

Creative Delivery Specifications



All creatives should be delivered as 'cut to time', free of any slates, countdowns, or added black leading into start of video. Audio/Video should start at first frame.

Preferred Methods of Delivery:

Mezzanine files meeting the specifications below should be sent to the FOX Digital team via FOX Box or ISCs sent to Extreme Reach or Comcast Adstor.

Video Codecs:	* Apple ProRes 422 HQ (preferred) * H.264
Bit-rate:	10-30 Mbps
Bit-rate mode:	Constant Bit Rate (CBR) Only
File Formats:	MPEG-4 (.mp4)
Max File Size	10Gb
Resolution:	(Native Preferred) 1920x1080 and 1280x720
Scanning:	Progressive
Frame Rate:	23.98, 25 or 29.97 (native preferred)
Profile/Level:	* ProRes HQ Codec (preferred) * H.264 - Main Profile @ Main Level (MP@ML)
Color Space:	4:2:2
Display Aspect Ratio:	16:9
Audio Codec:	PCM or AAC Codec – 2 Channel Only
Bit Rate / Bit Depth:	192 kbps minimum - 16 or 24 bit only
Audio Sample Rate	48kHz
Average Loudness - LKFS	-24 to -28 - (With Dialogue Normalization set at -24)
Dialogue Normalization	-24 to -28

VAST Tag Reminders

- VAST 2.0 is the only accepted tag version
- No VPAID elements are allowed within the tag
- Tags cannot be double wrapped. Any measurement pixels will need to be included as 1x1s
- No Blocking elements are allowed within the tags. Only monitoring and measurement pixels
- Creatives in the tag must not have duplicate frames.
Please ensure all creative renditions are in their native frame rate
- Please ensure that tags have a 1280x720 and 1920x1080 rendition included.