

IAB Digital Video Extender
Digital Video Rising Star Ad Unit

Style Guide and Tech Specs

Created by

The logo for Yahoo!, featuring the word "YAHOO!" in a purple, serif font with a white outline.The logo for Innovid, featuring the word "INNOVID" in a bold, sans-serif font. The letters "I", "N", "N", "O", and "V" are dark grey, while the "I" and "D" are blue, and the "V" is yellow and green.

I. Description

The IAB Digital Video Extender is designed to allow the viewer to choose to watch an extension of a digital video ad.

The IAB Digital Video Extender should adhere to the following principles:

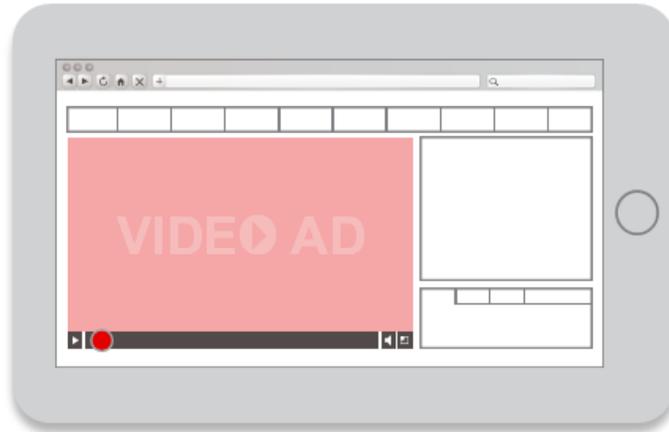
- 1) *Invitation to extend video, not an interruption.* The ad unit should invite the viewer to view extended footage but not be designed in such a way as to interrupt the film story.
- 2) *Viewer control.* The user must always be fully in control, with an easy-to-understand and easy-to-use interface from open to close.
- 3) *Bandwidth consideration.* The ads should make the minimal demand possible on the device and data connection.

The IAB Digital Video Extender is currently spec'd for full player 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 ideally compliant with IAB's VPAID (Digital Video Player Ad Interface Definition) specification. 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 screen size available for showing the ad and the events / user interactions available to the ad.

II. Visualization

1. **Video Ad Component.** In-stream, linear video ad asset (typically a -15 or -30 second spot).



Video ad plays

2. **Base Ad Component.** This is the initial passive state in which a video ad component is playing. There is a Base Ad Component with interactive ad features overlaying the video and inviting the viewer to initiate the Full Player experience.



CTA to extend video

3. **Extended Video Ad Component.** This is an extension of the Video Ad Component, for example 30 seconds added to the initial 15-second Video Ad Component, for a total ad length of 45 seconds. There is a persistent close interaction point overlay allowing the viewer to skip the remainder of the Extended Video Ad Component at any time.



Video ad continues

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

III. Behavior and UI Elements

The IAB Digital Video Full Player consists of a Video Ad Component, Base Ad Component, and Extended Video 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 components overlay the Video Ad Component.

Base Ad Component

- a. This is effectively an interaction point for the viewer to opt to extend the video ad experience.
- b. It can appear at any time after the video begins to play. Entry animation options could include fading in, sliding in, or bouncing into view, among many others.
- c. The Base Ad Component should be less than 1/5 of the player size and positioned near to or touching the outer margins of the available player, allowing for a small (e.g., 18 pixel) buffer.
- d. The Base Ad Component should include a call to action inviting interaction and foretelling the extension of the Video Ad Component with an Extended Video Ad Component.
- e. Clicking, touching, or otherwise purposefully interacting with the Base Ad Component will initiate the Extended Video Ad Component.
- f. In all cases, the user has clear knowledge that the Extended Video Ad Component is being initiated by interaction with the Base Ad Component.

Extended Video Ad Component

- a. This is an extension of the Video Ad Component, for example, a 60 second trailer added to an initial 15 second Video Ad Component making the total ad experience 75 seconds long.
- b. This extension of the Video Ad Component must be accompanied by an overlay interaction point enabling the viewer to opt to end the Extended Video Ad Component.
- c. Clicking, touching, or otherwise purposefully interacting with the close overlay interaction point will end the ad experience.

IV. Demo

<http://youtu.be/u5ylaOaaN8c>

V. Technical Specifications

IAB Digital Video Extender Rising Stars File Size Approach:

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. When the video play is ensured, the Base Ad Component loads with a recommended file size not to exceed 150KB.

IAB Digital Video Full Player Technical Specifications:

All executions of the IAB Digital Video Extender 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 environments will require non-standard implementations until VPAID becomes better established there.

Additional specifications include:

Attribute	Attribute Description/Definition	Component or File Type
Creative Unit Name	IAB Digital Video Extender Rising Star	N/A
Total Dimensions (WxH in pixels)	The overall size of the ad unit, including each of the individual components below, should scale appropriately to the size of the player that the ad is viewed in.	N/A
Dimensions of Base Ad Component	Must be less than or equal to 1/5 th the height of the player. For example, in a 640x360px player, the Base Ad Component could be 300x70px.	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	Video Ad Component: 15 or 30 seconds Extended Video Ad Component best practice: 15 to 120 seconds	N/A

Attribute	Attribute Description/Definition	Component or File Type
Minimum Required Controls	<p>Base Ad Component: Call-to-action (CTA) inviting interaction and foretelling initiation of the Extended Video Ad Component.</p> <p>Extended Video Ad Component: CTA close overlay must be persistent throughout the entire Extended Video Ad Experience.</p>	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