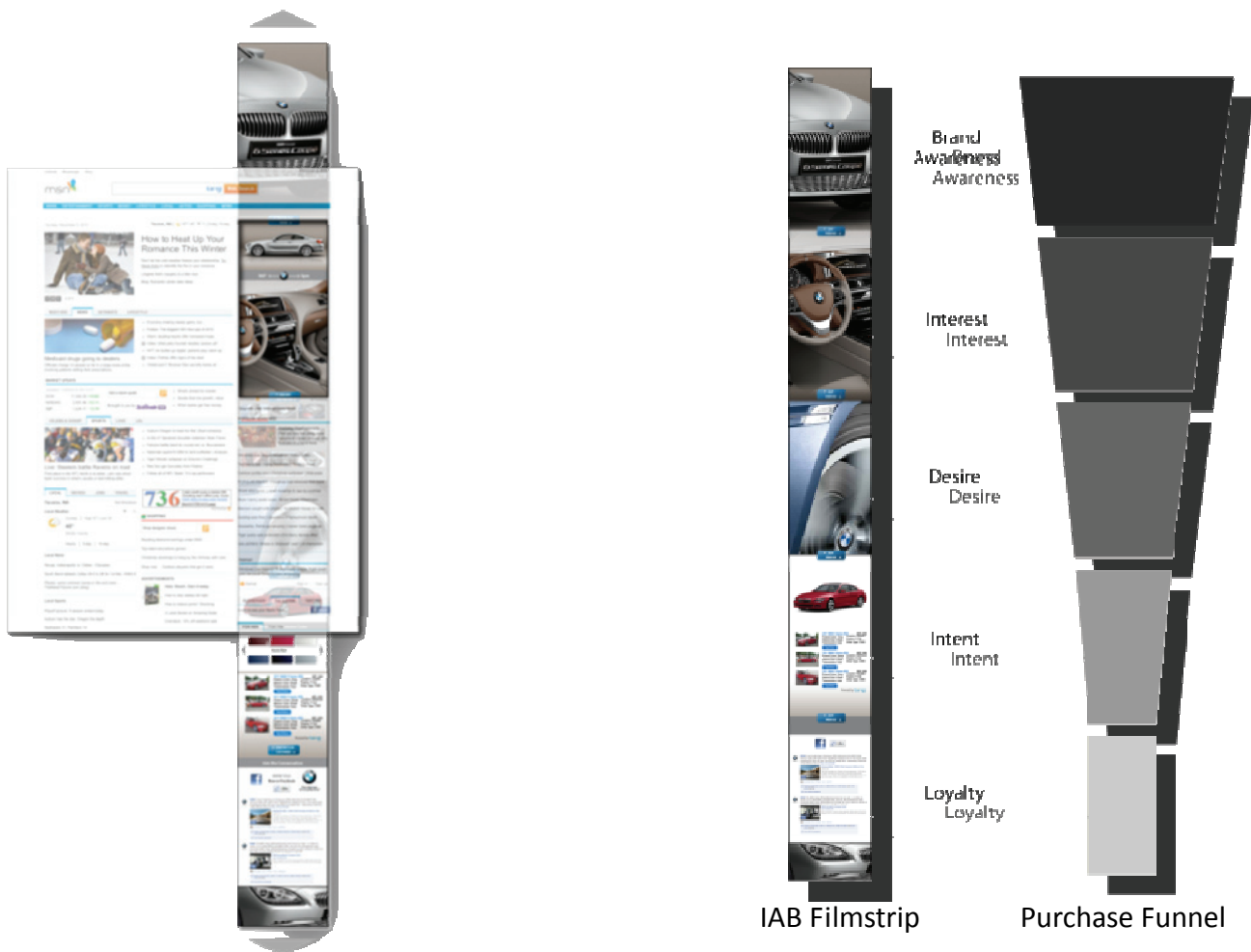IAB Filmstrip Style Guide

## Description

The IAB Filmstrip enables enhanced creative story-telling capabilities within a single ad creative.  Advertisers submit just one 300x3000 Filmstrip with five different segments.  The Filmstrip is then served through the IAB UAP 300x600.  Simple engagement features – scroll, click, hover, and touch – allow the user to explore all 5 segments of the 300x3000 creative.

