

**IAB Mobile Filmstrip**  
*Mobile Rising Star Ad Unit*

**Style Guide and Tech Specs**

*Created By*



## **I. Description**

The IAB Mobile Filmstrip is a scrolling, multi-panel ad experience designed to provide a content-rich, interactive canvas for storytelling with consistent behaviors that keep the viewer firmly in control.

The IAB Mobile Filmstrip should adhere to the following principles:

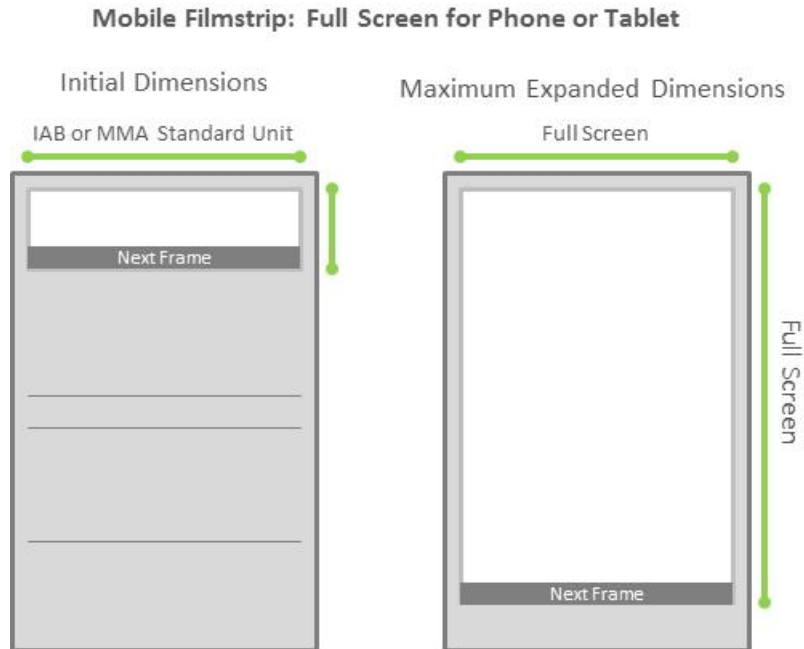
- 1) *One Canvas with multiple panels.* Whether full screen on a phone or framed within tablet content, the IAB Mobile Filmstrip is always easily recognizable by the viewer for its scrolling, multi-panel experience.
- 2) *Sight, sound, motion, plus interaction.* The ad unit should allow the creative to take advantage of native device capabilities to express a creative idea and enable interaction.
- 3) *Respect bandwidth.* The ads should make the minimal demands possible on the device and data connection.
- 4) *Viewer control.* The user must always be fully in control with an easy to understand and use interface from open to close.

The IAB Mobile Filmstrip is currently spec'ed for full screen implementation (phone or tablets) and as a 300x600 unit within content on tablets (consistent with the IAB Filmstrip Display Rising Star.)

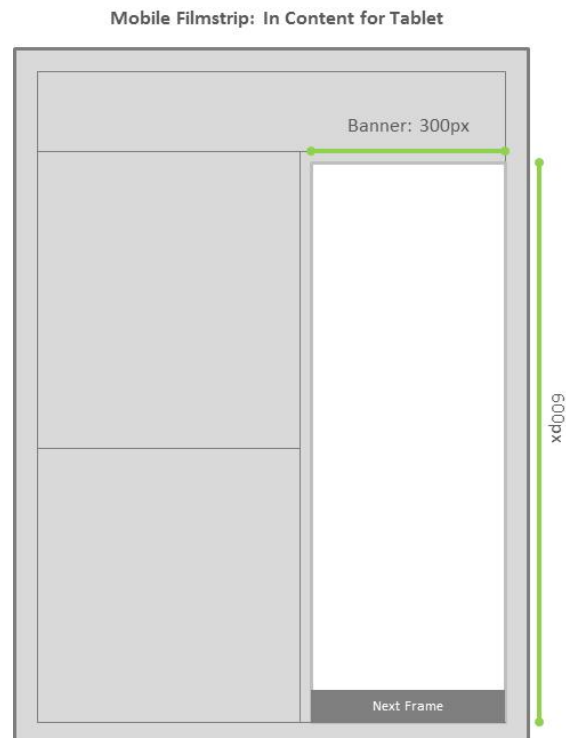
A Mobile Device is defined here as a Smart Phone or a Tablet. The ad unit can be contained in a web browser or an application native to a device. The type of Ad Container will determine the maximum screen size available for showing the ad and the events/user interactions available to the ad.

