

**IAB Digital Video Ad Control Bar**

*Digital Video Rising Star Ad Unit*

**Style Guide and Tech Specs**

*Created by*



## **I. Description**

The IAB Digital Video Ad Control Bar Rising Star provides a companion to the player control panel for viewers to “control” the ad experience, including the ability to engage in content-rich, interactive experiences, with consistent behaviors that keep the viewer firmly in control.

The IAB Digital Video Ad Control Bar should adhere to the following principles:

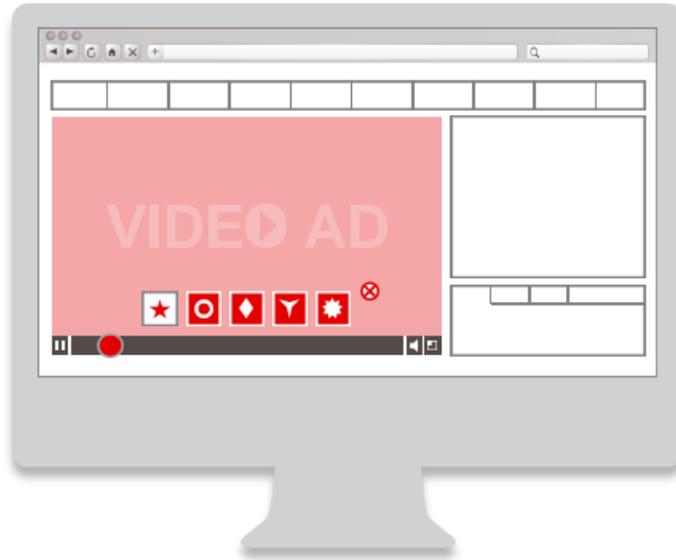
1. *A utility approach.* The ad format should seek to be an extension of the player controls, with the goal of providing a universally intuitive interface.
2. *Invitation to engage, not an interruption.* The ad unit should give the viewer the choice to interact, respecting the video ad component, not be designed in such a way as to interrupt the linear video story.
3. *Device and player integration.* The ad unit when expanded should fully leverage the features and functionality of a given device, allowing the creative to take advantage of native device capabilities to express a creative idea and enable interaction.
4. *Viewer control.* The user must always be fully in control, with an easy-to-understand and easy-to-use interface from open to close.
5. *Bandwidth consideration.* The ads should make the minimal demand possible on the device and data connection.

The IAB Digital Video Ad Control Bar is currently spec'd for implementation in a digital video player. A Digital Video Player is defined here as a desktop, tablet, mobile phone, or connected TV media player capable of playing back digital video files and compliant with IAB's VPAID (Digital Video Player Ad Interface Definition) specification, when supported by the player environment. Note that in some cases and for the near term, mobile and connected TV environments may require non-standard implementations until VPAID becomes better established there.

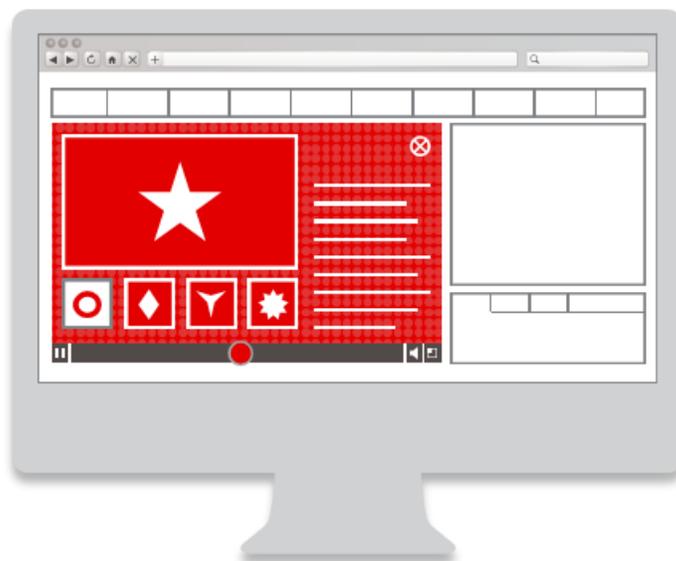
The player can be contained in a web browser or an application native to a device. The type of player will determine the maximum size available for showing the ad and the events / user interactions available to the ad.

