

# A+E NETWORKS

## DIGITAL VIDEO AD SPECIFICATIONS

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October 2020 – December 2020



# GENERAL INFORMATION

- ▶ Ad Operations Contacts
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- ▶ Lead Time: 3-5 business days before campaign start
- ▶ Please include your Account Manager when providing traffic materials
- ▶ Click tracking required on all creative content and must open in a new browser window or tab
- ▶ A+E defines user-initiated video as engagement with any of our content. Video advertisements that air with our content must play **without** additional user engagement requirements including “click to play”
- ▶ All creative content is subject to approval

## Contents

**Pg. 3** – Video Specifications (A+E Site Served)

**Pg. 4** – 3<sup>rd</sup> Party Video Certified Vendors

**Pg. 5** – STB Video On Demand

Ad-iD<sup>®</sup>

**A+E supports universal Ad-ID**



2

**A+E** NETWORKS™

# VIDEO SPECIFICATIONS (A+E SITE SERVED)

- ▶ **Video specifications support campaigns on all IP platforms including Desktop, Mobile/Tablet Web, Mobile/Tablet Apps and CTV devices**
- ▶ **Format: QuickTime MOV (Preferred)**
  - ▶ Codec: Apple ProRes 422
  - ▶ Resolution: 1920x1080 – square pixel aspect ratio
  - ▶ Video Bitrate: VBR expected at 117Mbps – 147Mbps
  - ▶ FPS: Same as source (23.98, 25, 29.97)
  - ▶ Audio: 2-Channel Stereo, LPCM in either Big Endian or Little Endian, 16-bit or 24-bit, at least 48kHz, -24 LKFS +/-2
- ▶ **Format: MPEG-4**
  - ▶ Codec: AVC (H.264)
  - ▶ Format Profile: High@ L4.1
  - ▶ ReFrames: 2
  - ▶ Video Bitrate: 20Mbps or higher
  - ▶ Resolution: 1920x1080 (16:9)
  - ▶ Chroma Sampling: 4:2:0
  - ▶ Frame Rate: Native Frame Rate (23.98, 25, 29.97)
  - ▶ Scan Type: Progressive
  - ▶ Audio: AAC, 192kbps, 2-channel stereo, 48kHz

## Creative Lengths\*

- ▶ Minimum: 6 Seconds
- ▶ Maximum: 120 Seconds
- ▶ Typical Lengths in 15 Second Increments

**\*Pricing determined by length. Please confirm with your Sales Representative**

# 3<sup>RD</sup> PARTY VIDEO CERTIFIED VENDORS

	1x1 Tracking Pixels (All Platforms)	VAST 2.0 .mp4 (Desktop, Mobile, Tablet & CTV)	VPAID JavaScript (O&O Desktop, Mobile & Tablet App)	Hulu <sup>1</sup> VAST .mp4 or .mov (All Platforms) Separate Tag Required
Adobe	●	●	●	
BrightLine		● (Roku Only)		●
Extreme Reach	●	●	●	●
Google Ad Manager	●	●	●	●
Innovid	●	●	●	●
Sizmek	●	●	●	●

**A+E requires all 3<sup>rd</sup> party vendors to support/pass US privacy parameters for 1x1 pixels and VAST XMLs**

*Note: If a 3<sup>rd</sup> party vendor is not listed, A+E reserves the right to certify tags before implementing in direct paid campaigns. Please allow extra time for certification*

*All 3<sup>rd</sup> party served creative should be called using secure tags and contain an .mp4 creative rendition*

**<sup>1</sup>Hulu Full Creative Specs:** <https://www.hulu.com/advertising/ad-product/video-commercial/>

- Include **only** highest available HD rendition to expedite testing and activation of tags – **1920x1080** or **1280x720** – No VPAID renditions accepted
- **Width and height must be explicitly noted in media file.** Aspect ratios will cause creative to fail QC (Example: Width=1280, Height=720)



**VAST accepted across all platforms except STB-VOD**

- Media files should be available at top level XML
- Wrappers/redirects will not be accepted for campaigns trafficked as direct paid
- Audio spec: -24 LKFS +/-2

**True[X] interactive creative available on the following platforms:**

- Desktop
- Mobile: iOS/Android App
- CTV: Roku, tvOS



**Creative Lengths\***

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4

# STB VIDEO ON DEMAND

## ▶ Creative Site Served Video Requirements

- ▶ Format: QuickTime MOV or MPEG-4  
(Full Requirements on Page 3)

## ▶ Creative may also be delivered via select partners. Please deliver to any of A+E's destinations (VOD preferred) where available

- ▶ Adstream
- ▶ Comcast AdDelivery
- ▶ Extreme Reach
- ▶ Javelin
- ▶ On The Spot Media
- ▶ Syncro Services
- ▶ Yangaroo (Destination: AEVOD)

## ▶ 1x1 impressions pixels may be applied for 3<sup>rd</sup> party tracking (Please see page 4 for list of certified vendors)

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