## II. Visualization

### 1) The IAB Mobile Filmstrip: Full Screen



### 2) The IAB Mobile Filmstrip: In Content for Tablets



### **III. Behavior and UI Elements**

#### **1. IAB Mobile Filmstrip: Full Screen**

The full screen IAB Mobile Filmstrip consists of an Entry Point and a Full Page Ad Component.

##### *Entry Point*

The Entry Point for an IAB Mobile Filmstrip can be:

##### Base Ad Component

- a. This is an IAB or MMA mobile standard banner, such as the IAB Mobile Adhesion Banner.
- b. This is effectively a call to action for viewing the Full Page Ad Component
- c. Base Ad Component will include a call to action with a directional icon indicating the vertical direction from which the Full Page Component will slide into frame.
- d. Base Ad Component may launch Full Page Ad Component with tap or gesture action (e.g. swipe, shake).
- e. In all cases, the user has clear knowledge that the ad is being launched from the Base Ad Component.
- f. Alternate Image
  - o Non-compatible devices will be served an alt image of same banner dimensions, but with limited interactivity.
  - o An IAB or MMA standard banner must be provided.
  - o No expand call to action should be included.

##### Auto Launched

- a. The Full Page Ad Component is auto launched by the ad container.
- b. Examples are Interstitials and Inline Ads.
- c. These ads do not have a Base Ad Component.

##### *Full Page Ad Component*

- a. The Full Page Ad Component of the IAB Mobile Filmstrip should take full advantage of the entire available screen.
- b. Content cells:
  - o Max of (4) content cells in addition to the Base Ad Component, if applicable: (1) Initial full page panel and (3) additional full page Filmstrip panels upon expansion.

- Once the IAB Mobile Filmstrip has been expanded to the Full Page Ad Component from the Base Ad Component, sequencing will be based upon user interaction.
- IAB Mobile Filmstrip may be built to accommodate horizontal and/or vertical interaction.
- c. Navigation Icon:
  - Must be clearly defined and located on the top and bottom of each content cell.
  - Tapping or swiping the Navigation Icon will transition to the previous or next content cell.
- d. Close button
  - Must be clearly defined and located in the upper right corner.
  - Tapping the close button will collapse the Full Page Ad Component and display the Base Ad Component.

## 2. IAB Mobile Filmstrip: In Content for Tablets

The IAB Mobile Filmstrip spec for tablet implies an HTML5 build of the IAB Display (PC) Filmstrip and loads entirely within a single 300x600 Ad Container.

300x600 Ad Component:

- a. Content cells:
  - Max of (5) content cells: (1) Initial Panel and up to (4) additional panels. Filmstrip sequencing will be based upon impression and / or user interaction.
  - Filmstrip may be built to accommodate horizontal and/or vertical interaction.
- b. Navigation Icon:
  - Must be clearly defined and located on the top and bottom of each content cell.
  - Tapping or swiping the Navigation Icon will transition to the previous or next content cell.
  - The Mobile Filmstrip can be built to sequence horizontally or vertically.
- c. Alternate Image:
  - Non-compatible tablets will be served an alt image of same dimensions, but with limited interactivity.
  - 300x600 static image must be provided.
  - No scroll call to action should be included.

