

**IAB Digital Video Filmstrip**  
*Digital Video Rising Star Ad Unit*

**Style Guide and Tech Specs**

*Created by*



*In Partnership with*



## **I. Description**

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

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

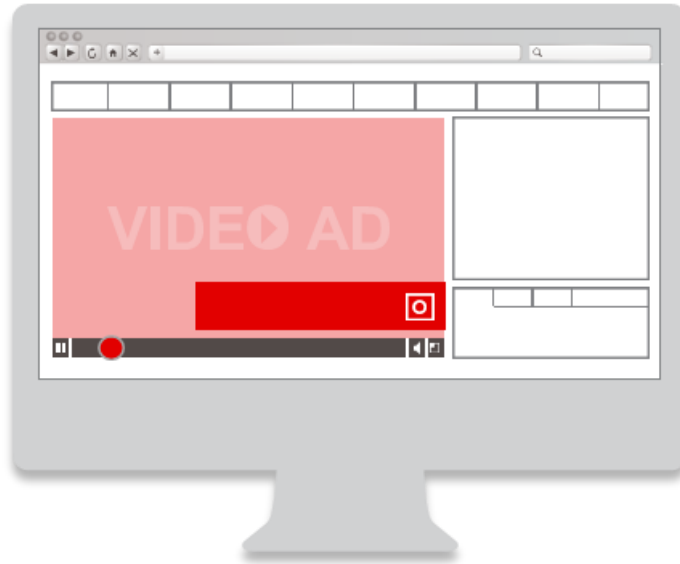
1. *One canvas with multiple panels.* The IAB Digital Video Filmstrip is always easily recognizable by the viewer for its scrolling, multi-panel experience.
2. *Invitation to engage, not an interruption.* The ad unit should give the viewer the choice to interact, respecting the video ad component, and not be designed in such a way as to interrupt the film story.
3. *Device and player integration.* 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.

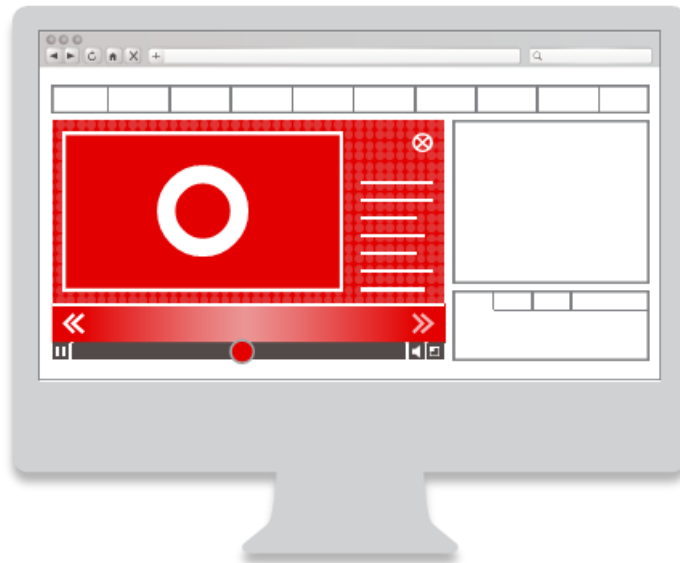
The player can be contained in a web browser or an application native to a device. The type of player will determine the maximum size available for showing the ad and the events / user interactions available to the ad.

## 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 “launch” button floating on top of the video that invites the viewer to initiate the interactive experience.



**2. Interactive State, Full Player Ad Component:** Initiated once the viewer clicks, taps, rolls-over, or otherwise purposefully interacts with the Base Ad Component launch button. The viewer can then navigate through the interactive content modules using the left and right arrows. There is a persistent close button in the upper right-hand corner of the ad unit.



If a viewer does not click, touch, roll over, or otherwise interact purposefully with the Base Ad Component, the Full-Screen Ad Component is not seen—this is always user initiated.

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

The full screen IAB Digital Video Filmstrip consists of a Video Ad Component, Base Ad Component, and Full-Screen 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 effectively a call-to-action launch button for viewing the Full Player Ad Component.
- b. It should appear shortly after the video begins to play. Fade up, slide in, and bounce are a few animation options.
- c. It should be anchored to the bottom of the player, with a buffer space as appropriate (e.g., 18 pixels) and no more than 1/5 the height of the player.
- d. Base Ad Component will include a call to action.
- e. Clicking, tapping, or otherwise purposefully interacting with the Base Ad Component will trigger the transition to the interactive, Full Player Ad Component.
- f. In all cases, the user has clear knowledge that the Full Player Ad Component is being launched from the Base Ad Component.

#### *Full Player Ad Component*

- a. The Full Player Ad Component of the IAB Digital Video Filmstrip should take full advantage of the entire available player screen. A buffer around the Full Player Ad Component may be used to allow for player infringement and for optimal creative rendering in uncommon player sizes.
- b. Upon launch, the Video Ad Component is paused and resumes upon the closing of the Full Player Ad Component.
- c. The first of the interactive panels will slide in from the left or right, and the horizontal navigation arrows will be immediately available for interaction.
- d. Interactive content modules:
  - A minimum of two [2] and maximum of five [5] interactive modules is recommended.

- Once the Filmstrip has been transitioned in, sequencing through the modules will be based upon user interaction with the left and right arrows.
  - Modules are circular, meaning the user can navigate through them by clicking either the left or right arrow.
- e. Navigation icon: left/right arrows:
- Each module must have a left and a right arrow.
  - Clicking or tapping the arrows will transition to the previous or next content cell.
  - A best practice is to include a label for each arrow so that the users can keep their bearings when navigating through the modules.
- f. Close button:
- It must be clearly defined, located in the upper right corner, and visible at all times.
  - Tapping the close button will collapse the unit, trigger the transition back to the Base Ad Component, and resume the video.

## **IV. Demo**

<http://youtu.be/Hov9prBJyVM>

## **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 Screen 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 Full Player Technical Specifications*

All executions of the IAB Digital Video Filmstrip should adhere to IAB’s Digital VPAID 1.0 (optimally, 2.0) version 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 Filmstrip 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	Height should be 1/5 player height or less. For example, 300x70px in a 640x360px player.	JPG, PNG, SWF
Dimension of Each Interactive Module of Full Player Ad Component	Best practice is for the Full Player Ad Component to occupy the entire screen of the player. However, a buffer around the Full Player Ad Component may be used to allow for player infringement and for optimal creative rendering in uncommon player sizes.	JPG, PNG, SWF
Dimension of Left & Right Arrows (WxH in pixels)	Example: 140x70px	JPG, PNG, SWF
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	MOV, AVI, WMV, FLV, MP4, MPG

Attribute	Attribute Description/Definition	Component or File Type
	available bandwidth.	
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>Base Ad Component Launch Button:</p> <ul style="list-style-type: none"> <li>• Expand call-to-action button must be included</li> </ul> <p>Full Player Ad Component:</p> <ul style="list-style-type: none"> <li>• Navigation Arrows: <ul style="list-style-type: none"> <li>○ Navigation arrows to transition between the different Modules (need to include rollover states in Flash swfs) must be included</li> <li>○ Each Module must have two arrows.</li> <li>○ Arrows should have a label.</li> </ul> </li> <li>• Close Button: <ul style="list-style-type: none"> <li>○ The close button is persistent throughout entire experience while Full Screen Ad Component is visible.</li> </ul> </li> </ul>	N/A
Submission Lead-Time	10 business days to assemble and test final ad unit provided all assets are fully functional and built according to spec.	N/A