



discovery+

DIGITAL TECHNICAL SPECIFICATIONS 2021



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GENERAL INFO & DEADLINE

Deadline

Video:

2 working days before the on air.

Rich Media and VPAID:

4 working days before the on air.

Approval

All creative content is subject to internal approval.

Our systems

Discovery uses the Freewheel ad-server & Brightcove video player.

Responsive

All websites utilize responsive layouts however, our ad slots are locked at standard **iab.**

URL

All click through URL's must open in a new window.

No pixel js

JS pixels are not in compliance with our player, only IMG ones are acceptable.

HTTPS compliant

Ensure that all creatives are able to deliver over HTTPS.

Please, pay attention to...

References to Discovery Networks and its brands is prohibited without prior consent.

Pixelated or unclear images.

Excessive rapid animation or strobe effects.



PRE-MID ROLL (WEB - APP)



Dimensions	File Format	Max Size	Max Duration	Video Codec	Frames per second	Audio Codec	Max Short-Term Loudness:	Max True Peak Level
1920x1080 (16:9)	MP4 or MOV	50MB	30 Seconds	H.264 or AVC	25	AAC	-18LUFS (EBU guidelines)	-1 dBfs

NOTE:

- VAST 2.0, VAST 3.0 and VPAID redirect tags are accepted (only for web).
- All click through URL's must open in a new window
- 1x1 third-party tracking is accepted only for clicks and impressions (not js Tag)
- All materials will be transcoded in order to provide the best experience based on the screen used
- All videos for Dplus and VVVVID sites and apps will be NON-SKIPPABLE



VIDEO TAG REDIRECT

VAST/VPAID COMPATIBILITY

- VAST 2.0 and VAST 3.0 is fully supported across all environments
- Flash based VPAID is not supported
- "3gpp" and "ogg" reditions is not supported.
- JS VPAID is supported only on WEB
- VPAID ads will require additional testing
- VPAID is not supported across our YouTube syndicated content
- VPAID interactive elements should allow 60px clearance from the bottom of player to allow for player controls which appear on mouseover
- On VVVVID, player controls are not visible during ads break.

VPAID TAG STRUCTURE SUGGESTION

- Don't insert internal countdown (native one in player)
- Not insert auto-pause after click
- Not insert close button or skip of video
- Not insert flash part in the tag
- Not insert pause event before last quartile event.

Please check all VAST tags on the [Google VAST Validator](#) ([click here](#))

PRE-MID ROLL CONNECTED TV (SMART TV APP, HBBTV)



Dimensions	File Format	Max Size	Max Duration	Video Codec	Frames per second	Audio Codec	Max Short-Term Loudness:	Max True Peak Level
1920x1080 (16:9)	MP4 or MOV	50MB	30 Seconds	H.264 or AVC	25	AAC	-18LUFS (EBU guidelines)	-1 dBfs

NOTE:

- VAST and VPAID are not supported
- 1x1 third-party tracking is accepted only for clicks and impressions (not js Tag)
- All materials will be transcoded in order to provide the best experience based on the screen used



Third-Party Served (VAST-Compliant)

FORMAT:

H.264 (MP4) video file type must be included for each video creative (other formats such as WebM can be included but may not be used).

ASPECT RATIO AND BITRATE:

720p or below is required, the optional inclusion of 1080p is recommended either 16:9 or 4:3 aspect ratios are acceptable. (Examples of each are 16:9 854x480; 1280x720; 1920x1080 and 4:3 480x360; 720x540; 960x720) Must contain at least one mediafile under 1000kbps.

AUDIO FORMAT:

MP3 or AAC preferred

MAXIMUM FILE SIZE:

10 MB

REQUIREMENTS:

Must comply with YouTube's XML summary for VAST ad server response.
Must be SSL compliant
Only VAST 3.0 tags are allowed for skippable video ads. VAST 2.0 will not be accepted.
Must be served via a linear VAST tag (prefetch tag) by a YouTube approved vendor.
Must NOT have geo, browser or any other targeting on the third party end.
Please ensure your ad server returns a valid crossdomain.xml file.
VAST-served video ads are not guaranteed to run on all mobile web browsers, game consoles or connected TV devices (most modern updated environments are supported)
Only VAST 2.0 and 3.0 are currently supported
VPAID is not allowed on YouTube

MAXIMUM VIDEO LENGHT:

Up to 6 minutes (skippable ads)
15 seconds (non skippable ads)
6 seconds (bumper ads)
20 seconds (non skippable ads, EMEA, Mexico, India, Malaysia, and Singapore only)

Site Served

VIDEO REQUIREMENTS:

Must be uploaded to YouTube (send Video URL, shortened URL not allowed)
Must allow embedding Must be public or unlisted
True streaming is not allowed

MINIMUM VIDEO LENGHT:

12 seconds (for skippable ads)

MAXIMUM VIDEO LENGHT:

Up to 6 minutes (skippable ads)
60 seconds (skippable ads on YouTube Kids)
15 seconds (non skippable ads)
20 seconds (non skippable ads, EMEA, Mexico, India, Malaysia, and Singapore only)

VIDEO RECOMMENDATIONS:

Resizing your video based on YouTube's best practices before uploading it will help your videos look better on YouTube. Please reference our help pages on how to upload your video, accepted file formats, and optimizing your video.
If you would like your video to not be viewable or searchable to the public outside of the ad, you can make it unlisted by following the instructions here.
Interactive elements such as annotations, call to action overlays or info cards will automatically appear on the video ad, if enabled. If you do not want the interactivity elements to appear on the ad, please remove these directly from the Video.
If you would like to use a 360 video in a video ad, please follow the guidelines here, and please note that 360 videos have browser and device limitations for correct rendering.

COMPATIBLE BROWSERS:

Internet Explorer 10+, Firefox 25+, Safari 6+; Chrome 33+



YouTube video specs:

<https://support.google.com/displayspecs/answer/6244563?hl=it>

YouTube Certified External Vendors (not accepted non-certified vendors):

<https://developers.google.com/third-party-ads/youtube-vendors>

For any updates from YouTube please refer to:

<https://support.google.com/youtube/answer/2467968?hl=en>



DISCOVERY MEDIA - AIR TIME SALES MANAGEMENT TEAM

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