GENERAL INFORMATION

- Ad Operations Contacts
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  - Susan Jennings (Susan.Jennings@aenetworks.com)

- 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

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A+E supports universal Ad-ID
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
3RD PARTY VIDEO CERTIFIED VENDORS

<table>
<thead>
<tr>
<th>1x1 Tracking Pixels (All Platforms)</th>
<th>VAST 2.0 .mp4 (Desktop, Mobile, Tablet &amp; CTV)</th>
<th>Hulu(^1) 2.0 VAST .mp4 or .mov (All Platforms) Separate Tag Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>BrightLine</td>
<td>● (Roku Only)</td>
<td>●</td>
</tr>
<tr>
<td>Extreme Reach</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Google Ad Manager</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Innovid</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Sizmek</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

\(^1\)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 with bit rate 15 Mbps or higher and without frame conversion – No VPAID renditions accepted
- Width and height must be explicitly noted in media file. Aspect ratios will cause creative to fail QC (Example: Width=1920, Height=1080)

VAST tags accepted across all platforms except STB-VOD. VPAID tags are not accepted:
- Media files should be available at top level XML
- Wrappers/redirects will not be accepted for campaigns trafficked as direct paid

True[X] Interactive creative available on the following platforms:
- Desktop
- Mobile: iOS/Android App
- CTV: Roku, tvOS, FireTV

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

Note: If a 3rd 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

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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 3rd party tracking (Please see page 4 for list of certified vendors)

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