



2019 Addressable TV Video Delivery & Spot Specifications

General Video Ad Requirements

Medicx Media works directly with each Multichannel Video Programming Distributor (MVPD) provider for Addressable TV insertion. The following MVPDs are actively working with Medicx for Addressable TV campaign media buy opportunities.

We will be adding additional MVPD partnerships as they become available.



- HD Spots are only accepted for Addressable Campaigns. Spots can only be :30 or :60 second creatives
- Each HD spot must be clearly labeled in the spot(s) filename (see Spot File Naming Conventions)
- Creative agency is responsible for sending spots directly to the MVPD provider per spot (copy instructions in table below)

ATV Creative & Delivery Specifications

	ALTICE (NYI)	DISH TV/SlingTV	AT&T DIRECTV	COMCAST/NCC
Dimension wxh (Resolution)	1920x1080 (1080i)	1920x1080 (1080i)	1920x1080 (1080i)	1920x1080 (1080i)
Lead Time	21 days	21 days	21 days	21 days
Acceptable Video	:30/:60	:30/:60	:30/:60	:30/:60
Format/Stream Type	Quicktime .mov	MPEG2 Transport (.mpg extension)	MPEG2 Transport (.mpg extension)	MPEG, MOV, MP4
Video Codec	QProRes 422 (HQ is preferred)	AVC - H.264	MPEG-2	H.264, DV25, DNxHD, MPEG2
Bit Rate	---	50 Mbps	60 Mbps	Single program with a base data rate of 18-25 Mbps, Constant Bit Rate Various H.264-based formats supported (Quicktime MOV preferred; MPEG, etc.)
Pixel Aspect	Square (1.0)	---	---	---
Profile Level	---	Main/4.1	MPEG2 Profile Main Profile @ High Level	---
Field Dominance	Upper Field First	---	Upper Field First (TFF)	---
Display Aspect	16:9	16:9	16:9	16:9
Frame Rate	29.97 (NOT 23.98 FPS or 24 FPS)	29.97	29.97	29.97 or 59.94 fps
Audio/Video Requirements	Uncompressed - 48kHz - 16 bit - Stereo Ch1/Left + Ch2/Right (Grouped/Linked) □ If Surround Sound 5.1, Ch7/Left + Ch8/Right (Note: VW does not use Surround Sound)	Format T1 Stereo PID-1/Track 1 English L/R - Codecs: AC3 @348k* - Sampling Rate: 48 kHz *	AC-3 Dolby Digital audio; stereo or surround sound (5.1 surround sound preferred) AC3 Avg Loudness Levels (LKFS)=AC3 Dial Norm Value ±1dB Audio Codec: PCM (AES3) Channels 8 (Mono)	Uncompressed PCM Stereo at 48kHz EIA 708-B is required if captioning is available

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Spot File Naming Conventions	<p>Each file should be named as its ISCI with additional information including: "H" or HD, a brief description, and length (ex.30, 60). All file names should have no 'illegal' characters (such as: commas, # * ? / + and others).</p> <p>Example: QCAM5689H_SWOffer_Ctr Cut_30.mov</p>	---	<p>File names shall be no more than 15 upper case characters and formatted as: [Ad-ID or ISCI]H.ext</p> <p>For example: "GDMX30DG06H.mov"</p>	---
Delivery Vendor Contact Info and Traffic Submission Instructions	<p>Visible World (212) 739-1900 Attn: (VW Client Services Manager or Producer - as per project)</p>	<p>Extreme Reach (DG Fastchannel) Call Letters: DISH NETWORK (877) 769-9382</p> <p>Ad Delivery - Comcast - Call Letters: DISH (855) 858-1942, option 1</p> <p>Javelin Call Letters: DISHNET-J (877) 851-1786</p> <p>On the Spot Media Call Letters: Dish Network (917) 546-9299</p> <p>Yangaroo Call Letters: Dish Network (855) 534-0607</p>	<p><u>Extreme Reach:</u> Use the Extreme Reach web-based platform to deliver your addressable ads to us. Login for Extreme Reach: https://app.extremereach.com/Login Or Call: (877) 769-9382 or Email: support@extremereach.com</p> <p><u>Comcast:</u> For current Comcast AdDelivery users, please login at comcastaddelivery.com to access your sender account.</p> <p>Yangaroo: AT&T AdWorks Addressable User Guide.pdf < Ctrl +Click to follow link.</p>	<p>Submit traffic instructions with ISCI, flight dates, rotation, spot title, and spot length to your COMCAST SALES CONTACT(S). Send videos to syscode 9500 through an accepted vendor. ----- <u>Comcast Ad Delivery Lite</u> 855-858-1942 https://login.comcastaddelivery.com/</p> <p>The following destinations are the same as syscode 9500: "NFC/National Fulfillment Ops Center" or "East Ops Center"</p> <p><u>Comcast Ad Delivery</u> 855.858.1942 https://login.comcastaddelivery.com/</p> <p><u>Additional Accepted Vendors*</u> Centaur, Extreme Reach, Javelin, On The Spot Media, Spot Genie, Spot Traffic, Yangaroo</p>
	<p>Visible World FTP www.assets.visibleworld.com Upload via the VW FTP organized by folder/projects</p>	---	---	---
Additional Notes	---	<p>Max File Size: 150MB - Although DISH can accept Program Stream (.mpg), mp4, .mov files, Mezzanine files are preferred to be in MPEG2 Transport.</p>	---	<p>**All ads must be delivered electronically, we do not accept physical tapes.</p>

Contact Information

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