TECH SPECS

transfermedia 2026

RADIO

2026

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RADIO

Files must be delivered in Linear WAV format minimum 16-bit full anamorphic format with a unique ID. Files must be send through wetransfer at least 5 days in advance for a Radio spot.

For RADIO NORTH + Antipode

Format: Linear WAV (minimum 16-bit)



Audio format: AAC preferred

Coding: LPCM coding

Duration: Rounded spot: 00m35s00fr

Level till -23 LUFS according the RI28 standards UER/EBU

Sampling frequency: 44.1 Khz or 48 Khz

Bit depth: 16 bits

Audio channels: stereo (in phase) / No .MP3 files

YOUTUBE

2026

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YOUTUBE

Site-served requirements

Audio Specifications
- Bitrate: 192 kbps.
- Formats: AAC (.mp4/.mov); FFDShow (.mpg).
- Volume should be normaliz ed to -23 dBFS.

Sample Rate
- 48 kHz.
- FFDShow (.mpg).

File name length
- Maximum 125 characters

Youtube-hosted requirements

General Guidance
- A standard YouTube video URL must be provided.
- Videos must allow embedding and be public or unlisted.
- Video URLs should not include a start time parameter.

File name length
- Maximum 125 characters

Resolution
- 720p or below is required.
- 1080p video is recommended, but optional.

Aspect Ratio
- 16:9 or 4:3 video is accepted.
  - 16:9 examples:1280x720px, 1920x1080px.
  - 4:3 examples: 480x360px, 720x540px, 960x720px

Bitrate
- Must contain at least one media file under 1000kbps

Format
- H.264 (MP4)

Audio
- MP3 or AAC

Framerate
- Up to 30fps

Duration
- Skippable: minimum 12 seconds, up to 6 minutes.
- Non-skippable: 20 seconds max. (EMEA) & 6 seconds Bumper Ads are available.

YouTube

transfermedia

YOUTUBE

Creative tags & tracking

General Guidance

- YouTube accepts tags only from approved external vendors. View YouTube's list of certified vendors here: https://developers.google.com/third-party-ads/youtube-vendors
- Google DoubleClick VAST tags and tracking pixels are accepted.
- Ads serving on content designated as Made For Kids cannot make use of any 3rd-party tracking.
- Measurement for non-Google tags across Delivery, Viewability, Brand Lift, and Reach is only available through vendors integrated with YouTube's Ads Data Hub. Campaign data will be captured directly in Ads Data Hub, not via tracking pixels.
- Sizmek tags are currently supported for ad-serving, but not for tracking.

VAST requirements

VAST Guidelines

- Assets must comply with YouTube's XML summary for VAST ad server response: https://support.google.com/youtube/answer/1069906
- 10MB maximum file size.
- Must be SSL-compliant.
- VAST 2.0 or 3.0 required. Only VAST 3.0 tags are supported for skippable video ads. Must be served via a linear VAST tag (pre-fetch tag) by a YouTube-approved vendor.
- Currently no VAST 2.0 or above are accepted for our interested video level targeting offer.
- Third party tags must not have geo, browser or any other targeting/capping implemented.
- VPAID tags are not accepted.
- Use https://ytvastqa.appspot.com/ to verify whether your VAST ad tags meet YouTube's ad serving specifications.

STREAMING

2026

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STREAMING Disney+

DISNEY + VIDEO AD

This document outlines the specifications for video advertisements running in Pre-Roll and Mid-Roll positions on Disney+ for viewers in international regions.

Video Acceptance

Platform	Site-served	VAST*	VPAID
Desktop	Yes	Yes. From Approved Disney+ Vendors	No
Mobile	Yes	Yes. From Approved Disney+ Vendors	No
Apps	Yes	Yes. From Approved Disney+ Vendors	No
OTT	Yes	Yes. From Approved Disney+ Vendors	No

** See Third-Party Tags criteria under General Guidelines below.*

STREAMING Disney+

DISNEY + VIDEO AD

Video Spec

File type	.mov or .mp4
File name length	Maximum 125 characters
Max size	1.9 GB
Max duration	15, 20, 30 or 60s
Resolution	16:9 aspect ratio 1920x1080 preferred 1280x720 is accepted
Bit Rate	10,000 Kbps - 40,000 Kbps
Supported Codecs	Apple ProRes or H.264
H.264 Profile	High
Frame Rate	23.98, 24, 25, 29.97, or 30 FPS (native frame rate) Duplicate frames not allowed
Frame Rate Mode	Constant Frame Rate (CFR)
Scan type	Progressive
Color Space	YUV

Additional Requirements
Audio is required
Must have exactly 1 video track; must match audio duration
Remove any pull-down added for broadcast
Make content progressive using adaptive deinterlace with no frame blending
Video color space cannot be “unknown” or None
Video must be submitted without leaders such as slates, countdowns, etc.
Letterboxing and pillarboxing are permitted on a case-by-case basis.