## **IV. Demo**

### [IAB Mobile Filmstrip](#)

## **VI. Technical Specifications**

### IAB Mobile Rising Stars File Size Approach:

The IAB Mobile Rising Stars, including the IAB Mobile Filmstrip, will load in three distinct phases.

- 1) *Initial File Load* whereby the Base Ad Component loads and a “hidden frame” of the Full Page Ad Component also loads. This hidden frame enables rapid deployment of the Full Page Ad Component before additional files download.
- 2) *Subsequent User-Initiated File Load*, where the “resting state” of the Full Page Ad Component loads. Importantly, this resting state is essentially one layer deep in that it presents the full experience to the viewer, but has not loaded additional files that may be called upon with further interaction. Note: for IAB Rising Stars that do not have a Base Ad Component like the in-content IAB Mobile Filmstrip or the in-line IAB Mobile Full Page Flex or Mobile Filmstrip, this is the first loading of any ad files.
- 3) *Subsequent Additional User-Initiated File Load*. This includes all files that load as a result of the viewer further interacting with the Full Page Ad Component.

For the IAB Mobile Filmstrip’s full screen deployment, the Base Ad Component would be considered the “Initial File,” the first full page panel, the “Subsequent User-Initiated File,” and the additional Filmstrip panels “Subsequent Additional User-Initiated Files.”

The IAB Mobile Filmstrip’s in content for tablets deployment does not have a Base Ad Component and the first loading of the ad unit is the initial full panel. As such, the size restrictions on this initial file load will mirror the “Subsequent User-Initiated File Load” size of those units that launch from a Base Ad component.

### **IAB Mobile Filmstrip Full Screen**

Attribute	Attribute Description/Definition	Unit/Entry Type
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Creative Unit Name	IAB Mobile Film Strip Rising Star	IAB Mobile Filmstrip
Initial Dimensions (WxH in pixels)	Measured in pixels, the width and height of an ad unit (WxH). The width is always the first dimension listed, followed by the height dimension (i.e. an ad that is 300x250 is 300 pixels wide by 250 pixels high).	May launch from any IAB or MMA Standard Banner  A Phone Example: 320x50
Maximum Expanded Dimensions (WxH in pixels)	The secondary dimensions of an expanding unit (after expansion). Initial dimensions are fit to the dimensions of the placement. Then, either by auto-play or user interaction, the ad unit expands to its secondary dimension.	Varies by device, following the principle that the Full Page Ad Component will cover 100% of the available screen space. Refer to IAB Mobile Full Page Flex Style Guide and Tech Specs for additional input  A Phone Example: 320x480
Max Initial File Load Size (KB, MB)	The total size of the creative file(s) for an ad, measured in KB or MB, that load along with (inline with) the files that load when a user first initiates a page/App load.	Phone: 40 KB  Tablet: 60 KB
Subsequent Max User-Initiated File Load Size	Additional file size allowed to load on a page following the willful act of a user to engage with an ad. Users may interact by touching the ad with a tap or specified gesture.	Phone: 100 KB  Tablet: 150 KB
Subsequent Max Additional User-Initiated File Size	Additional file size allowed to load on a page following the willful act of a user to engage further with elements of the ad (e.g., streaming video).	Phone and Tablet: 2.2 MB
Max Video & Animation Frame rate	The rate at which video frames or animated images display as the video or animated file executes, measured as the number of	24 fps

	frames per second (fps).	
Maximum Animation Length	Animation: A programmatically generated display of sequential images, creating the illusion that objects in the image are moving. Not digital video, as it relates to this document (see the definition for "Video").	15 seconds No looping
Max Video Length	Video: In online advertising, the digital recording of a physical event or animated files that have been transcribed into a digital video format.	30 seconds
Audio Initiation	Audio: The audible file that may accompany ads. Advertising audio should never play without user-initiation.	User Initiated
Z-index Range	Enumerated layers of elements and content on a publisher's webpage. Consideration of the z-element in page content design such as navigation, imagery, and ads is important for providing a seamless experience when page content overlaps (i.e. an expanding ad with a z-index that is lower [on the z-index scale] than navigational elements may give the appearance that page navigational elements are showing through the expanded portions of the ad).	5,000 - 1,999,999  (for entire ad unit)
Minimum Required Controls		Base Ad Component: <ul style="list-style-type: none"> <li>Expand CTA button must be included</li> </ul> Full Page Ad Component: <ul style="list-style-type: none"> <li>Close button must be included in upper right corner</li> </ul>



