

# Pre-roll & Mid-roll Video 1/2

## THIRD PARTY VAST SPECIFICATIONS

Not available for live stream sponsorships or feature sponsorships. All assets for sponsored content must use the "Network 10 Hosted Video In-Stream Ad with Companion" specifications.

### Aspect ratio

**16:9** Video will auto-scale correctly

### Codec

**Mezzanine File - .mov**  
(H.264 High Profile)

**mp4** (high profile)

**webm** (VP8 or VP9)

### Duration

Network 10 accepts a variety of length creatives, standards include :6\*, :15, :30, :60\*, :90\*.

Any tag submitted must contain creative of all the same length.

For example, if a tag contains a :15, it must only contain a :15, but can rotate up to 10 creatives. If 30s are part of the creative rotation, they must be submitted in a second tag, that only contains 30 second creative (Max rotation of 10).

\*6 sec assets are only available for pre-roll inventory.

\*Assets longer than :30 are only available for mid-roll inventory.

### Format

Frame Rate: **24**

Constant frame rate only

No de-interlacing with no frame blending

Remove any pull-down added for broadcast

### Audio

**Mezzanine file:** 2 Channels only, AAC Codec, 192 KBPS minimum, 16 or 24 bit only, 48 kHz Sample Rate.

**mp4 assets:** 2 Channels only, AAC Codec, 192 KBPS minimum, 16 or 24 bit only, 48 kHz Sample Rate.

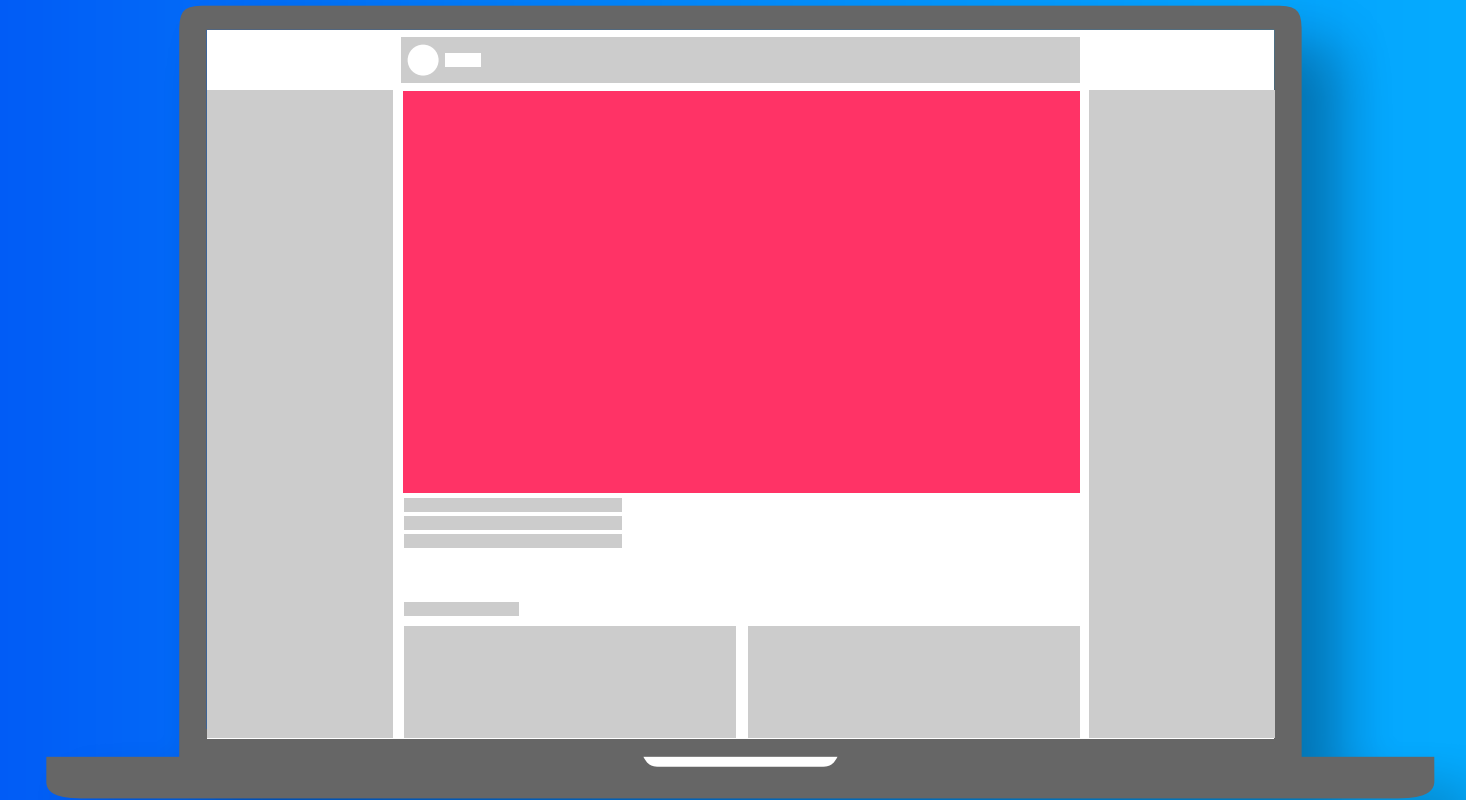
**webm assets:** 2 Channels only, VP8 or VP9 Codec, 128 KBPS minimum, 16 bit, 48 kHz Sample Rate.

