

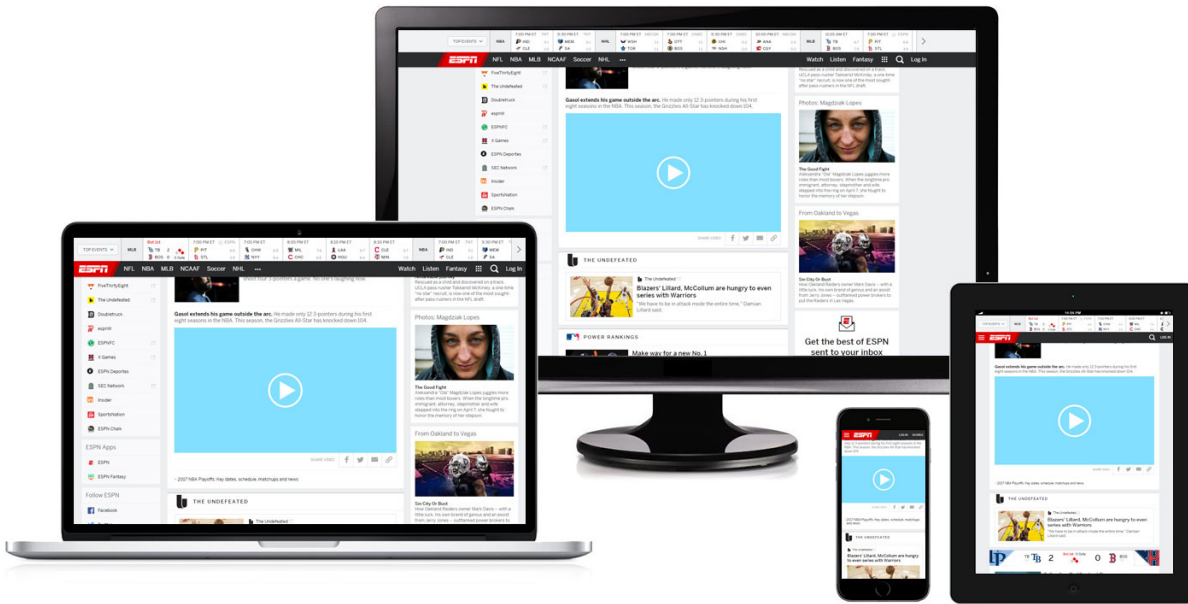
Video Ad Formats

PRE-ROLL VIDEO

Overview

The Pre-Roll features a 6, 15, or 30 second clip that runs before the video content on ESPN.com with an advertising message.

- Standard Pre-Roll on ESPN supports VAST 2.0 and VPAID.
- Pre-Roll creative can run across all of ESPN's platforms, including desktop, mobile web, OTT, and apps.
- Longer skippable video creative are supported for certain content.



Availability



Video Ad Formats

PRE-ROLL VIDEO

Video Acceptance

PLATFORM	ESPN-SERVED VIDEO	VAST	VPAID
DESKTOP	Yes	Yes	Yes
MOBILE WEB	Yes	Yes	Yes
APPS	Yes	Yes	No
OTT	Yes	Yes	No

Pre-Roll Eligibility

CONTENT LENGTH	NON-SKIPPABLE AD CREATIVE DURATION	SKIPPABLE AD CREATIVE DURATION
Up to :15s	No ads eligible	No ads eligible
:16s - :29s	Up to :10s	Up to :30s
:30s - :59s	Up to :15s	Up to :30s
:60s and above	Up to :30s	No duration limit

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VAST Requirements

- | | |
|--------------------------------------|---|
| Accepted Versions | <ul style="list-style-type: none"> • VAST 2.0 • VAST 3.0 for skippable ads only |
| Accepted Video Dimensions | <ul style="list-style-type: none"> • 1280x720 • 1920x1080 |
| Max File Size | <ul style="list-style-type: none"> • 50MB |
| Video Encoding Specifications | <ul style="list-style-type: none"> • Stream type: .mp4 (h.264); .m3u8 files not allowed • RTMP protocols are not supported and must be removed from the VAST tag • Frame rate: 29.97 fps • Bitrate: At least one video creative 1500kbps or less is required to serve to mobile web and app. • Note: The VAST response should include two MP4's - one low-resolution, and one high. The higher resolution MP4 should be between 2000-5000 kbps. For example: |

```

<MediaFiles>
  <MediaFile id="1" delivery="progressive" type="video/mp4"
  bitrate="1000" width="640" height="360">
    <![CDATA[https://cdn.flashtalking.com/2342/sunny_weather_low-res-
    ad.mp4]]>
  </MediaFile>
  <MediaFile>
    <MediaFile id="2" delivery="progressive" type="video/mp4"
    bitrate="3500" width="1280" height="720">
      <![CDATA[https://cdn.flashtalking.com/2342/sunny_weather_high-res-
      ad.mp4]]>
    </MediaFile>
  </MediaFiles>
    
```

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VAST Requirements

Continued

- Audio Encoding Specifications**
 - Bitrate: 96 kbps
 - MP3
 - Volume should be normalized to -23 dBFS.

- Aspect Ratio**
 - 16:9

- Sample Rate**
 - 44.1 kHz

- Other Requirements**
 - Creative targeted directly to YouTube is subject to YouTube's own acceptance policy. VAST is only accepted on a case-by-case basis. If VAST tags do not "PASS" using the following tool, site-served creative will be requested. <https://ytvastqa.appspot.com/>
 - Skippable creative must have linear skipoffset enabled in the VAST XML.
 - Skippable creative are not supported for OTT devices.

VPAID Requirements

- File Formats**
 - VPAID creative must contain an HTML5 creative. ESPN's desktop and mobile web video players are HTML5 compliant. Example XML response:


```

          <MediaFile>
            <MediaFile type="application/javascript" apiFramework="VPAID"
            height="480" width="640" delivery="progressive">
              <![CDATA[https://svastx.moatads.com/
              mediacomplaystationvpaid23443354/moatwrapper.
              js?#vast=https:%3a%2f%2fad.doubleclick.net...]]>
            </MediaFile>
          </MediaFiles>
          
```

- Restrictions**
 - VPAID is not accepted for apps or OTT devices.

- Additional Information**
 - **See the IAB's guidelines for VPAID (.pdf)**

Video Ad Formats

PRE-ROLL VIDEO

ESPN-Served Video

- | | |
|---|---|
| Pixel Dimensions
(Raw Video) | <ul style="list-style-type: none"> • Minimum dimensions: 1280x720. • All video must support High Definition video playback. |
| Max File Size | <ul style="list-style-type: none"> • 100MB • Applies to digital submissions only. |
| Duration | <ul style="list-style-type: none"> • 6, 15, or 30 seconds. |
| Aspect Ratio | <ul style="list-style-type: none"> • 16:9 |
| Frame Rate | <ul style="list-style-type: none"> • 29.97 fps |
| File Format | <ul style="list-style-type: none"> • Stream type: MP4, MPEG-2 Program Stream, or Quicktime (MOV) • Delivery: Progressive • Bitrate: 6000 kbps (.mp4/.mov); 10000 kpbs (.mpg) • All submitted files should be pre-cut to desired run time. Slates, Countdown clocks and color bars must be removed prior to submission. • H.264 compression |
| Audio Specifications | <ul style="list-style-type: none"> • Bitrate: 192 kbps • Formats: AAC (.mp4/.mov); FFDSHow (.mpg) • Volume should be normalized to -23 dBFS. |
| Sample Rate | <ul style="list-style-type: none"> • 48 kHz • FFDSHow (.mpg) |