## II. Visualization

- 1.) **Initial State, Base Ad Component:** This is the initial, passive state where a video ad component is playing. There is a Base Ad Component control panel of ad features overlaying the video that invites the viewer to interact further.



- 2.) **Interactive State, Full Player Ad Component:** Initiated once the viewer clicks, touches, or otherwise purposefully interacts with any element of the Base Ad Component. The viewer can navigate through the interactive elements of that ad feature (e.g., videos, poll). Alternatively, interacting with an element of the Base Ad Component may lead to an external URL if clearly labeled as such. There is a persistent close button in the upper right-hand corner of the interactive state.



If a viewer does not touch, click, or otherwise purposefully interact with the Base Ad Component, the interactive state is not seen—this is always user initiated.

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

The Ad Control Bar IAB Digital Video Rising Star consists of a Video Ad Component, Base Ad Component, and the Full Player Ad Component.

#### *Video Ad Component*

This is the in-stream, linear video ad asset (typically a 15- or 30-second spot but can be any creative that plays as a digital video file) that is click-to-play or auto-play. The interactive ad component (Base and Full Player) overlay the Video Ad Component.

#### *Base Ad Component*

- a. This is a set of interactive ad feature controls that either invite interaction with specific panels of the Full Player Ad Component or click-thru to specified experiences (e.g., social site).
- b. It should appear shortly after the video begins to play. Entry animation options include fading in, sliding in, or bouncing into view, among others.
- c. The Base Ad Component should be less than 1/5 the height of the player and positioned near to the bottom player border, allowing for a small (e.g., 18 pixels) buffer.
- d. The Base Ad Component will include a set of clearly labeled ad feature controls inviting interaction.
- e. Clicking, touching, or otherwise purposefully interacting with any of the ad features of the Base Ad Component will trigger a transition to corresponding interactive panels of the Full Player Ad Component or click-thru to specific events (e.g. social media sharing).
- f. The Base Ad Component should have the ability to slide down and fully or partially hide “under” the bottom of the player and/or close.
  - i. Sliding down “under” the bottom of the player can result in ¼ of the Base Ad Component remaining visible. This can happen automatically or via a user interaction. The Base Ad Component will reappear fully when mouse enters the player frame or any other form of user interaction occurs.
  - ii. Alternatively, the unit can close fully when a viewer taps/clicks or otherwise purposefully interacts with the close button.
- g. The user must have clear knowledge that the Full Player Ad Component is being launched from the Base Ad Component or that a click-thru event is being triggered.

### *Full Player Ad Component*

- a. The Full Player Ad Component of the IAB Digital Video Ad Control will consist of distinct full player screen panels, one for each of the ad features in the Base Ad Component.
- b. The relevant panel of the Full Player Ad Component will enter the frame after the viewer touches, clicks, or otherwise purposefully interacts with an ad feature, taking over the entire player. Sliding into frame or fading in are two entry animation options, among many others.
- c. Upon launch, the Video Ad Component is paused and resumes play upon the closing of the Full Player Ad Component.
- d. The Full Player Ad Component, when implemented in conjunction with the IAB Digital Video Ad Control Bar, should take full advantage of the entire available player screen.
- e. The Full Player Ad Component must support rich media and video interactions, including those provided for in the VPAID (Digital Video Player Ad Interface Definition) standards, if supported by the Digital Video Player.
- f. Close button:
  - Must be clearly defined, located in the upper right-hand corner, and visible at all times.
  - Touching, clicking, or otherwise purposefully interacting with the close button will collapse the Full Player Ad Component, triggering the transition back to the Base Ad Component and resuming playback of the video.