Audio Spec

Supported Codecs	PCM, AAC
Bit Rate	192Kbps minimum
Sample Rate	48kHz
Channels	2-channel stereo mix
Additional Requirements	Must have exactly 1 audio track. Must match video duration

STREAMING Disney+

DISNEY + VIDEO AD

General Guidelines

Timeline

- Up to 5 business days lead time from receipt of the final assets.

Third-Party Tags

- Disney+ accepts standard creative, VAST 2.0 & 3.0, and 1x1 verification pixels from Disney+ approved vendors.
- Tags must include at least one asset that matches specifications detailed in the “VAST & Site-served Video Spec” section of this document
- Please contact your Disney Advertising representative to confirm approved vendors.
- User privacy data restrictions may limit where 3rd party hosted and tracked creative can serve, or where it may serve without 3p tracking.
- Disney+ video ads are non-skippable. VAST creative cannot feature skip functionality.
- VAST tags cannot contain any JavaScript elements or wrappers.

CTA’s, URLs, Hashtags, Social Media Handles, & QR codes

- Because video commercials are not directly clickable on most devices, CTA buttons that look clickable and include copy such as “Learn More” or “Buy Now” are not allowed.
- URLs, hashtags, QR codes, and direction to social media handles are accepted in ads serving to 18+ general audience profiles. They are NOT accepted in creative serving to 17 & under profiles.

Additional Requirements

- Ads are overlaid in the player with an “Ad” logo and countdown timer. To ensure important text & graphics are not obscured in CTV devices, avoid adding to the top right 220x 135 pixels of your 1920x1080 video.
- Disney Advertising reserves the right to reject or request amendments to creative that does not adhere to our technical specifications or ad policy

CONNECTED TV 2026

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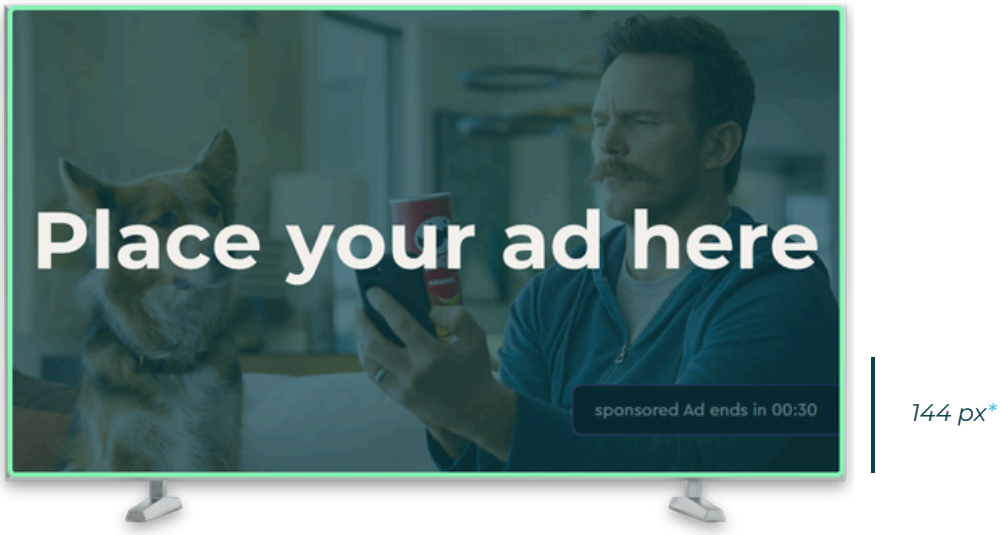
CONNECTED TV

V Ad Spec

Break

File type	**.mp4**
File name length	**maximum 125 characters**
Max size	**20 MB**
Duration	**5-30s for break** **Fixed 15s for golden break**
Resolution	**1920x1080px**
Supported Codecs	**H.264/MPEG-4 AVC**
Storage size	**Less than 0.6mb/s**
Frame Rate	**More than 25fps**

Break



*The countdown button will be added to the bottom area. Please make sure that key elements such as the logo don't appear in this area.
Please ensure that the important information is in the live area.

CONNECTED TV

V Ad Spec

Prime
(video ad or display)

Video ads come with audio by default and will show an image first, followed by the video, when a user first opens the launcher.

File type	**.mp4 + image**
File name length	**maximum 125 characters**
Max size	**20 MB**
Duration	**Less than 60s**
Resolution	**Image = static banner 1920×495 px** **Video = video 1920x496/494 px**
Supported Codecs	**H.264/MPEG-4 AVC | Png**
Storage size	**Less than 0.6mb/s**
Frame rate	**More than 25fps**

Prime



The countdown button will be added to the bottom area. Please make sure that key elements such as the logo don't appear in this area.
Please ensure that the important information is in the live area.

