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+).

<table>
<thead>
<tr>
<th>Platform</th>
<th>Site-Served</th>
<th>VAST</th>
<th>VPAID</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Mobile / Tablet Web</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Mobile / Tablet Apps</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>OTT</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
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<tr>
<td>STB</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

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.

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### Low Bitrate Rendition

- **Audio**: Stereo PCM 48khz sample rate, 16 or 24 bit only
- **Codecs**: AAC: 192kbps or higher, MP3: 192kbps or higher

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### High Bitrate Rendition

- **Audio**: Stereo PCM 48khz sample rate, 16 or 24 bit only
- **Codecs**: AAC: 192kbps or higher, MP3: 192kbps or higher

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### VAST Version Support 2.0

- **Optimal Bitrate**: 1000 kbps
- **Recommended Dimensions**: 1280×720
- **Duration**: 15, 30 sec. (1 duration per tag)
- **Frame Rate**: 23.98 or 29.97 fps
- **No** letterboxing or pillarboxing

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### Tracking Acceptance

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

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### 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

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### Additional VAST Vendors

- **DCM**
- **Innovid**
- **Extreme Reach**
- **Flashtalking**