A+E NETWORKS
TVE VIDEO AD
SPECIFICATIONS
July 2022 – September 2022
GENERAL INFORMATION

- Ad Operations Contacts
  - Tiffany Davis (Tiffany.Davis@aenetworks.com)
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  - Greg Rubin (Greg.Rubin@aenetworks.com)
  - Susan Jennings (Susan.Jennings@aenetworks.com)

- Lead Time: Up to 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
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>Vendor</th>
<th>1x1 Tracking Pixels (All Platforms)</th>
<th>VAST 2.0 (Desktop, Mobile &amp; CTV)</th>
<th>Audio</th>
<th>Video</th>
<th>Skipping/Looping</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adform</td>
<td>●</td>
<td>.mp4</td>
<td>AAC, 192kbps, 2-channel stereo, 48kHz</td>
<td>Suggested Size: 1920x1080 Frame Rate: 23.98 FPS</td>
<td>No</td>
</tr>
<tr>
<td>Extreme Reach</td>
<td>●</td>
<td>.mp4</td>
<td>AAC, 192kbps, 2-channel stereo, 48kHz</td>
<td>Suggested Size: 1920x1080 Frame Rate: 23.98 FPS</td>
<td>No</td>
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<tr>
<td>Flashtalking</td>
<td>●</td>
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<td>Suggested Size: 1920x1080 Frame Rate: 23.98 FPS</td>
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<td>Google Ad Manager</td>
<td>●</td>
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**VPAID tags are not accepted**

 Secure VAST tags 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
- 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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### 3rd Party Video Certified Vendors (Con’t)

- **SEPARATE TAG REQUIRED**
- **No VPAID renditions accepted**

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**Hulu Full Creative Specs:**
https://advertising.hulu.com/ad-products/video-commercial/
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/Javelin
    - Comcast AdDelivery
    - Extreme Reach
    - 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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