



# DHXP DIGITAL AD-SERVED VIDEO

## OVERVIEW

This spec covers digital ad-served video in all positions (pre-roll and mid-roll) on all platforms for DHXP buys.

## OVERALL VIDEO ACCEPTANCE:

Duration: 15 or 30 seconds for pre-roll and mid-roll (Shorter formats available upon request, :06s creatives are not permitted on ESPN+).

Platform	Site-Served	VAST	VPAID
Desktop	Yes	Yes	No
Mobile / Tablet Web	Yes	Yes	No
Mobile / Tablet Apps	Yes	Yes	No
OTT	Yes	Yes	No
STB	Yes	No	No

## SITE-SERVED SPECIFICATIONS:

### Dimensions

- 1920x1080 or 1280x720

### File Type

- MP4 or MOV (Hulu prefers .mov, accepts both)
- Disney Bitrate: 6000kbps
- Hulu Bitrate: 15000kbps – 30000kbps
- Disney Framerate: 29.97 fps
- Hulu Framerate: 23.98 fps, 29.97 fps (based on native frame rate)

### Quicktime Mezz Codec

- ProRes HQ in MOV container
- h264 codec (50mbps) in MOV MP4 container (Hulu only accepts in MP4 container)

### Audio Codec

- Stereo PCM 48khz sample rate, 16 or 24 bit only

#### Codecs:

- AAC:192kbps or higher
- MP3:192kbps or higher

*\*\*Audio is required\*\**

## VAST SPECIFICATIONS:

- For Disney placements, must include at least two <MediaFile> elements, one “Low Bitrate” element and one “High Bitrate” element.
- For Hulu placements, must include only one “High Bitrate” rendition.

### Low Bitrate Rendition

#### VAST Version Support 2.0

- **Optimal Bitrate:** 1000 kbps
  - **Recommended Dimensions:** 1280x720
  - **Duration:** 15, 30 sec. (1 duration per tag)
  - **Frame Rate:** 23.98 or 29.97 fps
  - **No** letterboxing or pillarboxing
  - **Max Bitrate:** 1500 kbps
  - **Format:** MPEG4 / MP4 (h.264)
  - **No** blended frames
  - **Audio:** Stereo PCM 48khz sample rate, 16 or 24 bit only
  - **Codecs:** AAC:192kbps or higher, MP3:192kbps or higher
- \*\*Audio is required\*\**

### High Bitrate Rendition

- **Minimum Bitrate:** 15 Mbps
  - **Recommended Dimensions:** 1920x1080
  - **Duration:** 06, 15, 30 sec.  
*Disney Only:* (1 duration per tag - ESPN+ does **not** accept :6s)
  - **Frame Rate:** 23.98 or 29.97 fps
  - **No** letterboxing or pillarboxing
  - **Audio:** Stereo PCM 48khz sample rate, 16 or 24 bit only
  - **Codecs:** AAC:192kbps or higher  
*Disney Only:* MP3:192kbps or higher
- \*\*Audio is required\*\**

### Tracking Acceptance

- **Impression** • **Quartile:** 25%, 50%, 75%, 100% • **Clicks**

### Additional VAST Requirements

- **Disney & Hulu:** m3u8 files are not allowed
- RTMP protocol is not supported and must be removed from the VAST tag
- **Disney:** Each VAST tag should include two MP4 renditions – one “low bit rate” and one “high bit rate” per the specs above.
- **Disney:** One creative duration per tag. Separate tags are required for different durations.
- **Hulu:** Can have :15s and :30s creatives on backend of same tag

### Additional VAST Vendors

- DCM
- Innovid
- Extreme Reach
- Flashtalking