



ESPN on ABC Commercial Guidelines

ESPN ON ABC COMMERCIAL GUIDELINES

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Overview

ESPN Time Buy events on ABC are sold by ESPN/ABC Customer Marketing & Sales and trafficked to air by ESPN Business Operations New York.

ESPN strives to provide the highest level of service and quality to all its clients. To help us maintain this quality, we require adherence to these requirements. Please note that any special requests must be directed to the individual Account Manager.

Tape Requirements

To all concerned,

Effective March 1, 2013 ABC Network will no longer accept commercial assets for broadcast on physical tape.

All commercials for air should be delivered through one of our approved digital ad distribution vendors to the ABC broadcast network facility in New York City.

For complete network commercial delivery requirements and technical specification, please reference the ABC Network Sales commercial integration manuals via the following link: **(Please continue to check the ABC Network Sales web site on an ongoing basis for updates.)**

<http://abcaccess.com/all-access-resources/cim/>

Please contact the ABC Television Network Broadcast Operations & Engineering group via the email address below for information regarding accepted electronic distributors/vendors.

All inquires on how to complete the necessary testing requirements needed to become a new vendor should also be directed to the below email address.

ABCTV.DL-eCommercial@email.disney.com

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Ad-ID System

Agencies are required to utilize the Ad-ID numbering system for all commercials. To obtain a prefix assigned exclusively to each advertiser, please contact the AAAA:

American Association of Advertising Agencies
1065 Avenue of the Americas, 16th Floor
New York, NY 10018
Attn: AD-ID Department
(212) 682-2500

Digital Ad Distribution Vendor Contact Info:

- Extreme Reach: support@extimereach.com or (877) 769-9382
- Javelin: support@javelindelivers.com
- Yangaroo: support@dmds.com or (866) 992 9902
- Comcast: AdDelivery_support@cable.comcast.com or (855) 858-1942
- On The Spot Media: stationservices@onthespotmedia.com or (855) 855-6876
- Syncro Services: 212-273-0500
- Video Express: information@evideoexpress.com or (617) 267-7900

Commercial Purge Policy

On-air commercial assets will be held for 60 days upon arrival. After a 60-day period of inactivity, commercial assets will be purged from ABC Commercial Servers. Requests to hold commercial assets past 60 days of inactivity will not be accommodated.

Commercial Clearance

Each agency is required and responsible to clear commercial materials with ABC Broadcast Standards & Practices (ABC BS&P).

- Clearance materials must be submitted no later than seven days prior to the airdate.
- ABC BS&P encourages the submission of pre-clearance materials such as rough cuts and scripts.
- ABC BS&P accepts digital clearance materials posted to Deluxe MediaVu.
- Slated video links and substantiation of all claims can be emailed directly to the appropriate clearance specialist listed under the ABC BS&P Assignment List.

All other clearance materials can be sent to:

ABC TV
Broadcast Standards & Practices
77 West 66th Street
14th Floor
New York, NY 10023
Attn: (see ABC BS&P Assignment List)

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Commercial Instructions

Commercial instructions for ESPN on ABC must ALWAYS be sent to ESPN Business Operations in New York via fax and email. Instructions must include:

ABC Network
Advertiser
Product
Title
Ad-ID
Length
Air Dates
Rotation, Percentage or specific Placement
Agency contact with a phone and fax number

Instructions must be received at ESPN Business Operations in New York at least five business days prior to air:

ESPN on ABC Business Operations
Traffic@espn.com (digital fax server email address)

ESPN must have written instructions from agency in order to air commercials. Copy revisions must be followed up with a phone call from the agency contact. Changes to commercial copy within a current flight will be accommodated as soon as operations permit.

ESPN will not guarantee changes within 48 hours of airdate, but will make every attempt to meet the requested date. Verbal instructions or changes will be accepted no later than 48 hours prior to airdate. Emailed AD-ID/ISCI code confirmation must follow immediately.

By submitting verbal instructions or changes, clients waive the right to object to the results, including errors.

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Billboards

Material requirements must be followed exactly as specified. Failure to adhere to these requirements will result in materials not being approved for air. **All Billboard materials must be submitted no later than seven days prior to the airdate.** Requirements are as follows:

All static billboards should be emailed as JPEGs to:

Greg Miceli
Gregory.E.Miceli@abc.com
Phone: (212) 456-4842

JPEG visuals may be either SD or HD and must be high resolution

- SD specs of 720 X 480 (4 X 3 aspect ratio)
- HD specs of 1280 X 720 (16 X 9 aspect ratio).

