IAB Digital Video Full Player
Digital Video Rising Star Ad Unit

Style Guide and Tech Specs

Created by

I. Description

The IAB Digital Video Full Player Rising Star provides a large, interactive canvas designed for content-rich, interactive experiences, with consistent behaviors that keep the viewer firmly in control.

The IAB Digital Video Full Player should adhere to the following principles:

1) *Full Player means Full Player.* The ad format should take full advantage of the entire available video player screen.

2) *Invitation to engage, not an interruption.* The ad unit should give the viewer the choice to interact, respecting the video ad component.

3) *Device and player integration.* The ad unit should support leveraging 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 Full Player 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.

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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 with interactive ad features overlaying the video and inviting the viewer to initiate the Full Player experience.
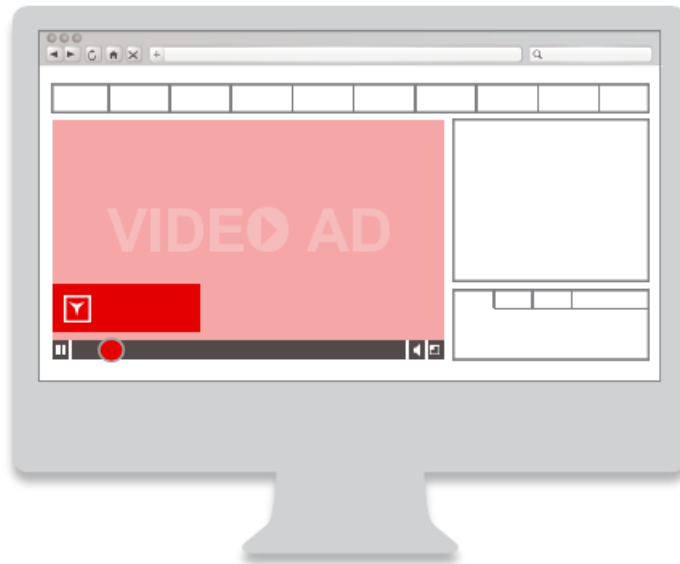
2. **Interactive State, Full Player Ad Component**: Initiated once the viewer clicks, taps, or otherwise purposefully interacts with the Base Ad Component. The viewer can then navigate through the interactive elements of the Full Player Ad Component. There is a persistent close button in the upper right-hand corner of the ad unit.
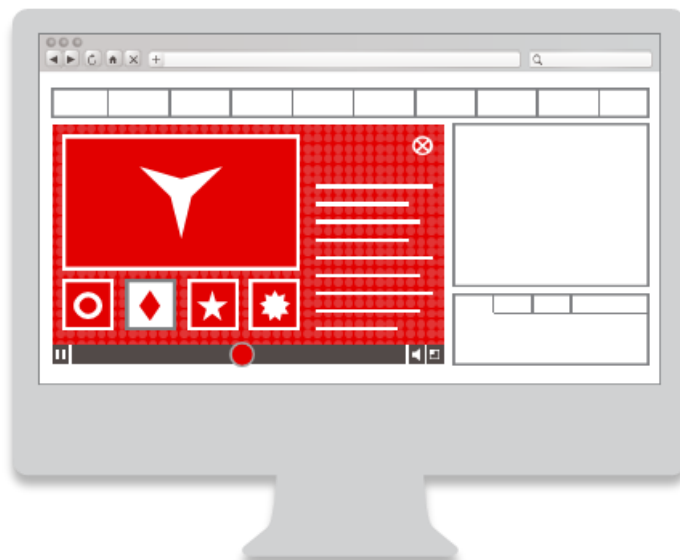
If a viewer does not click, touch, or otherwise purposefully interact with the Base Ad Component, the Full Player Ad Component is not initiated.

III. Behavior and UI Elements

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

Base Ad Component

a. This is effectively an interaction point for the viewer to opt-in to the Full Player Ad Component.
b. It should appear shortly after the video begins to play. Entry animation options might include fading in, sliding in, or bouncing into view.
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 pixels) buffer
d. The Base Ad Component should include a call to action inviting interaction and foretelling expansion of the Full Player Ad Component.
e. Clicking, touching, or otherwise purposefully interacting with the Base Ad Component will trigger the transition to the interactive, Full Player Ad Component and cause the Video Ad Component to pause.
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 Full Player Rising Star should take full advantage of the entire available video player area. A buffer around the Full Player Ad Component may be used to allow for elements native to the Digital Video Player (such as floating player controls) and/or for optimal creative rendering in uncommon player sizes.

b. Upon launch, the Video Ad Component is paused and resumes play upon the closing of the Full Player Ad Component.
c. The Full Player Ad Component will enter the frame, taking over the entire available player screen. Sliding into the frame or fading in are two entry animation options, among many others.
d. The Full Player Ad Component must support rich media and video interactions, including those provided for in the VPAID standards, if supported by the Digital Video Player.
e. The Full Player Ad Component may launch without a Base Ad Component:
   - At the very start of the ad experience in cases where the Video Ad Component is playing within the Full Player Ad Component (e.g., as one element).
   - At the very end of the Video Ad Component (e.g., an end card), always in a timed manner to conclude if not interacted with at the end of the purchased ad time length.
f. The close button:
   - Must be clearly defined, located in the upper right 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://demo.tremormedia.com/creative/cat/demo/index.php?cu=14611

http://commondatastorage.googleapis.com/dfavpaid/VPAID_adcurtain_linear_demopage.html

http://demo.tremormedia.com/creative/cat/demo/index.php?cu=14401

http://cdn-in.jivox.com/stockops/JAN-2013/RisingStars/IAB_Video_FullScreen.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 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 Full Player should adhere to IAB's Digital 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 Full Player Rising Star	N/A
Total Dimensions (WxH in pixels)	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 Base Ad Component	Must be less than or equal to 1/5 the total player size.	JPG, PNG, SWF

Attribute	Attribute Description/Definition	Component or File Type
	Example: 300x70px	
Dimension of Full Player Ad Component	Best practice is for the Full Player Ad Component to occupy the entire area of the video player. However, a buffer area around the Full Player Ad Component should be used to allow for elements native to the Digital Video Player (such as floating ad controls) and/or for optimal creative rendering in uncommon player sizes.	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 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	Base Ad Component:
	    Ad features with call-to-action inviting interaction and foretelling expansion of the Full Player Ad Component.
	
	Full Player Ad Component:
	    Close button is persistent throughout entire experience while the Full Player Ad Component is visible.
		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