## **IV. Demos**

[http://cdn-in.jivox.com/stockops/IAN-2013/RisingStars/IAB\\_Video\\_Controlbar.html](http://cdn-in.jivox.com/stockops/IAN-2013/RisingStars/IAB_Video_Controlbar.html)

## **V. Technical Specifications**

### *IAB Digital Video Rising Stars File Size Approach*

The following principles should be adhered to:

- Priority is always given to the rapid start of the Video Ad Component. Loading of the interactive elements must not impede this in any way.
- Once the video play is ensured, best practice is for the Base Ad Component and Full Player Ad Components to load progressively in three phases:
  1. *Initial file load*, whereby the Video Ad Component loads along with those assets required for the Base Ad Component to render. This allows for

rapid deployment of the ad before additional components load. Total initial file load size is recommended not to exceed 150KB.

2. *Subsequent user-initiated file load*, where the user-initiated interactive Full Player Ad Component loads. This resting state is essentially one layer deep in that it presents the full experience to the viewer, but it has not loaded additional files until called upon with further interaction (e.g., image carousel). Total subsequent user-initiated file load size is recommended not to exceed 500KB.
3. *Subsequent additional user-initiated file load*. This includes all files that load as a result of the viewer further interacting with the Full Player Ad Component. While there is no file size limit for this user-initiated interaction, it is recommended that additional video content be user initiated and be less than 10MB in total (e.g., 1–2MB per 15- to 30-second video).

### *IAB Digital Video Ad Control Bar Technical Specifications*

All executions of the IAB Digital Video Ad Control Bar should adhere to IAB’s VPAID 1.0 (optimally, 2.0) when supported by the Digital Video Player. Note that in some cases and for the near term, mobile and connected TV environments will require non-standard implementations until VPAID becomes better established there.

Additional specifications include:

<b>Attribute</b>	<b>Attribute Description/Definition</b>	<b>Component or File Type</b>
Creative Unit Name	IAB Digital Video Ad Control Bar Rising Star	N/A
Total Dimensions	The overall size of the ad unit, including each of the individual components below, will scale appropriately to the size of the player that the ad is viewed in.	N/A
Dimensions of Ad Control Bar Base Ad Component (WxH in pixels)	Must be less than or equal to 1/5 the height of the player.  For example, in a 640x360px player, the Ad Control Bar could be 500x70px.	JPG, PNG, SWF
Dimension of optional Full Player Ad Component	Best practice is for the Full Player Ad Component to occupy the entire size of the player. However, a buffer around the Full Player Ad Component should be used to allow for elements native to the	JPG, PNG, SWF

Attribute	Attribute Description/Definition	Component or File Type
(WxH in pixels)	Digital Video Player (such as floating controls) and/or for optimal creative rendering in uncommon player sizes.	
Dimension of Close Button (WxH in pixels)	40x40px or larger	JPG, PNG, SWF
Digital Video File	The highest available quality video file should be submitted. The video file will be optimized for delivery based on the device and the viewer's available bandwidth.	MOV, AVI, WMV, FLV, MP4, MPG
Recommended Video Aspect Ratio (WxH)	16:9	N/A
Recommended Video Frame Rate	24–30 frames/second	N/A
Recommended Video Length	15 or 30 seconds	N/A
Minimum Required Controls	<p>Launch Interactions from the Ad Features:</p> <ul style="list-style-type: none"> <li>Ad features with call-to-action inviting interaction and foretelling expansion of an interactive state, such as a Full Player Ad Component.</li> </ul> <p>Close Button:</p> <ul style="list-style-type: none"> <li>The close button is persistent throughout entire experience, while the Ad Control Bar and, if applicable, the Full Player Ad Component are visible.</li> </ul>	N/A
Submission Lead-Time	10 business days to assemble and test final ad unit provided all assets are fully functional and provided according to spec.	N/A