Billboards should not constitute mini-commercials. They may not contain competitive comparisons, endorsements, premiums, prizes, contests, prices, special sales, gratuitous secondary mentions, or guarantees. Billboards must be limited to a logo or product name. A short slogan or phrase is acceptable.

Animated Billboards

Animated billboards are accepted on a case-by-case basis. All animated billboards need to be supplied with a matte or a hi-con. They should be on D-2 and over super black. The tape must start off with a sync mark for one frame, followed by sixty frames of black, followed by the animated billboard, followed by a sync mark for one frame, followed by sixty frames of black, followed by the matte or hi-con. Animated billboards should be visual only; no audio should be on tape.

Send materials to:

Greg Miceli
Gregory.E.Miceli@abc.com
Phone: (212) 456-4842

Audio copy with Ad-ID should be: 05 or :10 in length and sent to:

Justin Matrullo
Justin.A.Matrullo@abc.com
Phone: (212) 456-4893

Fax billboard traffic instructions to:
Traffic@espn.com (digital fax server email address)

Failure to fax billboard traffic instructions will result in the loss of billboards.

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HDTV Commercial File Delivery Technical Specifications

Effective March 1, 2013 ABC Network no longer accepts commercial assets for broadcast on physical tape.

This following information is basic technical specifications for those producing high definition interstitial materials (commercials, promotion, PSA, etc.) for playback on the ABC Television Network. For complete details, please reference the HDTV Commercial Technical Specifications document from the following:

<http://abcaccess.com/all-access-resources/cim/>

ABC's approved digital ad distribution vendors will typically accept multiple video and audio formats and will transcode the content to meet ABC's technical specifications. ABC will not normally modify any supplied audio or video parameters, providing the following technical requirements are met. ABC reserves the right to reject materials that are delivered with parameters exceeding the specifications outlined in this document.

Summary of Technical Specifications

- Scanning format: 720p, 59.94 frames per second.
- HD materials are to be delivered in a form that facilitates down-conversion to SD, with the extraction of a 4:3 image by center-cutting from the 16:9 image.
- *ABC no longer requires the delivery of a separate SD version if delivering HD.*
- 2-channel stereo or 5.1 channel audio accepted.
- In accordance with the ATSC recommended practice and the CALM act, ABC will adopt the current recommendation for audio loudness of -24LKFS (+/- 2 dB) measured for the length of the delivered spot. A loudness meter based on ITU-R BS.1770-2 incorporating all channels except the LFE channel should be used for this measurement. (ABC recognizes that this methodology of measuring loudness is new to the industry and that best efforts to conform to this standard should be adopted).
- The absolute maximum peak audio levels of brief and only occasional instances are not to exceed -6 dBFS. ABC reserves the right to either reject or correct audio levels that are not consistent with this specification.
- ABC will be operating under a fixed dial norm paradigm.
- ABC reserves the right to either reject or correct audio levels that are not consistent with this specification.
- There must be only one set of color bars and tone on all channels, and there shall be no audio or video preceding the color bars and tone.
- Slate/countdown of at least 8 seconds, to conclude 2 seconds before the start of the material. This requirement may be altered or omitted entirely in the future. Vendors will be notified in advance of any upcoming changes.
- Closed captioning is to be carried in the VANC space (line 9) of the output HD-SDI output signal, and is to include both CEA-708D (HD) captions, and CEA-608E (NTSC) captions carried within 708D. Exactly one SMPTE-334M packet must be present on each 720P frame.
- Content is to be followed by video black and silent audio.