		<ul style="list-style-type: none"> <li>Navigation icons to transition between content cells</li> </ul> Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)
Labeling Requirements, Font Size, etc.	The minimal requirements for distinguishing an online advertisement from regular webpage content.	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)
Submission Lead-Time	The number of business days (non-weekend/non-holiday days) prior to a campaign going live in which a publisher needs to validate advertiser submitted creative(s) for a campaign.	10 days
Implementation Notes & Best Practices		See “III. Behavior and UI Elements” above  Ensure images are mobile web optimized
Supported Creative Types		HTML5

## IAB Mobile Filmstrip – In Content for tablets

Attribute	Attribute Description/Definition	Unit/Entry Type
Creative Unit Name	IAB Mobile Film Strip Rising Star	IAB Mobile Filmstrip
Initial Dimensions (WxH in pixels)	Measured in pixels, the width and height of an ad unit (WxH). The width is always the first dimension listed, followed by the height dimension (i.e. an ad that is 300x250 is 300 pixels wide by 250 pixels high).	300x600px
Maximum Expanded Dimensions (WxH in pixels)	The secondary dimensions of an expanding unit (after expansion). Initial dimensions are fit to the dimensions of the placement. Then, either by auto-play or user interaction, the ad unit expands to its secondary dimension.	300x600px
Max Initial File Load Size (KB, MB)	The total size of the creative file(s) for an ad, measured in KB or MB, that load along with (inline with) the files that load when a user first initiates a page/App load.	Tablet: 100 KB
Subsequent Max User-Initiated File Load Size	Additional file size allowed to load on a page following the willful act of a user to engage with an ad. Users may interact by touching the ad with a tap or specified gesture.	N/A
Subsequent Max Additional User-Initiated File Size	Additional file size allowed to load on a page following the willful act of a user to engage further with elements of the ad (e.g., streaming video).	Tablet: 2.2 MB

Max Video & Animation Frame rate	The rate at which video frames or animated images display as the video or animated file executes, measured as the number of frames per second (fps).	24 fps
Maximum Animation Length	Animation: A programmatically generated display of sequential images, creating the illusion that objects in the image are moving. Not digital video, as it relates to this document (see the definition for "Video").	15 seconds No looping
Max Video Length	Video: In online advertising, the digital recording of a physical event or animated files that have been transcribed into a digital video format.	30 seconds
Audio Initiation	Audio: The audible file that may accompany ads. Advertising audio should never play without user-initiation.	User Initiated
Z-index Range	Enumerated layers of elements and content on a publisher's webpage. Consideration of the z-element in page content design such as navigation, imagery, and ads is important for providing a seamless experience when page content overlaps (i.e. an expanding ad with a z-index that is lower [on the z-index scale] than navigational elements may give the appearance that page navigational elements are showing through the expanded portions of the ad).	5,000 - 1,999,999  (for entire ad unit)
Minimum Required Controls		Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to

		Mute control)
Labeling Requirements, Font Size, etc.	The minimal requirements for distinguishing an online advertisement from regular webpage content.	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)
Submission Lead-Time	The number of business days (non-weekend/non-holiday days) prior to a campaign going live in which a publisher needs to validate advertiser submitted creative(s) for a campaign.	10 days
Implementation Notes & Best Practices		See “III. Behavior and UI Elements” above  Ensure images are mobile web optimized
Supported Creative Types		HTML5