

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

**Style Guide and Tech Specs**

*Created by*



## **I. Description**

The IAB Digital Video TimeSync provides a series of interactive elements presented as overlays timed to the video to enable targeted interactions with the ad—all while keeping the viewer firmly in control.

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

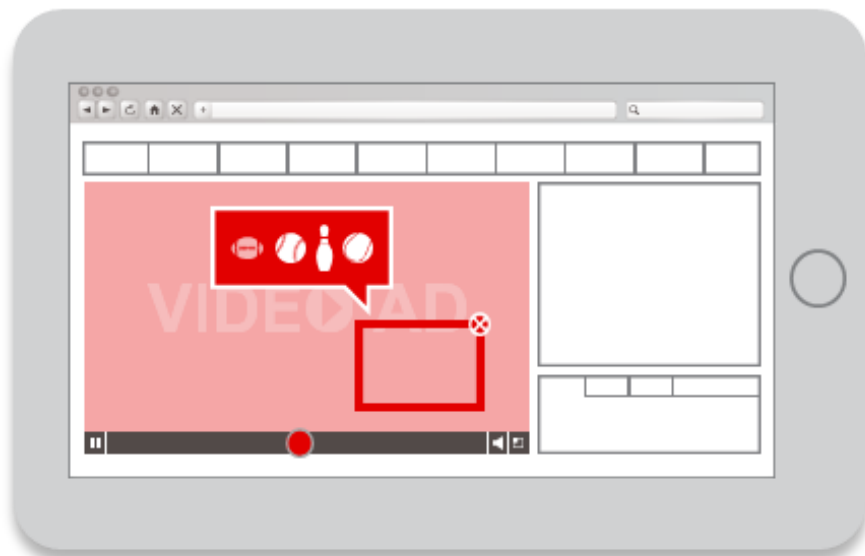
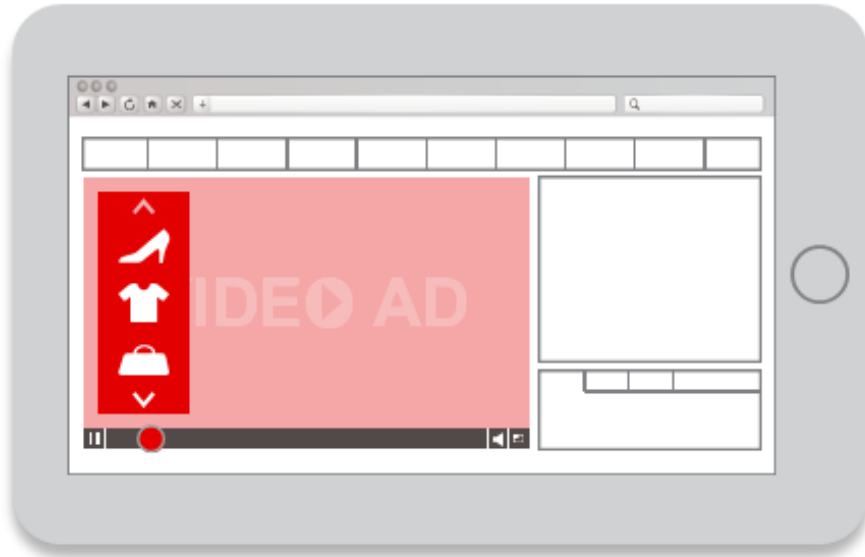
1. *Video enhancement.* The TimeSync should add to the viewer’s experience by offering additional interactive choices while at all times respecting the role of the video ad component.
2. *Invitation to engage, not interruption.* The ad unit should give the viewer the choice to interact and not be designed in such a way as to interrupt the film story.
3. *Device and player integration.* Ad unit 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 TimeSync 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.

