Video

	VAST 2.0				VPAID 2.0
	Mezz	High	Medium	Low	
Endpoint	Desktop, Mobile | Tablet [Web & Apps], and CTV devices				Desktop Only (Does not include Livestream)
Format	.MP4				HTML5
Codec	H.264				
Ad Units	Preroll, Midroll				
Duration	:06s | :15s | :30s (approval required for longer durations)				
Aspect Ratio	16:9				
Resolution	Progressive Scan Type				
	1920x1080	1280×720	640x360	1920x1080	
Frame Rate	**Same as source:** 23.98, 25, 29.97 fps				
Bitrate	15 Mbps (minimum)	3 – 5 Mbps	1 – 2 Mbps	340 - 460 kbps	420 kbps

Audio

Codec	PCM (preferred) or AAC		
Bitrate	192 kbps (minimum)	96 kbps (minimum)	
Channels	2 Channels Only (stereo mix)		
Sample Size/Rate	16 or 24-bit / 48 kHz		
Levels	-24LKFS (+/- 2 dB) in the US as per ATSC A/85		
Max File Size	1GB	Variable based on bitrate	15MB

VAST | VPAID

► **3ʳᵈ Party Guidelines:**

» Only secure (https) tags will be accepted.

» Discovery requires (at minimal) the following FOUR media files to ensure the highest quality content and advertisement playback across all viewing endpoints:
   1. *Mezzanine*
   2. *High*
   3. *Medium*
   4. *Low*

» VAST tags may include .MOV files, but <u>MUST</u> include a .MP4 for each rendition. If a .MP4 is not included for each then the asset will not pass and must be revised or it will not serve on all platforms.

» The number of media files must remain constant in the event of creative rotation.

» A separate VAST tag, per duration, is required -- *For more information, please contact your Discovery AE.*

» All frequency capping, geo, browser or any other targeting to be applied by Discovery only.

» VAST tags are accepted across all platforms except Set Top Box VOD.

» If VPAID is required, tag functionality is only supported on desktop.

» VPAID and/or blocking tags are <u>not</u> accepted for Programmatic Guaranteed deals.

» Skip functionality is not supported.

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STANDARD DISPLAY AD UNITS

Format	GIF | JPG | HTML5 | Javascript						
Size	728x90	300x250	300x600	970x250	300x1050 [Portrait]	300x50	320x50
Platform	Desktop (300x250 - Desktop & Mobile)			Desktop	Desktop	Mobile	
Animation (max) | Looping (max) | FPS	3 loops | 15s | 24 fps			30s (max) | 30 fps	2 loops | 15s | 24 fps	3 loops | 15s | 24 fps	
Initial File Load Size (max)	150 KB		250 KB	250 KB	250 KB (HTML5)	50 KB [Static] 100 KB [Expand]	
Host-Initiated Subload (max)	3 MB | 30s max (in-banner video)			1 MB	350 KB	300 KB [Expand]	
Click/Rollover Expansion Size | Direction	Up to 728x315 | Down	Up to 600x250 | Left & Down	Up to 600x600 | N/A	N/A	Up to 580x460 | Left	480x320 | Full Screen	320x300 | Down
Z-Index	99 K	5-10 K	N/A	Above 15 K	5-10 K	N/A	

For information regarding custom|non-standard ad units, please contact your Discovery Account Executive

We align with most IAB specifications. For additional information, please visit https://www.iab.com/newadportfolio/.

► **General Requirements:**
  » All ad placements should open in a new browser window when clicked.
  » Creatives cannot expand or pop out of designated areas unless approved and specified in the IO.
  » Ads must have a distinct border or a highly contrasting background so users can clearly identify ads from page content.
  » OWN Ads should not include edit from O Magazine or Oprah.com without approval.
  » All tracking elements embedded in or associated with creative assets must be clearly labeled/described as to its purpose. We reserve the right to request disclosure or further clarification of tracking element function prior to implementation on our content.

► **Advanced:**
  » Max number of Host-Initiated File Requests = 15
  » Max number of User-Initiated Subload = unlimited
  » Maximum CPU usage = 30%

► **Audio/Video:**
  » Pause button is required for video within an ad.
  » Audio must be user-initiated and have obvious mute button.
  » Accessing a user's microphone and/or webcam is not permitted.

► **Expanding:**
  » Hotspot: A maximum of 30% of the banner can contain the hotspot and must NOT initiate audio.
  » Creative should clearly state 'Roll Over / Peel Me for More Info' (or similar).
  » Auto-expansion on Discovery O&O sites: 5 seconds
  » All expanding ads must be 3rd party served.
  » Must contain clearly labeled "close" button.
  » Pushdown ads are not accepted.

DO NOT AIR LIST

► **Not Allowed:**

- » Cigarettes | tobacco products
- » Products related to illegal drugs
- » Firearms | fireworks | explosives
- » CBD/Hemp products - ingestibles
- » Anti-law enforcement devices
- » Adult (sex) magazines | pornographic materials | escort services
- » X-rated movies
- » Massage parlors
- » Free DVDs
- » Abortion services
- » Belly fat ads
- » Ads mentioning Garcinia, Cambogia, or Acai
- » Bingo | lottery
- » Casino | gambling
- » Psychics
- » Any ads with book club messaging (OWN) -- *Special cases may be allowed pending approval*.

► **Needs Approval:**

- » Alcohol related ads:
  - • The advertising of distilled liquor, beer, malt, and wine products must comply with applicable federal, state and local laws, and be in conformance with the Beer Institute Advertising and Marketing code. All alcohol advertising will be sent to the Standards and Practices department for review and approval.
  - • Alcohol advertising may only appear in connection with adult directed content where a minimum of 71.6% of the audience is 21 years old or older. Alcohol messaging should be responsible, not portray consumption, and contain a "responsible drinking" statement.
- » Competitive Streaming Services ads.
- » Political candidate or issues ads.
- » Dating site(s) ads --- OWN needs approval.
- » Questionable content related to:
  - • Violence
  - • Weapons
  - • Profanity
  - • Suggestive materials, etc.

For additional details regarding Discovery's Standards & Practices for Commercial Content, please contact your Discovery Account Executive.