A+E GLOBAL MEDIA

TVE VIDEO AD SPECIFICATIONS

October 2026 – December 2026

GENERAL INFORMATION

- Ad Operations Contacts
  - Christina Collins (Christina.Collins@aegm.com)
  - Danielle Pitt (Danielle.Pitt@aegm.com)
  - Christina Price (Christina.Price@aegm.com)
  - Chris Ryan (Chris.Ryan@aegm.com)
  - Greg Rubin (Gregory.Rubin@aegm.com)
- 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 – 3rd Party Video Certified Vendors

Pg. 5 – 3rd Party Video Certified Vendors (Con't)

Pg. 6 – Specialty Video Products

Pg. 6 – STB Video On Demand

Pg. 7 – Browser Display Ad Units

AD-ID
Our Industry's Ad Registry

tag Trustworthy Accountability Group

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**

A+E

3RD PARTY VIDEO CERTIFIED VENDORS

	1x1 Tracking Pixels (All Platforms)	VAST 2.0 (Desktop, Mobile & CTV)	Audio	Video	Skippable
Extreme Reach	●	.mp4	AAC, 192kbps, 2-channel stereo, 48kHz	**Required Sizes:** 1920x1080 and 640x360 Frame Rate: 23,98 FPS	No
Flashtalking	●	.mp4	AAC, 192kbps, 2-channel stereo, 48kHz	**Required Sizes:** 1920x1080 and 640x360 Frame Rate: 23,98 FPS	No
Google Ad Manager	●	.mp4	AAC, 192kbps, 2-channel stereo, 48kHz	**Required Sizes:** 1920x1080 and 640x360 Frame Rate: 23,98 FPS	No
Innovid	●	.mp4	AAC, 192kbps, 2-channel stereo, 48kHz	**Required Sizes:** 1920x1080 and 640x360 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 3rd 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 contact your Sales Representative**

A+E

3RD PARTY VIDEO CERTIFIED VENDORS (CON'T)

hulu

- **SEPARATE TAG REQUIRED**
- **No VPAID renditions accepted**

	1x1 Tracking Pixels (All Platforms)	VAST 2.0 (Desktop, Mobile & CTV)	Audio	Video	Skippable
Extreme Reach	•	.mp4 or .mov **One rendition only**	AAC, 192kbps, 2-channel stereo, 48kHz	**Size**: 1920x1080 explicitly noted in XML **Frame Rate**: 23,98 FPS Native without Frame Conversion **Bit Rate**: >10Mbps	No
Flashtalking	•	.mp4 or .mov **One rendition only**	AAC, 192kbps, 2-channel stereo, 48kHz	**Size**: 1920x1080 explicitly noted in XML **Frame Rate**: 23,98 FPS Native without Frame Conversion **Bit Rate**: >10Mbps	No
Google Ad Manager	•	.mp4 or .mov **One rendition only**	AAC, 192kbps, 2-channel stereo, 48kHz	**Size**: 1920x1080 explicitly noted in XML **Frame Rate**: 23,98 FPS Native without Frame Conversion **Bit Rate**: >10Mbps	No
Innovid	•	.mp4 or .mov **One rendition only**	AAC, 192kbps, 2-channel stereo, 48kHz	**Size**: 1920x1080 explicitly noted in XML **Frame Rate**: 23,98 FPS Native without Frame Conversion **Bit Rate**: >10Mbps	No

Hulu Full Creative Specs:
https://products.disneyadvertising.com/video-commercial/

A+E

SPECIALTY VIDEO PRODUCTS

Full Specialty Digital Ad Product Catalog:
https://adsales.aegm.com/digital-ad-products

- Powered by Innovid
- Full video specifications can be found on Page 3





Interactive VAST (Optional QR Code Provided By Client)

- Interaction Via Device Remote Control
- Available On Select Owned Endpoints
  - Roku
  - Amazon Fire
  - Apple TV
  - Android TV
- Standard Creative Lengths (Max 120 Second)
- 1920x1080 PSD High Res Images Required

Enhanced VAST (QR Code Provided By Client)

- Static Visual Alongside Video With Scannable Interactivity
- Available On & Off Domain (except Hulu)
- Standard Creative Lengths (Max 120 Second)

A+E

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 where available**
  - Adstream/Javelin
  - Comcast AdDelivery
  - Extreme Reach
  - On The Spot Media
  - Syncro Services
  - Yangaroo (Destination must be AEVOD)
- **1x1 impressions pixels may be applied for 3rd 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**

A+E

BROWSER DISPLAY AD UNITS

	728x90	300x250	970x250	320x50
Initial & Backup File Size (max)	250 KB			
Format	gif, jpg, html, jsp			
Animation Limit	15 seconds			
Polite/Subsequent Download (max)	500 KB			
User Initiated Download (max)	2.2 MB			
Z-Index	5000 – 1,999,999 (for entire ad unit)			
Hot Spot	Not to exceed 1/4 size of ad (collapsed). Only initiated when cursor rests on hotspot for at least 1 second. Must NOT initiate audio			
Audio & Video	Audio must be user initiated. Mute and pause buttons required			

For additional IAB display guidelines, visit
https://www.iab.com/wp-content/uploads/2019/04/IABNewAdPortfolio_LW_FixedSizeSpec.pdf