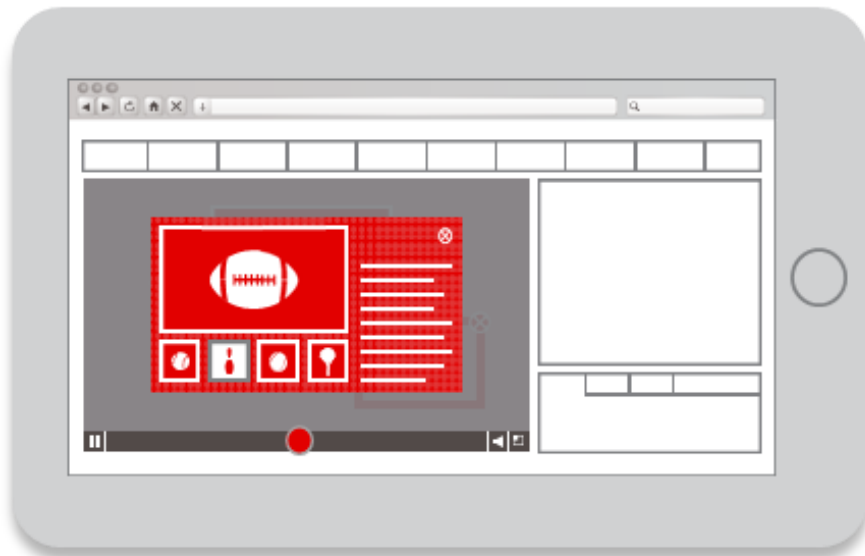
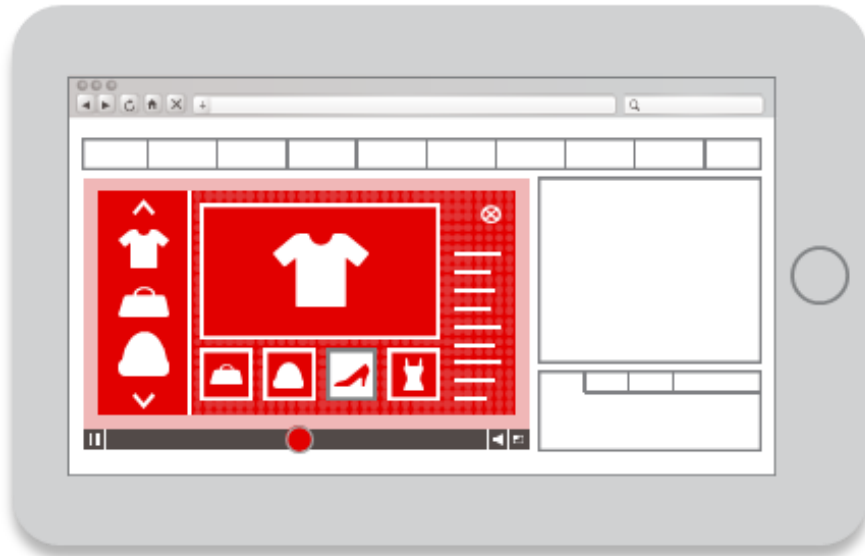
The player can be contained in a web browser or an application native to a device. The type of player will determine the maximum screen size available for showing the ad and the events / user interactions available to the ad.

## II. Visualization

- 1.) **Base Ad Component:** This is the initial, passive state where a video ad component is playing. There is a series of annotation overlays on top of the video that invite the viewer to interact further. These may or may not be in a fixed position.



- 2.) **Expanded Ad Component:** Initiated once the viewer clicks, taps, rolls over, or otherwise purposefully interacts with any element of the Base Ad Component. The viewer can then navigate through the interactive elements of the expanded panel (e.g., videos, poll). There is a persistent close button in the upper right-hand corner of the ad unit.



If a viewer does not interact with the Base Ad Component, the Expanded Ad Component does not appear—this is always user-initiated.

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

The IAB Digital Video TimeSync consists of a Video Ad Component, Base Ad Component, and an Expanded 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 Expanded) overlay the Video Ad Component.