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Delivery Format

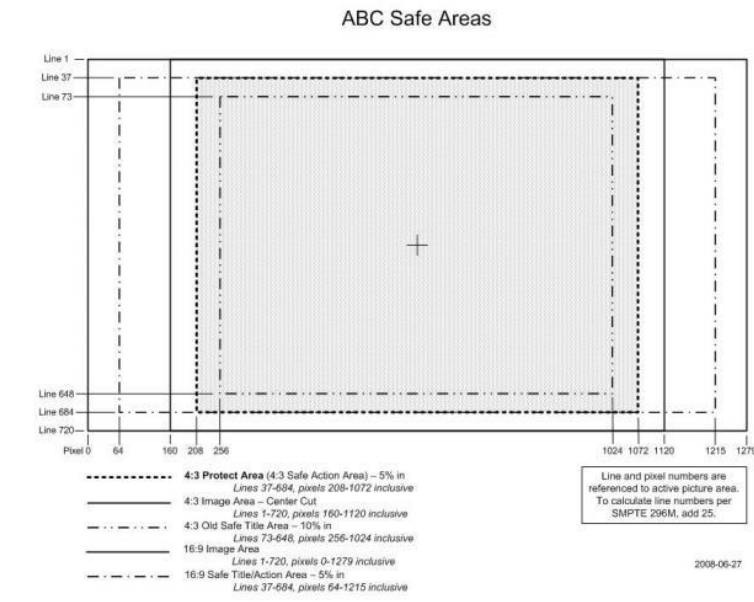
- HD commercial content for broadcast shall be delivered to ABC as a file.
- The video scanning format shall be 1280 active pixels horizontally by 720 active lines vertically, progressively scanned at 59.94 frames per second, aspect ratio 16 x 9 (1.78/1), conforming to the scanning parameters specified in SMPTE 296M.
- ABC will not accept material recorded at 60.00 frames per second.
- ABC NO longer requires separate SD delivery for content delivered in HDTV unless advised otherwise.
- The file type should be either LXF or MXF 720P content. ABC's server farm for playout of program content is based around the Harris Nexio platform. All delivered files must be compatible with playout on the Nexio Platform.
- Commercial will be named with ISCI code or Ad ID number (12 characters maximum). When redelivering modified spots with the same ISCI code, ABC must be contacted to purge an already existing spot. If the spot is not previously purged, the redelivery process will fail.

Contact ABC via e-mail for instructions on the file delivery location: ABCTV.DL-eCommercial@disney.com

Aspect Ratio

- HD content is to be delivered in a 16:9 aspect ratio, and in a form that facilitates down-conversion to SD, with the extraction of a 4:3 image by center-cutting from the 16:9 image.
- The ABC recommended 'safe' area for essential content (graphics & titles) is the 1.33 (4:3) Safe Action Area (90%) as outlined in SMPTE RP 218.

See below:



The shaded area represents the space in which essential content & graphics are to appear.

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Video Format Specifications

- Video shall conform to the specifications of SMPTE 296M, system nomenclature 2: 1280 x 720/59.94/1:1; 1280 samples per active line, 1650 samples per total line; 720 active lines per frame, 750 total lines per frame; frame rate (Hz) 60/1.001; reference clock (MHz) 74.25/1.001; scanning format progressive.
- When viewed on a waveform monitor in RGB mode, all of the program video signals should lie within the range of -5% and +105%. This equates to -35mV and +735mV, respectively. The resultant luminance signal (Y) should lie within the range of -1% and +103% (-7mV and +721mV).

Audio Format Specifications

- Spots may be delivered with either 5.1 channel audio or 2-channel audio, either stereo or matrixed surround sound (Dolby Stereo).

Track configuration for 5.1 channel audio shall be:

1. Left
2. Right
3. Center
4. Low Frequency Effects
5. Left Surround
6. Right Surround
7. A mono mix of channels 1 through 6 or SAP audio or Aural description service for the visually impaired.
8. Silent

Track configuration for 2-channel audio shall be:

1. Stereo L
2. Stereo R
3. Silent
4. Silent
5. Silent
6. Silent
7. A mono mix of channels 1 through 6 or SAP audio or Aural description service for the visually impaired.
8. Silent

Do not, under any circumstances, replicate or repeat channels to “fill” up or increase the number of audio tracks.

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Slate

- The slate portion of the leader shall include the following:
- Title of the sponsor
- Title of the spot
- Commercial AD-ID or ISCI code
- Duration
- Date of recording
- Scanning format (720p)
- Audio mode/track assignments
- Indication if closed-caption encoded

A slate countdown of at least 8 seconds duration shall conclude 2 seconds before the start of the content. A video black signal accompanied by silent audio shall be inserted between the end of the countdown and the start of the content.

Watermarking

ABC does not allow or permit the embedding of watermarking services, whether in the ancillary data space or in the active audio/video portion of the content. Any additional data services (beyond BrandNet for promotional content and Closed Captioning in general) must be cleared with ABC TV Network management. **This includes embedded services for commercial tracking or any other data transmission services whatsoever.**

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ABC Broadcast Standards & Practices Assignment List

