














# 2020 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 consortiums and MVPDs are partnered with Medicx for Advanced TV campaign media buy opportunities.

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

MVPDs Via Consortiums			
 <b>ampersand</b>	 <b>COMCAST</b>	 <b>Charter</b> COMMUNICATIONS	 <b>COX</b> <sup>®</sup>
 <b>NYI</b> NEW YORK INTERCONNECT	 <b>altice</b>	 <b>COMCAST</b>	 <b>Charter</b> COMMUNICATIONS
 <b>xandr</b>	 <b>DIRECTV</b>	 <b>altice</b>	 <b>Frontier</b> COMMUNICATIONS
 <b>dish</b>			

- HD Spots are only accepted for Addressable Campaigns.
- Addressable TV creative sizes supported are :30 and :60 seconds - :90 sec creative supported through video on demand (VOD) only executions through Comcast.
- 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 or consortium provider per spot (copy instructions in table below)

## Addressable TV Creative & Delivery Specifications

	ALTICE (NYI)	DISH Media	XANDR	ampersand
<b>Dimension w x h</b> (Resolution)	1920x1080 (1080i)	1920x1080 (1080i)	1920x1080 (1080i)	1920x1080 (1080i)
<b>Lead Time</b>	7-14 days	7-14 days	7-14 days	7-14 days
<b>Acceptable Video</b>	:30/:60	:30/:60	:30/:60	:30/:60 :90 (inquire)
<b>Format/Stream Type</b>	Quicktime .mov	MPEG2 Transport (.mpg extension)	MPEG2 Transport (.mpg extension)	MPEG, MOV, MP4
<b>Video Codec</b>	QProRes 422 (HQ is preferred)	AVC - H.264	MPEG-2	H.264, DV25, DNxHD, MPEG2
<b>Bit Rate Minimum</b>	---	20 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.)
<b>Pixel Aspect</b>	Square (1.0)	---	---	---
<b>Profile Level</b>	---	Main/4.1	MPEG2 Profile Main Profile @ High Level	---
<b>Field Dominance</b>	Upper Field First	---	Upper Field First (TFF)	---
<b>Display Aspect</b>	16:9	16:9	16:9	16:9
<b>Frame Rate</b>	29.97 (NOT 23.98 FPS or 24 FPS)	23.98 or 29.97	29.97	29.97 or 59.94 fps
<b>Audio/Video Requirements</b>	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 *  * 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.	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

	ALTICE (NYI)	DISH Media	XANDR	ampersand
Spot File Naming Conventions	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).  Example: QCAM5689H_SWOffer_Ctr Cut_30.mov	---	File names shall be no more than 15 upper case characters and formatted as: [Ad-ID or ISCI]H.ext  For example: "GDMX30DG06H.mov"	---
Delivery Vendor Contact Info and Traffic Submission Instructions	Visible World (212) 739-1900 Attn: (VW Client Services Manager or Producer - as per project)	Extreme Reach (DG Fastchannel) Call Letters: DISH NETWORK (877) 769-9382  Ad Delivery - Comcast - Call Letters: DISH (855) 858-1942, option 1  Javelin Call Letters: DISHNET-J (877) 851-1786  On the Spot Media Call Letters: Dish Network (917) 546-9299  Yangaroo Call Letters: Dish Network (855) 534-0607	<u>Extreme Reach:</u> Use the Extreme Reach web-based platform to deliver your addressable ads to us. Login for Extreme Reach: <a href="https://app.extremereach.com/Login">https://app.extremereach.com/Login</a> Or Call: (877) 769-9382 or Email: <a href="mailto:support@extremereach.com">support@extremereach.com</a>  <u>Comcast:</u> For current Comcast AdDelivery users, please login at <a href="https://comcastaddelivery.com">comcastaddelivery.com</a> to access your sender account.  Yangaroo: <a href="#">AT&amp;T AdWorks Addressable User Guide.pdf</a> < Ctrl +Click to follow link.	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 <a href="https://login.comcastaddelivery.com/">https://login.comcastaddelivery.com/</a>  The following destinations are the same as syscode 9500: "NFC/National Fulfillment Ops Center" or "East Ops Center"  <u>Comcast Ad Delivery</u> 855.858.1942 <a href="https://login.comcastaddelivery.com/">https://login.comcastaddelivery.com/</a>  <u>Additional Accepted Vendors*</u> Centaur, Extreme Reach, Javelin, On The Spot Media, Spot Genie, Spot Traffic, Yangaroo
	Visible World FTP <a href="http://www.assets.visibleworld.com">www.assets.visibleworld.com</a> Upload via the VW FTP organized by folder/projects	---	---	---

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Additional Notes	---	Max File Size: 150MB - Although DISH can accept Program Stream (.mpg), mp4, .mov files, Mezzanine files are preferred to be in MPEG2 Transport.	---	**All ads must be delivered electronically; we do not accept physical tapes.

## Contact Information

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