

TECH SPECS SLING TV

VIDEO & AUDIO REQUIREMENTS MEZZANINE FILES

For best viewing quality, HD is recommended; however, we are able to accept SD as well.

VIDEO - HIGH DEFINITION PROGRESSIVE (HDp)

- **Video Codec:** AVC – H.264
- **Bit-rate min:** 20 Mbps
- **Bit-rate mode:** CBR
- **GOP:** 2 to 3 reference frames
- **Resolution:** 1920x1080
- **Scanning:** Same as source (progressive or interlaced)
- **Frame Rate:** Same as source (majority will be 23.98 or 29.97)
- **Profile/Level:** Main/4.1
- **Chroma Format:** 4:2:0
- **Display Aspect Ratio:** 16:9
- **Closed Captioning:** .scc files
- **Container:** MPEG2 Transport (.mpg extension)

VIDEO - STANDARD DEFINITION (SDi)

- **Video Codec:** AVC – H.264
- **Bit-rate min:** 20 Mbps
- **Bit-rate mode:** CBR
- **GOP:** 2 to 3 reference frames
- **Resolution:** 640x360 (16:9) or 640x480 (4:3)
- **Scanning:** Same as source (progressive or interlaced)
- **Frame Rate:** Same as source (majority will be 23.98 or 29.97)
- **Profile/Level:** Main/4.1
- **Chroma Format:** 4:2:0
- **Display Aspect Ratio:** Same as source
- **Closed Captioning:** .scc files
- **Container:** MPEG2 Transport (.mpg extension)

AUDIO - FORMAT TYPE A1: STEREO ENGLISH

PID-1/Track 1 English L/R

- **Codecs:** AC3 @348k*
- **Sampling Rate:** 48 kHz

* AC3 shall be in sync with video upon decode. Metadata generation must follow Dolby & industry practice.

* Dial norm must be provided or the default setting of -24 will be used.

ADDITIONAL REQUIREMENTS

- **Max File Size:** 300 MBs
- **Video Length:** 15 seconds, 30 seconds, or 60 seconds
- Although DISH can accept Program Stream (.mpg), mp4, .mov files, Mezzanine files are preferred to be in MPEG2 Transport.
- Mezzanine files should not be created from source files with lower bit-rates and resolutions. Contact DISH prior to sending test files if the “source” content does not match the SD or HD specifications, including minimum bit rate.
- **NOTE:** Do not include color bars or countdown slates at the beginning. The clip will be used exactly as received; no audio or video editing will be performed.



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VIDEO DELIVERY OPTIONS

INFORMATION FOR DELIVERY

Video ads can be served via approved third-party vendors or by delivering the mezzanine file directly to DISH. Files and 1x1 trackers must be in house **no later than 3 business days** prior to start date to allow for production, testing and review.

EXTREME REACH

Destination Folder: Sling TV

HIGHTAIL

Upload to: www.hightail.com/u/dishnyc

COMCAST AD DELIVERY

Contact: 855-858-1942, option 1

YANGAROO

Contact: 855-534-0607

QUESTIONS?

Contact: DAIAdOps@dish.com

VAST 2.0 -

- **Video Length:** 15 seconds, 30 seconds, or 60 seconds
- If more than one video length is being trafficked, these must be provided in separate VAST tags.
- **Preferred container:** .mp4 is recommended, but we can also accept HLS, mov, webm. Flv and mpeg.
- **Resolution:** 1280x720
- **Aspect Ratio:** 16:9
- VPAID is not accepted at this time.
- 3rd party viewability measurement is not supported.
- All VAST tags and tracking pixels must be secured and start with https://

Digital Delivery & Ad Copy Instructions

ADDRESSABLE, SLING DIRECT IO, AND SLING PROGRAMMATIC GUARANTEED DEADLINES

Including digital delivery of creative

3 Business Days Before Launch

Must Arrive by COB	For Campaign Start On
Wednesday	Saturday/Sunday/Monday
Thursday	Tuesday
Friday	Wednesday
Monday	Thursday
Tuesday	Friday

**Contact your DISH Media representative for holiday deadlines.*

SLING PROGRAMMATIC PRIVATE AUCTIONS DEAL ID REQUESTS

Contextual and standard demo targeting	4 hours during EST business hours
Other audience targeting built on first party data	4 business days before the start date