VALERIE BROUGHTON

212-456-7889

Valerie.C.Broughton@abc.com

ABC Promos for ABC Family (JP/JD)
Air Courier Services (TL/JL)
Appliances (TL/JL)
Clothing (JD/CS)
Electronics (JD/CS)
Floral Delivery (TL/CS)
Hardware/Paint (JD/JL)
Home Furnishings/Housewares/
Pool Products (JP/TL)
Jewelry (TL/CS)
Moving & Storage (TL/CS)
Music (JP/JD)
Office Supplies (JP/TL)
Photography (TL/CS)
Publisher's Clearinghouse (JP)
Real Estate Service (JD/JP)
Restaurants/Casual Dining (ABM/JP)
Retail (ABM/JD/TL)
Shaving Products (CH/TL)
Tourism/Travel (ABM/JD)
Valpak (JP)

MILLIE BURGOS-RUSCONI

212-456-7651

Millie.Burgos-Rusconi@abc.com

The View (JP/JD)
The View Delay (JP/JD)
Litton Weekend Adventure "LWA" (JP)
Live Well D2-D3 (JP)

JAMES De FRANCISCO

212-456-6921

James.C.DeFrancisco@abc.com

Cable Networks and Other Content Providers
(non-ABC Disney Media) (JP/JL)
Professional Advertising (JL/CH)
Publications (JP/TL)
Shoes/Sports Brands (VB/JP)
Sporting Goods (VB/JL)
Sports Institutionals/
Chairman's Messages (TL/JL)
Delay Schedules (TL)
Sports Programs (TL/JP)
West Coast Edits (CS/JP)
The Chew (TL)
The View Delay (JP/MB)

CHRISTINE HAAS

212-456-6646

Christine.Haas@abc.com

Baby Products (JP/JL)
Challenges (CS/JL)
Corporate (JD/JL)
Dental (JD/ABM)
Hair Care Products (JL/CS)
OTC Drugs (JL/ABM)
Plasticware/Paper Products (VB/TL)
Personal Care Products (TL/VB)
Research (JL/ABM)
RX Drugs (JL/ABM)
Tanning (JL/ABM)
Weight Reduction Aids (JL/ABM)

JEFFREY LANCI

212-456-6148

Jeffrey.N.Lanci@abc.com

Batteries (VB/JD)
Beer/Wine/Hard Liquor (JD/JP)
Cereal (JP/ABM)
Challenges (CS/CH)
Communications (ABM/JD)
Computers (JD/ABM)
Eye Care (CH/JD)
Financial/Credit Cards (JD/JL)
Garden/Herbicides/Insecticides (VB/CH)
Insurance (TL/JD)
Medical Devices (CH/JD)
Nutritional Supplements (CH/ABM)
Pet Products (CH/ABM)
Petroleum Products/Energy (TL/JD)
Cable/Satellite Providers (JD/JP)

TERRY LEFFEL

212-456-7518

Terry.Leffel@abc.com

Autos/Motorcycles and
Related Products (JL/ABM/VB)
Car Rentals (VB/ABM))
Face & Body Soaps (VB/ABM)
Food (JL/ABM)
Fragrances (JP/VB)
Home Safety/Security Systems (VB/JD)
Snacks (VB/ABM)
The Chew (JD)

AMY MARGULIES

212-456-6562

Amv.Margulies@abc.com

MATERNITY LEAVE

ALYSSA B. MARKOWITZ

212-456-7610

Alyssa.B.Markowitz@abc.com

Deodorants (CH/JD)
Detergents/Laundry (TL/VB)
Hospitals/Schools (JL/TL)
Household Cleaners (TL/JL)
Restaurants/Fast Food (VB/JP)
Web-based Business (non-Retail) (JD/JL)
Movies: (JP/JD)
- A24
- Anchor Bay
- Arenas Entertainment
- Focus Feature
- Lions Gate
- Pantelion Films
- Paramount
- RCA/Rosewell
- Reel Works
- Relativity Media
- Shout Factory
- Walt Disney
- Warner Brothers
- Weinstein

JODY PECKETT

212-456-7791

Jody.Peckett@abc.com

Beverages (TL/JL)
ABC Family Promercials (ABM/JD)
Movie Rentals (VB/JD)
Toys (VB/CS)
Video Games (VB/ABM)
Movies: (ABM/JD)
- Arc Entertainment
- CBS Films
- Concrete Marketing
- Fox
- Film District
- Freestyle
- Kenilworth
- LD Entertainment
- Open Road
- Sony
- Square Entertainment
- Summit
- Universal Pictures

CHRYSSE SPATHAS

212-456-6395

Chrissy.Spathas@abc.com

APPEALS
Cosmetics (CH/ABM)
Politicals (JL)
PSAs (Joyce Strange/JL)
Challenges (JL/CH)
Religion (JL/VB)
US Government (JL)
West Coast Edits (JD/JP)