. Low Frequency Effects
5. Left Surround
6. Right Surround
7. A mono mix of channels 1 through 6 or SAP audio or Aural description service for the visually impaired.
8. Silent

Track configuration for 2-channel audio shall be:

1. Stereo L
2. Stereo R
3. Silent
4. Silent
5. Silent
6. Silent
7. A mono mix of channels 1 through 6 or SAP audio or Aural description service for the visually impaired.
8. Silent

**Do not, under any circumstances, replicate or repeat channels to “fill” up or increase the number of audio tracks.**

**Slate**

The slate portion of the leader shall include the following:

- Title of the sponsor
- Title of the spot
- Commercial AD-ID or ISCI code
- Duration
- Date of recording
- Scanning format (720p)
- Audio mode/track assignments
- Indication if closed-caption encoded

A slate countdown of at least 8 seconds duration shall conclude 2 seconds before the start of the content. A video black signal accompanied by silent audio shall be inserted between the end of the countdown and the start of the content.

**Watermarking**

**ABC does not allow or permit the embedding of watermarking services**, whether in the ancillary data space or in the active audio/video portion of the content. Any additional data services (beyond BrandNet for promotional content and Closed Captioning in general) must be cleared with ABC TV Network management. **This includes embedded services for commercial tracking or any other data transmission services whatsoever.**

**Walt Disney Television | ABC**  
**Freeform, FX & NatGeo**  
**Broadcast Standards & Practices**

**ASSIGNMENT LIST - ADVERTISING**

**[Valerie.C.Broughton@disney.com](mailto:Valerie.C.Broughton@disney.com)**

ABC Promos for Freeform (JP/JD)  
 Air Courier Services (SF)  
 Appliances (JP/JD)  
 Batteries (JD/SF)  
 Clothing (JD/SF)  
 Electronics (JD/SF)  
 Floral Delivery (JP)  
 Fragrances (JP/LJP)  
 Genealogy Services (LJP/JP)  
 Hardware/Home Furnishings/Gardening  
 Housewares (JP/SF)  
 Home Safety/Security Systems (JD/JP)  
 Long-form Infomercials – Freeform (CH)  
 Moving & Storage (JD)  
 Music (SF/JP)  
 Office Supplies (JP/JD)  
 Photography (SF/JD)  
 Publisher Clearinghouse (JP/JD)  
 Restaurants/Casual Dining (JP/SF)  
 Restaurants Quick Service (JP/SF)  
 Retail (LJP/SF)

**[James.C.DeFrancisco@disney.com](mailto:James.C.DeFrancisco@disney.com)**

Casinos/Fantasy Sports (LJP)  
 Competing Media (Network) (JP/LJP)  
 Exclusively Web Based Business (SF)  
 Sports & Chairman’s Institutionals (JP)  
 Financial/Credit Cards (LJP/SF)  
 Media Services Providers (LJP/JP)  
 Professional Advertising (LJP)  
 Real Estate Service (VB/SF)  
 Shoes (LJP/VB)  
 Sporting Goods (SF/VB)

*Delay Schedule (JP/SF)*

*Sports Programs (JP)*

*World of X-Games*

*E:60, 30 for 30, Sportscenter Specials*

**[Christine.Haas@disney.com](mailto:Christine.Haas@disney.com)**

Baby Products (JP/SF)  
 Cosmetics (VB/SF)  
 Deodorants (JD/LJP)  
 Eye Care (LJP)  
 Face & Body Soaps (VB/SF)  
 Hair Care Products (SF/VB)  
 Long-form Infomercials – Freeform (VB)  
 Medical Devices (SF/LJP)  
 Nutritional Supplements (SF/LJP)  
 OTC Drugs (SF/VB)  
 Personal Care Products (JP/VB)  
 Research (SF/LJP)  
 RX Drugs (LJP/SF)  
 Weight Reduction Aids (JP/SF)

*CHALLENGES (CS/SF/LJP)*

**[Sarah.Y.Friedman@disney.com](mailto:Sarah.Y.Friedman@disney.com)**

Beer/Wine/Hard Liquor (JD/JP)  
 Car Rentals (VB/JD)  
 Communications (JD/JP)  
 Computers (JD/JP)  
 Insurance – Car & Home (JD/VB)  
 Petroleum Products/Energy (JD/CH)  
 Plasticware/Paper Products (CH/JP)  
 Political (LJ/CS)  
 PSA’s – Paid for (LJ/CS)  
 Religion (LJP/VB)

*CHALLENGES (CS/CH/LJP)*

**[Jody.Peckett@disney.com](mailto:Jody.Peckett@disney.com)**

Beverages (JD/SF)  
 Corporate (CH/JD)  
 Food – including Snacks & Cereal (CH/SF)  
 Food Delivery Services (VB/LJP)  
 Freeform Promercials (JD)  
 Litton Commercial Logs (JD)  
 Movies (JD/VB)  
 Publications (JD)  
 Toys (VB/JD)  
 Video Games (VB/LJP)  
 US Government (SF/CH)

**[Lansburg.JeanPierre@disney.com](mailto:Lansburg.JeanPierre@disney.com)**

Autos/Motorcycles and  
 Related Products (SF/VB/JD)  
 Dental (CH/JD)  
 Detergents/Laundry (CH)  
 Household Cleaners (CH/SF)  
 Insurance – Health (JD/SF)  
 Hospitals/Schools (SF/JD)  
 Jewelry (JP/SF)  
 Pet Products (CH/SF)  
 Shaving Products (VB/CH)  
 Tourism/Travel (VB/JP)

*CHALLENGES (CH/SF/CS)*

**[Chrysse.Spathas@disney.com](mailto:Chrysse.Spathas@disney.com)**

Appeals  
 Integrations (CH)  
 PSAs (SF)

*CHALLENGES (CH/SF/LJP)*

**[Tony.Specchierla@disney.com](mailto:Tony.Specchierla@disney.com)**

Long-form Infomercials -FX &  
 NatGeo(VB/CH)