



Essentials to a Successful HTML5 Transition

IAB, Cofactor, Yahoo



AGENDA

Introduction

Why HTML5

Optimizing for HTML5

Animations & Video

Tracking Implications





Yael Avidan • Director Product Management • Yahoo!

Heads Yahoo's product teams for Premium and Creative ad platforms and responsible for a diverse set of ad products ranging from cross-channel media planning and serving through Dynamic Creative to Product Ads.



Robert M. Hall • Senior Creative Technologist, Product and Development • Cofactor

With over 20 years of experience in technology and software development, Rob gravitates towards the intersection of art and science where his fine arts background and extensive technical expertise is leveraged to deliver award winning projects.



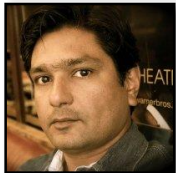
Dan Mouradian • Lead Creative Technology Director • Cofactor

With over a decade of technical and creative experience in the digital space, Dan specializes in helping his clients develop sound dynamic strategies and impactful creative solutions. Since joining the Cofactor team in 2007, Dan has assisted on dozens of dynamic ad programs for Cofactor's clients.



Danny Roosevelt • Product Manager on the BrightRoll team • Yahoo!

Focusing on RTB initiatives across Yahoo!'s video marketplace. When he's not supporting the transition from Flash to HTML5, he is likely on the golf course, watching Seinfeld, or enjoying his nearly perfected BBQ ribs.



Shailley Singh • Director, Mobile & Ad products • IAB

Focusing on everything mobile and related to Ad Products Portfolio like MRAID, Creative Guidelines, HTML5 Best Practices as well as tools like Open VV and MRAID ads SDK Tester.



Why Transition to HTML5

Diminishing Flash Audience

HTML5 Benefits

Fundamental Differences

Diminishing Flash Adoption

2010

- Apple stopped including Flash as part of the default OS X installation

2012

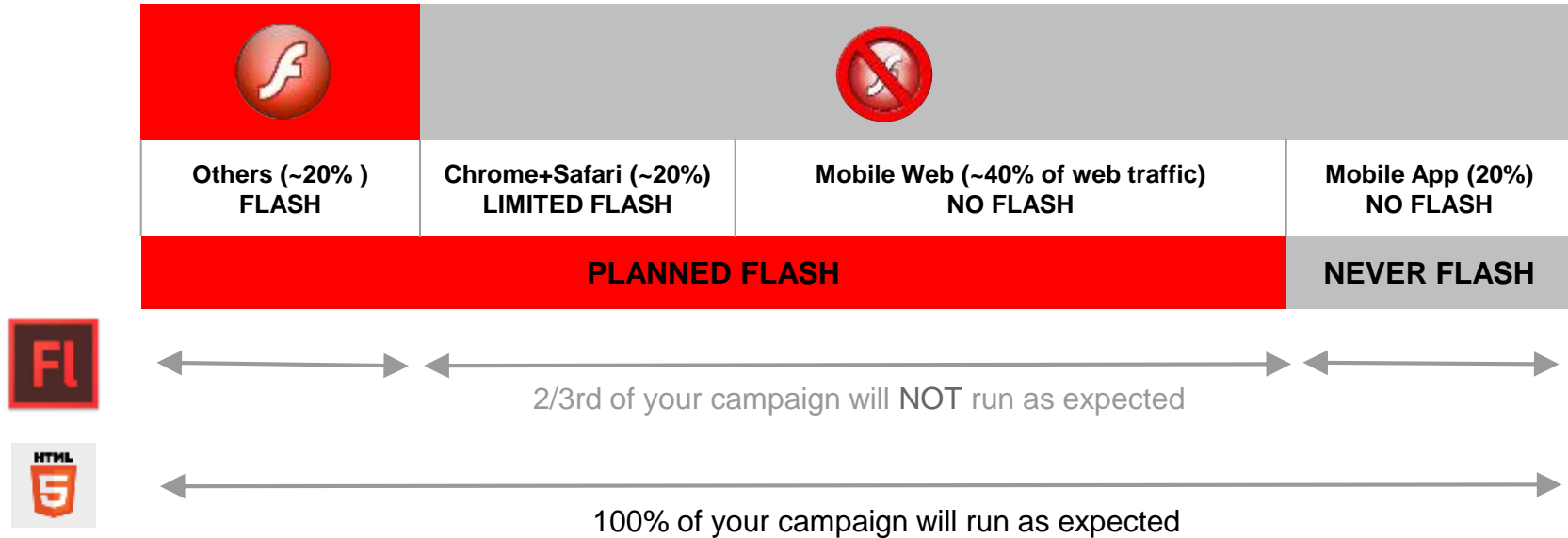
- Apple disabled older versions of Flash Player

