

Ad Breaks / Mid-Roll Timings

On YouTube, ad breaks, also known as mid-rolls, differ from traditional linear broadcast commercial breaks. There are no set specific act timing requirements nor do ad breaks occur at the same cadence per episode, special, or film -- however, there are guidelines.

How many ad breaks?

The length of the content will determine the required number of ad breaks.

- Short-form (<11 mins): **No ad breaks required**
- Mid-length (12 - 45 mins): **1 ad every ~10 mins**
- Long-form (>45 mins): **1 ad every ~15 mins**

Timing Sheet

A timing sheet noting where all ad breaks need to be programmed must be delivered for every episode, special, or feature film.

Each show will determine where the ad breaks appear in accordance with the required number of ad breaks designated in each program.

Please follow these requirements when locking in your ad breaks:

- All ad breaks must start on a whole second / zero frame i.e. 01:00:08:00
 - Examples of valid ad break timings: 01:00:07:00 or 01:08:30:00
 - Examples of rejectable ad break timings: 01:00:07:07 or 01:08:30:10
- No commercial blacks should be added to your master

Ad Break Timings Example:

AD BREAKS / MID-ROLL TIMINGS FOR 'HERO' EXAMPLE					
In-Points					
	HERO 'Act 1'				
01:08:46:00	MID-ROLL 1				
	HERO 'Act 2'				
01:14:58:00	MID-ROLL 2				
	HERO 'Act 3'				
01:19:59:00	MID-ROLL 3				
	HERO 'Act 4'				
01:25:39:00	MID-ROLL 4				
	HERO 'Act 5'				

[Download Timing Sheet template.](#)

Please contact your YTO Post Manager for more information.