TELEVISION

2026

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OUR THEMATIC & KIDS CHANNELS

Files must be delivered in DMAT format in 16:9 full anamorphic format with a unique ID. Since 2021 a new development framework called "Slingshot" has been put in place. HDmat becomes a "template" within Slingshot. Files must be send through the Slingshot builder that launches the encoding process of a TV spot.

For 13EME RUE, ATV, BBC BELGIUM, COMEDY CENTRAL NL, CSTAR, CARTOON NETWORK NL & FR, DAZN INTERNATIONAL NL & FR, DAZN PRO LEAGUE NL & FR, DISCOVERY FR, DISNEY CHANNEL NL & FR, DISNEY JUNIOR NL & FR, ECLIPS TV, EUROSPORT FR, MTV NL, NATIONAL GEOGRAPHIC NL & FR, NICKELODEON NL, PICKX+ NL & FR, PICKX+ SPORTS NL & FR, PROXIMUS SHOWCASE NL & FR, PICKX CRIME NL, ROBTV, SPORT 10, STAR CHANNEL, STUDIO 100 NL, SCIFI, TV OOST & TRENDS Z.

Ip-address: 84.199.92.68 on the VIDEOHOUSE - TRANSFER MEDIA account.

Format: 16:9 anamorphic format (1920 X 1080 pixels)
Frame rate: 25 images/second (P) or 50 images/second (I), -upperfield first
Audio format: AAC preferred
The codec/software to deliver the HD masterfile is upon your choice and in consultation with your D-MAT HD Partner

Duration: Rounded spot: 00m35s00fr - no extra frames

Level till -23 LUFS according the RI28 standards UER/EBU
Sampling frequency: 48 Khz
Bit depth: 16 bits
Audio channels: stereo
Program loudness: subjective volume level integrated within 2 time-intervals:

- Limited: M (frame of 0.4 sec) - maximum - 15 LUFS
- Integrated : I total program) - maximum - 23 LUFS

Loudness Range: free
Maximum True Peak Level: electrical technical level - maximum -I dbTP

OUR BILLBOARDS

Rules

Article 91, 3° of the Media Decree. This article states that for the sponsorship of programs and broadcasting services, viewers and listeners must be clearly informed of the existence of a sponsorship agreement, a requirement that has been directly adopted from the European directive. The sponsorship mention must clearly refer to this agreement, either in written form or in an auditory manner.

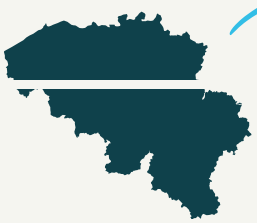
Do's

- Name sponsor, logo, product and service.
- Sound and/or image recognition signs or an image supporting slogan of the sponsor

Dont's

- Indication of price(s), discounts, promotions, opening hours, addresses, telephone numbers or location of distribution point
- Encouraging words.
- 'free', 'new', 'cheap', 'only valid if', 'available from', 'sales', ...
- Deceptive language
- Persuasive use of words

Requirements



The billboard should include "Dit programma is mede mogelijk gemaakt door" of "**dit programma wordt u aangeboden door**" following the applicable law. This can be done visually, verbally or both.

The billboard should include "**Ce programme vous est offert par**" , following the applicable law. This can de done visually, verbally or both.

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OUR BILLBOARDS

- BILLBOARDS EXAMPLES -



Met dank aan of mede mogelijk gemaakt door

Sponsor



OUR BILLBOARDS

Files must be delivered in DMAT format in 16:9 full anamorphic format with a unique ID. Since 2021 a new development framework called "Slingshot" has been put in place. HDmat becomes a "template" within Slingshot. Files must be send through the Slingshot builder that launches the encoding process of a TV spot.

For BBC First, Eclips TV, MTV FR, National Geographic NL, Star Channel

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Loudness Range: free
Maximum True Peak Level: electrical technical level - maximum -I dbTP

TECHNICAL SPECIFICATIONS 2026

Every delivery must be confirmed by email to your planning contact at Transfer Media or

General planning department: planning@mytransfer.be

Please let the planning department (mentioned above) know you have delivered the commercial via wetransfer for **digital** and **radio** campaigns.

Upon receiving delivery confirmation from Videohouse , please let the planning department (mentioned above) know you have delivered the commercial to Videohouse for **television campaigns**

Deadlines commercial(s) delivery: 5 working days* prior to transmission.

**Transfer Media is not responsible for any delayed campaigns due to late commercial deliveries.*

More information

Email address:
planning@mytransfer.be

Website:
www.transfermedia.be

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