2015

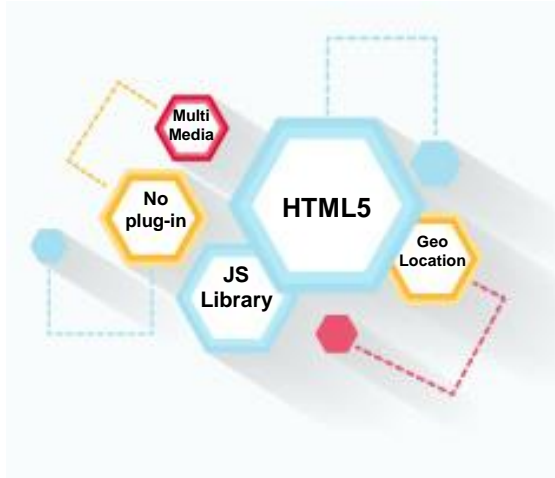
- June: Firefox temporarily disabled Flash
- July: Facebook Security Chief has asked for end of life date for Flash
- **Sept. 1: Chrome will disable Autoplay on Flash Plugin**
- **September: Amazon will NOT accept Flash Ads**

Diminishing Flash Audience

Post September, Flash will reach ~20% of your Audience



HTML5 Benefits



**Native Web
Browser
Technology**



**Works
across
Devices**



**Optimize
Operational
Costs**



Multiple Files

Video – requires browser compatibility

Evolving Landscape

Single File

Video – works with one format

One Tool for everything

NOT an Exhaustive List. Only indicative of key differences.

Optimizing for HTML5

What to Expect If You Are Buying Direct from a Publisher

- Publishers will start banning flash to preserve the user experience
- May need to use an external tool or work with your publisher to convert existing Flash files to HTML5
- Start building in HTML5 to achieve better results for high-impact campaign
- If not HTML5-ready, provide JPGs and GIFs in the meantime



What to Expect If You Are Buying Through DSPs

- DSPs will likely not accept Flash for much longer
- Even if they do, you won't win your bids due to potential poor performance
- Reach out to DSPs ASAP to understand how they will treat Flash
- Look into detargeting Chrome from Flash-based buys
- Possible opportunity to achieve better performance in the short term if you are HTML5-ready

Some Final Tips To Help Your Campaign

- **On using conversion tools to create HTML5 assets from Flash files:**
 - A decent short-term solution, but move to HTML5 as soon as possible
 - Converter tools only work in 50% of cases
 - May result in tracking and performance issues
- **On using Flash creatives with a backup image**
 - This is no longer a viable option
 - In most cases the backup image will not get triggered
- **On determining HTML5-specific specs**
 - Many publisher already have specs posted
 - They are based on IAB guidance
 - Be sure to check them as you finalize your transition plan

**TIME TO
UPDATE**





The Importance of Optimizing for HTML5

- Delivery speed
- Reduction of overall asset sizes
- Reduction of the over number of HTTP requests

Be Aware Of Where Your Ad Will Be Served & Minification Tools



VS.

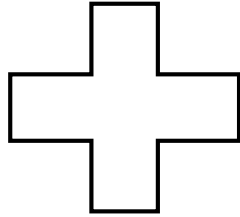


VS.



Video and Animation

Video for HTML5 – A Complicated Problem



VPAID 2.0



- Most publishers' video players have HTML5-compatible versions
- But not many of these players support VPAID 2.0 in JavaScript

What to Expect During the Transition

- Publishers will likely support both Flash and HTML5 in the short-term
- Check with your publisher or DSP, but be prepared to supply both Flash (with VPAID) and HTML5 (with and without VPAID)
- The full transition to HTML5 for both advertisers and publishers will take several months
- Routinely check on your DSP/publisher's progress on their transition



Final Recommendations on Video

Advertisers:

- Educate yourselves on VPAID
- Check out [IAB's VPAID site](#) to learn more
- Track both versions of your creatives to maximize reach

Publishers:

- Upgrade player tech to support both HTML5 videos and VPAID 2.0 JS
- To maximize demand, support HTML5 VPAID JS over VPAID 1.0 based on browser version

“**Videos** are a proven effective tool at reaching and engaging with viewers.”

Based on study of data from Akamai in their report: **Understanding the Effectiveness of Video Ads: A Measurement Study**

<https://www.akamai.com/us/en/multimedia/documents/technical-publication/understanding-the-effectiveness-of-video-ads-a-measurement-study-technical-publication.pdf>

“**68%** of marketers and agency executives expect to see their digital video ad budgets increase in the next 12 months.”