#### *Base Ad Component*

- a. This is a series of time-based interactive annotations that appear in sequence as the Video Ad Component plays. These annotations are “hotspots” that allow for interaction.
- b. Annotations may rotate from a fixed panel position on the side or bottom of the player or appear free form anywhere in the player corresponding to the desired section of the video.
- c. Best practice is to announce or signal at the start of the ad that the video is interactive and/or include a call to action in the annotations.
- d. Annotations should fade up in a manner that calls attention but that is not overly disruptive. Similarly, annotations may have some minor animation (e.g., bounce, spin, pulse) to signal their interactivity.
- e. Clicking, tapping, or hovering on an annotation will trigger a transition to specific interactive panels of the Expanded Ad Component. In addition, it could trigger a click-thru event if clearly disclosed (e.g., to a brand site or social sharing module).
- f. The Video Ad Component may pause when the mouse enters the player or with any gesture within the player, allowing the viewer to interact with the annotations.
- g. In all cases, the user has clear knowledge that the Expanded Ad Component is being launched from the Base Ad Component.
- h. The Base Ad Component may have a close button, but this is an option based on desired user experience. For example, a fixed-panel Base Ad Component may benefit from a close button allowing the viewer to choose to allocate the full player screen to the Video Ad Component.

#### *Expanded Ad Component*

- a. The Expanded Ad Component of the IAB Digital Video TimeSync will consist of distinct panels, one for each of the annotations in the Base Ad Component (minus those annotations that trigger a click-thru event).

- b. The relevant panel of the Expanded Ad Component will enter the frame after the viewer taps, clicks, rolls over, or otherwise purposefully interacts with an annotation, taking over the entire screen or portion thereof. Sliding into frame or fading in are two animation options, among many others.
- c. Upon launch, the Video Ad Component is paused and resumes play upon the closing of the Expanded Ad Component.
- d. The Expanded Ad Component of the IAB Digital Video TimeSync may take full advantage of the entire available screen within the publisher's video player. A buffer around the Expanded Ad Component may be used to allow for player infringement, creative design, or for optimal creative rendering in uncommon player sizes.
- e. The Expanded Ad Component must support rich media and video interactions, including those provided for in the VPAID 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.
  - Clicking or tapping the close button will collapse the Expanded Ad Component, and the video will resume playing.

## **IV. Demo**

Doubleclick – TimeSync

<http://www.richmediagallery.com/galleryDetail/?id=35421>

## **VI. 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 Expanded Ad Component 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 Expanded 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 not 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 Expanded 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., 1–2 MB per 15- to 30-second video).

*IAB Digital TimeSync Technical Specifications*

All executions of the IAB Digital Video TimeSync should adhere to IAB’s 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 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 TimeSync Rising Star	N/A
Total Dimensions	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 Annotations	Best practice is to use no more than 1/10 of the available player screen for each free-form annotation and no more than 1/5 for a fixed panel of annotations.	JPG, PNG, SWF
Dimension of Each Expanded Ad Component	Best practice is for full-player Expanded Ad Components to occupy the entire available player screen. However, a buffer may be used to allow for player infringement and/or for optimal creative rendering in uncommon player. Expanded Ad Components that are not full player may be of any size and shape based on the creative design choice.	JPG, PNG, SWF
Recommended Video Aspect Ratio (WxH)	16:9	
Max Initial File Load Size (KB,	The total size of the creative file(s) for the Base Ad Component and those assets required for the	Best Practice: 150KB

Attribute	Attribute Description/Definition	Component or File Type
MB)	Expanded Ad Component to render that load after video playback is ensured.	
Subsequent Max User-Initiated File Load Size	Additional file size allowed to load on a page following an intentional act by a user to engage with a Base Ad Component annotation. 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).	Best Practice: 500KB
Subsequent Max Additional User-Initiated File Size	Additional file size allowed to load on a page following an intentional act by a user to engage further with elements of the Expanded Ad Component.	Best Practice: Additional video content under 10MB in total (e.g., 1-2 MB per 15-30 second video.)
Recommended Video Frame Rate	24–30 frames/second	N/A
Recommended Video Aspect Ratio (WxH)	16:9	N/A
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 Length	15 or 30 seconds	N/A
Minimum Required Controls	<p>Launch Button in Annotations:</p> <ul style="list-style-type: none"> <li>• Call-to-action button must be included.</li> </ul> <p>Close Button:</p> <ul style="list-style-type: none"> <li>• The close button is persistent throughout entire experience while the Expanded Ad Component is 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 built according to spec.	N/A