IAB MRAID 2 TEST AD: VIDEO INTERSTITIAL AD

Video Interstitial Ad

URL For this Creative

http://mraid.iab.net/compliance/units/interstitial.txt

Goal of Ad

This ad shows how MRAID can be used to create a full screen video interstitial ad. A video with audio is a perfect use case to verify that the video is only getting played when the ad becomes viewable.

This Creative Tests:

MRAID Methods Tested:

- mraid.addEventListener
- mraid.close
- mraid.getState
- mraid.getScreenSize
- mraid.isViewable
- mraid.removeEventListner
- mraid.setOrientationProperties
- mraid.supports
- mraid.useCustomClose

MRAID Events Watched:

- error
- ready
- stateChange
- viewableChange

Other:

- console.log

Behavior of Ad

Initial/Default State

- This ad should render as a full screen video interstitial. It forces landscape orientation using setOrientationProperties(). It uses the getScreenSize() method to scale the video to the max size for the device without chopping any of the video. It uses the viewableChange event to tell when it is displayed and therefore should start the video.
- Below is a sample screenshot of the video in mid play on an iOS device.

Closing Ad

- If the SDK supports inlineVideo then the close button is hidden and the video should be auto closed when the video finishes. If the SDK doesn't support inlineVideo then the close button remains and it is assumed the video will play fullscreen over the ad and the user will need to close the player and/or ad after the video finishes.
- Clicking on the top right 50x50 region of the ad should always close the ad as per MRAID spec even when the close button is hidden.
- The ad logs a message when the state becomes hidden indicating to the ad that it has been closed.

MRAID 2 Compliance Checklist

A container/SDK running this test creative must exhibit these behaviors to prove MRAID compliance.

- ✓ Video should only start playing once the interstitial has become viewable.
- ✓ Clicking on the top right 50x50 region of the ad should always close the ad as per the MRAID spec even though the close button is hidden. In the case where inlineVideo is not supported by the SDK then the full screen video player must be closed first using its standard controls.
- ✓ On close the ad should log a message saying the hidden event was received.

Additional Notes

This ad assumes the device supports HTML5 video and the HTML5 video object can be used to play video. There has been a discussion whether there needs to be an added flag in a future version of MRAID to indicate HTML5 video support but this isn't present currently.

This ad calls a common logging method called logMRAIDMessage. This currently is coded to call console.log. However if you are testing in an environment where console.log does not work please change this to your desired logging method so you can see any informational logs this ad prints.

Acknowledgement

The IAB is grateful for the assistance of Adam Schuetz, of AdMarvel, who created this IAB MRAID Test Ad. Please direct any questions about the creative or the associated documentation to the IAB at mobile@iab.net.