Attributed to IAB's report: Digital Content NewFronts: Video Ad Spend Study

<http://www.iab.net/videoadspend>

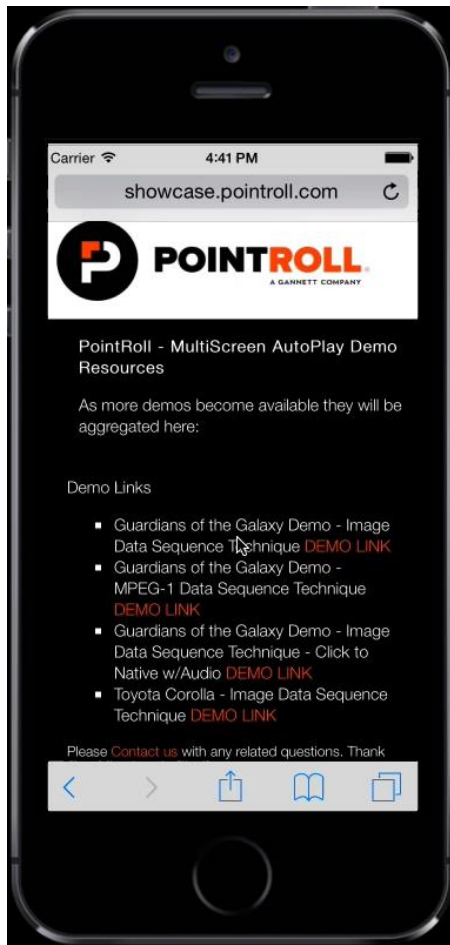


“**Video** resolution significantly affects engagement in the digital advertising experience.”

Attributed to Cofactor/PointRoll Science study: The Impact of High Vs. Low Resolution Video in Digital Advertising

<http://www.pointroll.com/pointroll-science/>





HTML5 Video is More Complex and Fragmented than Flash

View demo at: <http://bit.ly/1JsIVTx>

CDN JavaScript library distribution



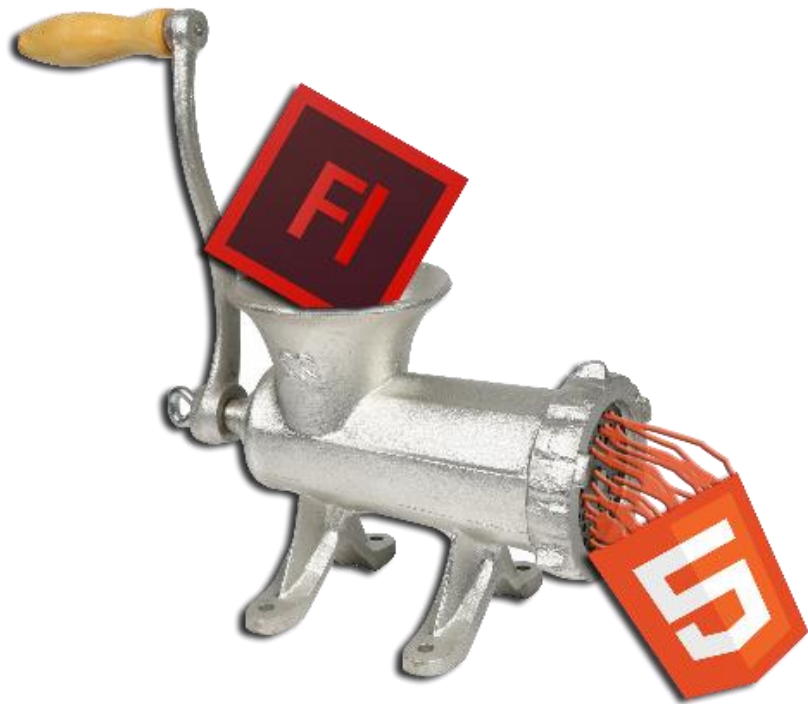
CREATEJS

Tracking Implications

Tracking Implications for HTML5

Tracking implications in HTML5 are different than what marketers may be used to. To ensure a successful campaign, marketers must be aware of:

- Viewability and how it can be impacted by the changes to Flash in Chrome
- iOS 9 in-app/native app ATS security changes will impact publishers and ad-servers and tracking if they don't move to HTTPS (TLS 1.2 and strong ciphers)
- Reliance on Flash to HTML conversion tools can make tracking calls / tags difficult to update



