

ADVERTISING

Specs and Guidelines

September 2026

OTT Campaigns – 3rd Party Tracking

OFFICALLY SUPPORTED 3RD PARTY PIXELS	VAST TAGS
Google DCM	Google DCM
Amazon / Sizmek	XtremeReach
DoubleVerify	DoubleVerify
Adform	Adform
Innovid	Innovid
Flashtalking	Flashtalking
IAS	

Asset upload via XR

PREFERRED DELIVERY METHOD

ExtremeReach is one of DAZN's preferred and recommended delivery method, as they accept all video formats and ensure delivery to DAZN in accordance with technical specifications.

Experience tells us this is the most efficient way to ensure your campaign assets are spec compliant and to minimise any delay in processing ahead of deadlines.

To be used for:

- Any video assets

For existing customers, here's the specs link

Broadcast Specifications and Order Requirements – Extreme Reach Help Centre

XR DESTINATION	COUNTRY	ACCEPTED LANGUAGE
DAZN North America	USA and Canada	English / Spanish

***For multiple market destinations, reach out to XR directly.*

New customers for setup/queries please email sales.uk@extremereach.com

Asset upload via Cape.io

DELIVERY METHOD

Cape.io is one of DAZN's preferred and recommended delivery method, as they accept all video formats and ensure delivery to DAZN in accordance with technical specifications.

Experience tells us this is the most efficient way to ensure your campaign assets are spec compliant and to minimise any delay in processing ahead of deadlines.

To be used for:

- Any video assets

CAPE.IO DESTINATION	COUNTRY	ACCEPTED LANGUAGE
DAZN US	USA	English / Spanish

Asset sharing directly to DAZN – 60i

Alternatively, campaign assets can be shared directly with DAZN.

In this scenario the client/agency assumes **full responsibility** that the assets are compliant with DAZN specs requirements. Any deviation will cause rejection of the assets and might affect timely start of the campaign.

VIDEO ASSETS
See table to the right and next slide

XDCAM HD422 MXF 50Mbps 1920x1080 60i 8Ch 24-bit 48kHz PCM	
Video Format: MPEG Video Video Format Profile: 4:2:2 Video Format Level: High Video Format Settings GOP: M=3, N=12 Video Bit Rate Mode: CBR Video Bit Rate: 50000000 Video Width: 1920 Video Height: 1080 Video Pixel Aspect Ratio: 1.000 Video Display Aspect Ratio: 1.778 Video Frame Rate: 29.97 Video Standard: NTSC Video Colour Space: YUV Video Chroma Subsampling: 4:2:2 Video Bit Depth: 8 Video Scan Type: Interlaced Video Scan Order: TFF	Audio Tracks: 8 discreet muxed with video Audio Format: PCM Audio Bit Rate Mode: CBR Audio Bit Rate: 1152000 Audio Channels: 1 per track Audio Samples Per Frame: 1920 Audio Sampling Rate: 48000 Audio Bit Depth: 24

Asset sharing directly to DAZN

Timecode of first frame

The first frame must start at 00:00:00:00. This is a technical requirement of M2A's AWS S3 hosting.

All assets must use non-drop frame timecode, with colons throughout: 00:00:00:00, **not** 00:00:00;00. The semicolon marks drop frame.

Timecode is checked automatically. Any deviation fails validation and the assets are rejected.

Audio Requirements

All file deliveries need to meet the following criteria for DAZN TX:-

All DAZN video content should have embedded audio that follows the specification of **EBU-R128**.

Integral Loudness: **-23LUFS ±0.5LU**

True Peak: **-1dBFS**

Loudness Range: **18LU**

When Music/Ambience is mixed with dialogue, the dialogue should be clear and distinguishable over the audio bed below.