**Audio loudness average:** -24 LUFS +/- 2 LUFS based on ATSC A/85 Measurement standard.

**Max peak:** Should be between -8db and -10db never to exceed -6db.

## ALL ASSETS BELOW ARE REQUIRED TO BE PRESENT IN THE VAST TAG

Bit rate	Codecs accepted	Min dimensions	Max file size	Use cases
15-30 Mbps	<b>H.264</b> (High profile)	1920x1080	1.7 GB	Mezzanine File Required for SSAI Environments
2,100 kbps +/- 50 kbps	<b>H.264</b> (High profile)	1024x576	:15 - 4.5MB :30 - 9MB :18 - 18MB	High bandwidth users
1,500 kbps +/- 50 kbps	<b>H.264</b> (High profile)	960x540	:15 - 3.5MB :30 - 7MB :18 - 14MB	Standard asset for most users and pre roll
750 kbps +/- 50 kbps	<b>H.264</b> (High profile)	768x432	:15 - 1MB :30 - 2MB :18 - 4MB	Low bandwidth users
375 kbps +/- 50 kbps	<b>H.264</b> (High profile)	640x360	:15 - 4.5MB :30 - 9MB :18 - 18MB	High bandwidth users
2,000 kbps +/- 50 kbps	<b>WebM</b> (VP8 or VP9)	1920x1080	:15 - 4MB :30 - 8MB :18 - 16MB	Older Browser Versions, high bandwidth
700 kbps +/- 50 kbps	<b>WebM</b> (VP8 or VP9)	854x480	:15 - 2MB :30 - 4MB :18 - 8MB	Older Browser Versions
360 kbps +/- 50 kbps	<b>WebM</b> (VP8 or VP9)	640x360	:15 - 1MB :30 - 2MB :18 - 4MB	Older Browser Versions, low bandwidth



Available on



# Pre-roll & Mid-roll Video 2/2

## VPAID ASSETS (DESKTOP ONLY)

Bit rate	Codecs accepted	Min dimensions	Max file size	Use cases
700 kbps +/- 50 kbps	JavaScript only	854x480	:15 - 2MB :30 - 4MB :18 - 8MB	Custom creative development

**Audio** – mp4 asset only.

2 Channels only, AAC Codec, 192 KBPS minimum, 16 or 24 bit only, 48 kHz Sample Rate.

**Audio Loudness Average:** -24 LUFS +/- 2 LUFS based on ATSC A/85 Measurement standard.

**Max Peak:** Should be between -8db and -10db never to exceed -6db.

## IMPORTANT NOTES SPECIFIC TO VPAID

VPAID assets are only available for use in the desktop environment.

Network 10 only accepts JavaScript for VPAID asset. Flash assets are not supported.

## IMPORTANT NOTES GENERAL TO THIRD PARTY SERVED ASSETS

VAST 3.0 and VAST 2.0 are supported; VAST 1.1 is not supported.

"Fourth-party" wrapping of a VAST tag or any billing pixel within it, is not allowed.

All tags must be **SSL compliant**. Client must provide https tags and assets (instead of http).

Ad server **Creative ID required** in VAST XML.

Creatives in rotation should be limited to a **max of 10**.

Max file weight for odd length creative should follow sizing pattern based on the :15, :30, & :60 durations listed.

## TRACKING

### Tracking available

Network 10 is able to run the full host of IAB tracking metrics, including but not limited to:

- Impressions
- Quartile Tracking: 25%, 50%, 75%, 100%
- Clicks
- Mute/Un-mute
- Full screen

### Ad validation

Blocking of video delivery is strictly prohibited by Network 10.