**DON'T EXPECT 100%
PARITY WITH CURRENT
FLASH TO HTML5 TOOLS**

Viewability - What to Expect

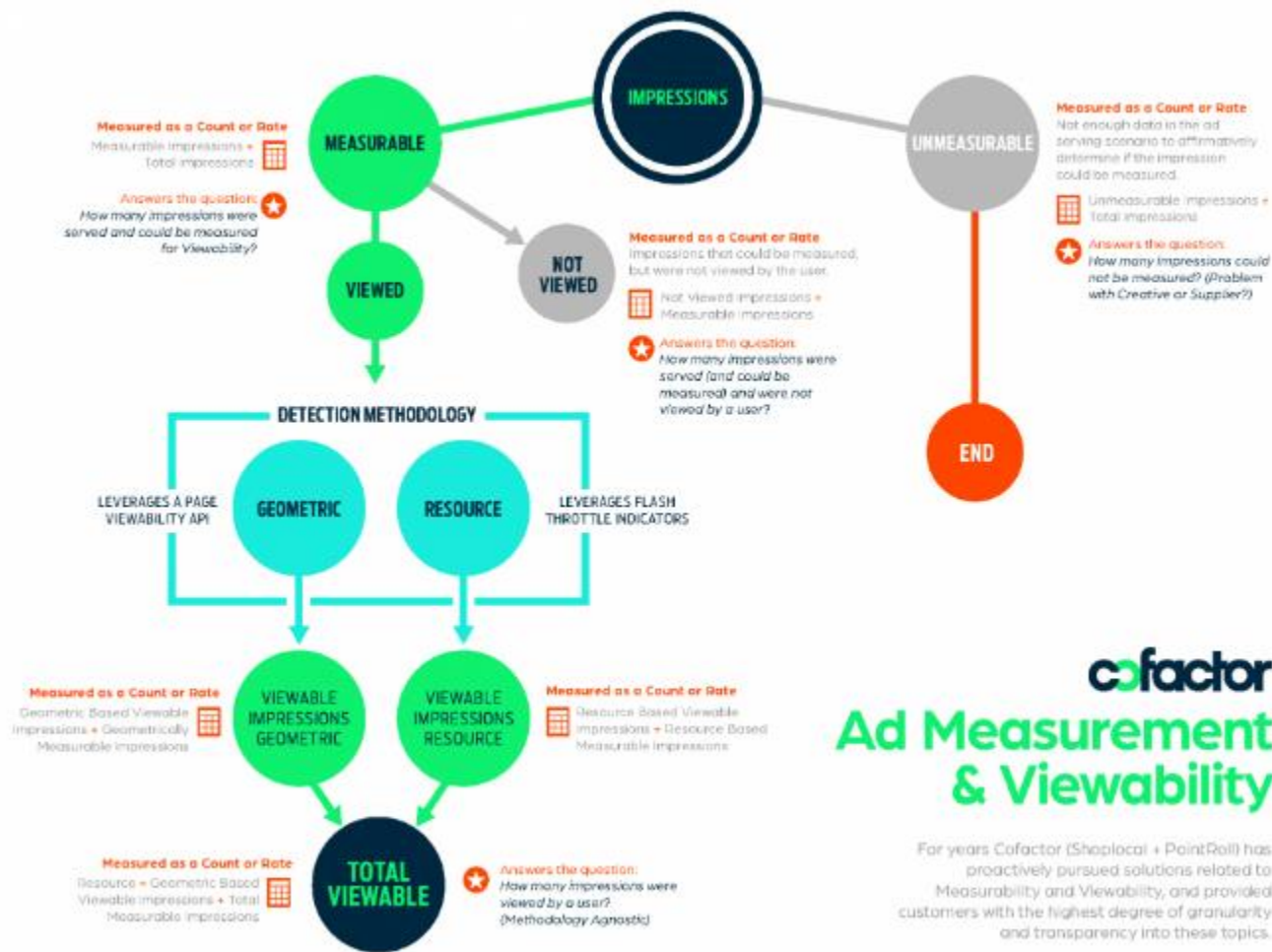
Common methods to determining viewability:

- Page Geometry (Page visibility API and/or Resource Driven) - Most common
- Panel-based
- Publisher API (IAB SafeFrame API)

With the transition to HTML5, the most common method will be impacted



1. Check with your vendor
2. Expect measurable impressions percentage to go down
3. Expect viewability overstated in the short term



cofactor Ad Measurement & Viewability

For years Cofactor (ShopLocal + PointRoll) has proactively pursued solutions related to Measurability and Viewability, and provided customers with the highest degree of granularity and transparency into these topics.

SUMMARY

- Tactical Plan for HTML5 and Flash in short term
- Strategic plan for pure HTML5 development in long term
- Prepare for VPAID 2.0
- Optimize Assets for Delivery Channel
- Evaluate CDN based Libraries
- Additional Video considerations in HTML5
- Avoid dependence on conversion tools
- Check with Publisher/ DSP on Creative Specifications

Q&A Session

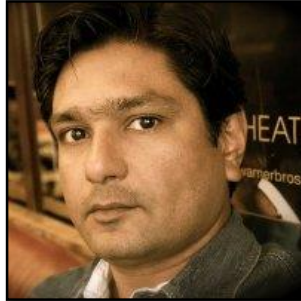
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