One application involves aligning the five segments of the Filmstrip to the five stages of the purchase funnel (awareness, interest, desire, intent, and loyalty).  The IAB Filmstrip is designed to launch from any 300x600 ad location on any publisher across devices (PC, iPad and, eventually, mobile).  Publishers share a common logic/algorithm that selects the appropriate phase of the purchase funnel depending on ad location (Homepage content might map with 'awareness'; Lifestyle content might map with 'desire').  The common logic would also enable the sequencing of the ad as the user browses through a portal.
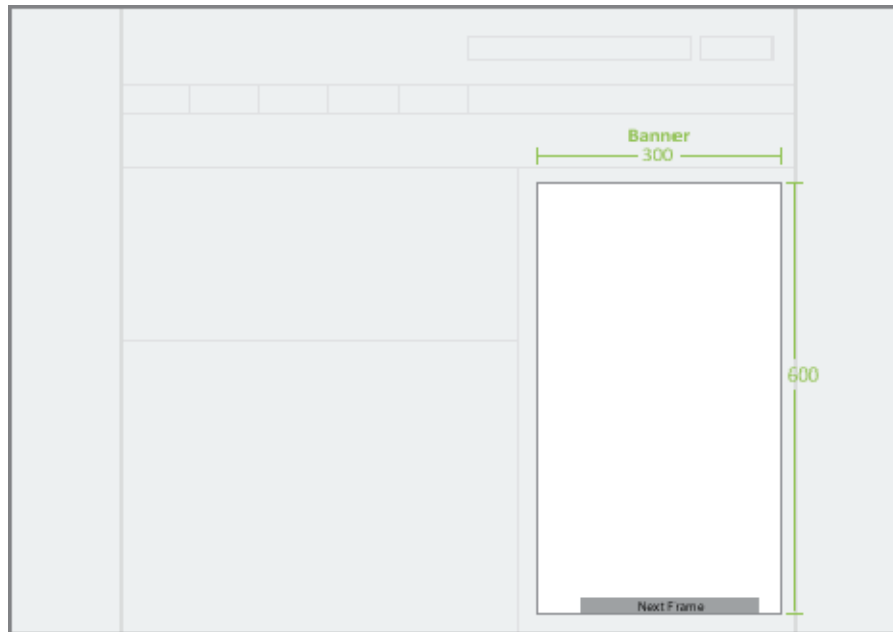
## Demo

Link to demo:  http://publisher.mediamind.com/opensource_filmstrip/filmstrip.aspx

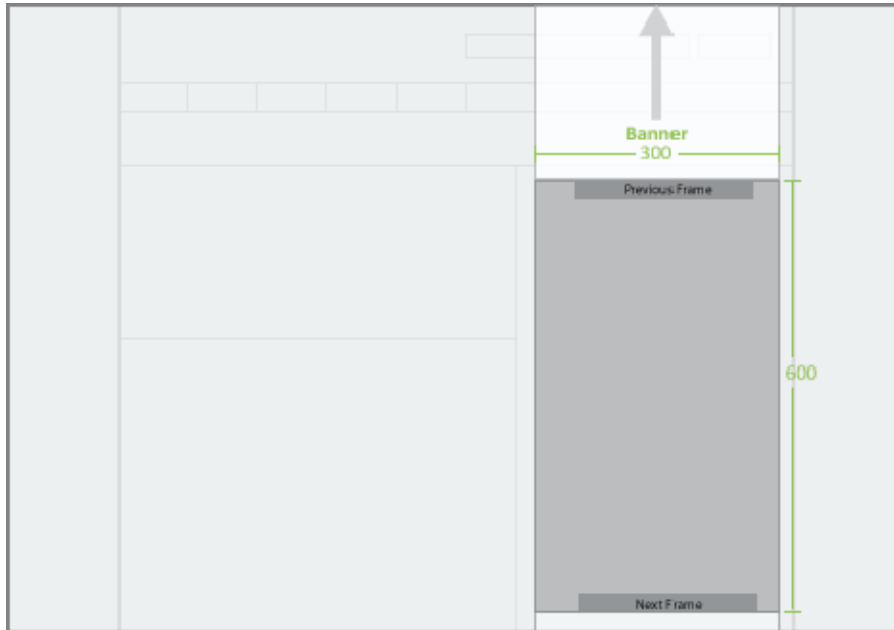IAB Filmstrip          Purchase Funnel

# Storyboard

1. In-page Display unit delivers with call to action to move Filmstrip down one frame.



2. Filmstrip can moves down one subsequent frame one of three ways:
    a. End user interacts with 300x600 area and navigating to another page that serves the same unit
    b. End user uses the scroll wheel on their mouse or horizontal browser bar
    c. End user manually clicks on the next frame button at bottom of 300x600

# Technical specifications

## IAB Filmstrip

**Dimension:** 300x600 px

**Initial Load File Size:** 100KB max

**Subsequent File Loads:**  External child .swf files (up to 500k) or steaming video can be loaded into parent 100k cell upon user click only

**Content Cells:** max of (5) 300x600 px content cells that make up a 300x3000 container.

**Source Format:** FLA and exported SWF, Flash 9+, AS2 or AS3

**Animation Time:** 15 seconds max

**Animation Loops:** Loops within 15 seconds max animation time permitted

**Frame Rate:** 24 FPS max

**Border:** Creative must contain 1-pixel border

## Alt image

**Dimension:** 300x600 px

**Source Format:** GIF, JPG, or layered PSD

**File Size:** 30KB max

**Animation Time:** 15 seconds max

**Animation Loops:** Loops within 15 seconds max animation time permitted

**Border:** Creative must contain 1-pixel border

## Media assets

**Video Permitted:** Yes. May be host-initiated

**Video Delivery:** Progressive or streaming. Varies with publisher preference

**Video Duration:** 30 seconds max

**Video Controls:** Must contain toggles for Play/Pause and Audio On/Off

**Sound Permitted:** User-initiated on click only

## General settings

**CPU Usage:** Between 20% and 30% after initial file load. An initial spike of up to 60% is acceptable in the first five seconds

**Ad Tag Delivery Method:** script, iframe, or friendly iframe

**Third-party Tags Accepted:** Yes

**Third-party Tracking Accepted:** Yes (Impressions, Clicks, Research Tags)