1 x 1 tracking tags are accepted for monitoring only (No JavaScript).

Viewability can only be tracked via Vendor integration and is desktop only.

1 x 1 tracking of viewability available. Measured via Google, based on MRC definition (50% pixels for 2 consecutive seconds).

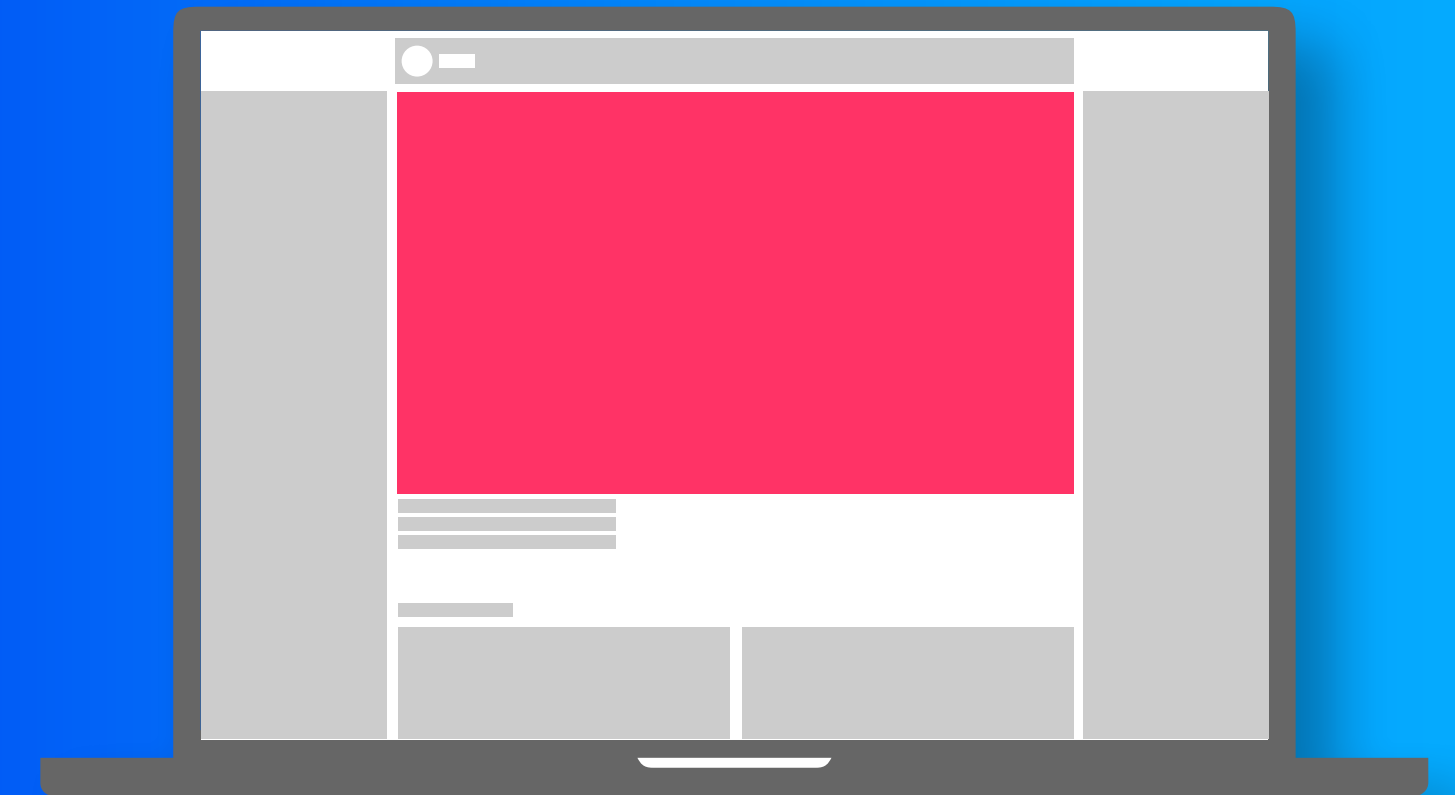
## SUBMISSION / DEADLINES

### Submission instructions

Please submit the VAST tag via e-mail to your Network 10 representative.

### Deadlines

Network 10 requires that all creative be submitted **3-5 business days** prior to launch date.



Available on

