

A+E NETWORKS

TVE VIDEO AD SPECIFICATIONS

July 2022 – September 2022



GENERAL INFORMATION

- ▶ Ad Operations Contacts
 - ▶ Tiffany Davis (Tiffany.Davis@aenetworks.com)
 - ▶ Angela Lam (Angela.Lam@aenetworks.com)
 - ▶ Christina Price (Christina.Price@aenetworks.com)
 - ▶ Damien Scott (Damien.Scott@aenetworks.com)
 - ▶ 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

	1x1 Tracking Pixels (All Platforms)	VAST 2.0 (Desktop, Mobile & CTV)	Audio	Video	Skipping/Looping
Adform	●	.mp4	AAC, 192kbps, 2-channel stereo, 48kHz	Suggested Size: 1920x1080 Frame Rate: 23,98 FPS	No
Extreme Reach	●	.mp4	AAC, 192kbps, 2-channel stereo, 48kHz	Suggested Size: 1920x1080 Frame Rate: 23,98 FPS	No
Flashtalking	●	.mp4	AAC, 192kbps, 2-channel stereo, 48kHz	Suggested Size: 1920x1080 Frame Rate: 23,98 FPS	No
Google Ad Manager	●	.mp4	AAC, 192kbps, 2-channel stereo, 48kHz	Suggested Size: 1920x1080 Frame Rate: 23,98 FPS	No
Innovid	●	.mp4	AAC, 192kbps, 2-channel stereo, 48kHz	Suggested Size: 1920x1080 Frame Rate: 23,98 FPS	No
Sizmek	●	.mp4	AAC, 192kbps, 2-channel stereo, 48kHz	Suggested Size: 1920x1080 Frame Rate: 23,98 FPS	No

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***

Creative Lengths*

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

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3RD PARTY VIDEO CERTIFIED VENDORS (CON'T)



▪ **SEPARATE TAG REQUIRED**

▪ No VPAID renditions accepted

	1x1 Tracking Pixels (All Platforms)	VAST 2.0 (Desktop, Mobile & CTV)	Audio	Video	Skipping/Looping
Adform	•	.mp4 or .mov One rendition only	AAC, 192kbps, 2-channel stereo, 48kHz	Size: 1920x1080 explicitly noted in XML Frame Rate: 23,98 FPS Native without Frame Conversion Bit Rate: >15Mbps	No
Extreme Reach	•	.mp4 or .mov One rendition only	AAC, 192kbps, 2-channel stereo, 48kHz	Size: 1920x1080 explicitly noted in XML Frame Rate: 23,98 FPS Native without Frame Conversion Bit Rate: >15Mbps	No
Flashtalking	•	.mp4 or .mov One rendition only	AAC, 192kbps, 2-channel stereo, 48kHz	Size: 1920x1080 explicitly noted in XML Frame Rate: 23,98 FPS Native without Frame Conversion Bit Rate: >15Mbps	No
Google Ad Manager	•	.mp4 or .mov One rendition only	AAC, 192kbps, 2-channel stereo, 48kHz	Size: 1920x1080 explicitly noted in XML Frame Rate: 23,98 FPS Native without Frame Conversion Bit Rate: >15Mbps	No
Innovid	•	.mp4 or .mov One rendition only	AAC, 192kbps, 2-channel stereo, 48kHz	Size: 1920x1080 explicitly noted in XML Frame Rate: 23,98 FPS Native without Frame Conversion Bit Rate: >15Mbps	No
Sizmek	•	.mp4 or .mov One rendition only	AAC, 192kbps, 2-channel stereo, 48kHz	Size: 1920x1080 explicitly noted in XML Frame Rate: 23,98 FPS Native without Frame Conversion Bit Rate: >15Mbps	No

Hulu Full Creative Specs:

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

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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/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)**

Creative Lengths*

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

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