No more than **2 Seconds** of continuous **black frames**

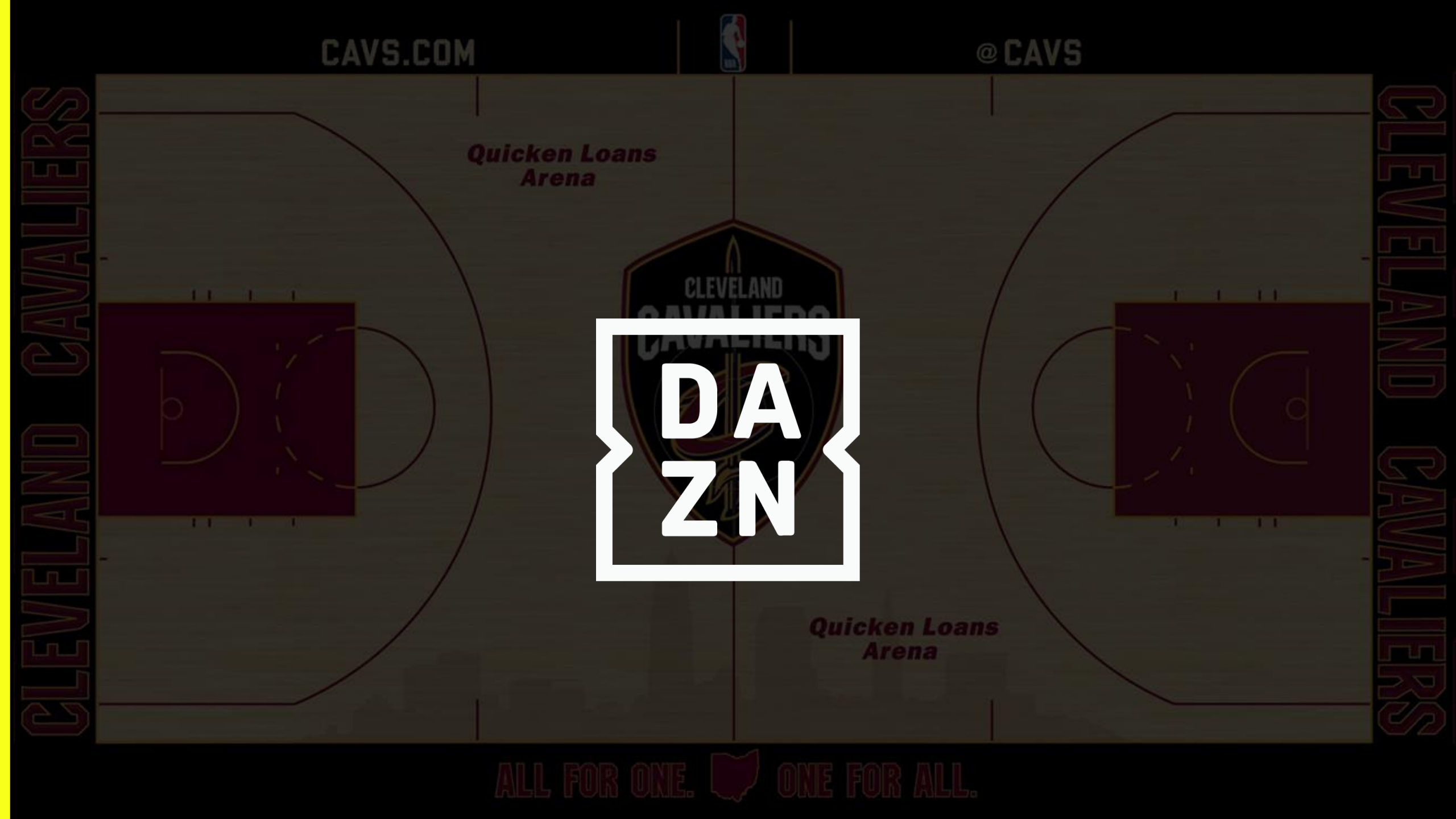
Deadlines & Timelines

Campaign & Asset Delivery Timelines

The proposed timelines for asset delivery and campaign confirmation are designed to support operational resilience, ensure sufficient time for validation and quality control checks, and enable the effective resolution of any issues prior to launch. This approach helps maintain a reliable and consistent delivery process while supporting campaign readiness and successful execution.

DAZN will continue to review performance and operational requirements throughout the season and work collaboratively with partners to assess timelines and processes as needed.

Scheduled Air Date	Campaign Confirmation & Asset Delivery
Monday	Wed by 1pm / 6pm GMT
Tuesday	Thurs by 1pm / 6pm GMT
Wednesday	Fri by 1pm / 6pm GMT
Thursday	Fri by 1pm / 6pm GMT
Friday / Saturday	Tues by 1pm / 6pm GMT
Sunday / Monday	Wed by 1pm / 6pm GMT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