

A+E NETWORKS

DIGITAL VIDEO AD SPECIFICATIONS

October 2021 – December 2021



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

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A+E supports universal Ad-ID



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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

	1x1 Tracking Pixels (All Platforms)	VAST 2.0 .mp4 (Desktop, Mobile, Tablet & CTV)
Extreme Reach	●	●
Flashtalking	●	●
Google Ad Manager	●	●
Innovid	●	●
Sizmek	●	●

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

All 3rd party served creative should be called using secure tags and contain an .mp4 creative rendition

Creative Lengths*

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

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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



3RD PARTY VIDEO CERTIFIED VENDORS (CON'T)



Hulu Full Creative Specs:

<https://www.hulu.com/advertising/ad-product/video-commercial/>

▪ SEPARATE TAG REQUIRED

- 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 2.0 .mp4 or .mov (All Platforms)
Extreme Reach	●
Flashtalking	●
Google Ad Manager	●
Innovid	●
Sizmek	●

CTV Interactive Ads

▪ SEPARATE TAG REQUIRED

- VAST 2.0
- .mp4 and application/json media file types accepted
- Allow extra time for additional testing and quality control

	Owned & Operated Roku	Hulu Amazon FireTV	Hulu Roku
BrightLine Interactive	●	●	
Innovid Interactive	●	●	●

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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