

# A+E NETWORKS

## TVE VIDEO AD SPECIFICATIONS

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# GENERAL INFORMATION

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- ▶ 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

## Contents

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

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

**Pg. 5** – 3<sup>rd</sup> Party Video Certified Vendors (Con't)

**Pg. 6** – STB Video On Demand



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

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2

# 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 (Desktop, Mobile & CTV)	Audio	Video	Skipping/Looping
<b>Adform</b>	●	.mp4	AAC, 192kbps, 2-channel stereo, 48kHz	Suggested Size: 1920x1080 Frame Rate: 23,98 FPS	No
<b>Extreme Reach</b>	●	.mp4	AAC, 192kbps, 2-channel stereo, 48kHz	Suggested Size: 1920x1080 Frame Rate: 23,98 FPS	No
<b>Flashtalking</b>	●	.mp4	AAC, 192kbps, 2-channel stereo, 48kHz	Suggested Size: 1920x1080 Frame Rate: 23,98 FPS	No
<b>Google Ad Manager</b>	●	.mp4	AAC, 192kbps, 2-channel stereo, 48kHz	Suggested Size: 1920x1080 Frame Rate: 23,98 FPS	No
<b>Innovid</b>	●	.mp4	AAC, 192kbps, 2-channel stereo, 48kHz	Suggested Size: 1920x1080 Frame Rate: 23,98 FPS	No
<b>Sizmek</b>	●	.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 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**

## 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 (CON'T)



▪ **SEPARATE TAG REQUIRED**

▪ No VPAID renditions accepted

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

**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 3<sup>rd</sup> 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

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