

Schema documentation for vast_2.0.1.xsd

9 march 2010

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Attribute Ad / VAST / @id	70
Attribute VAST / @version	70

Namespace: ""

Schemas

Main schema vast_2.0.1.xsd

Namespace	No namespace
Properties	attribute form default: unqualified
	element form default: qualified

Elements

Element VAST

Namespace	No namespace				
Annotations	IAB VAST, Video Ad Serving Template, video xml ad response, Version 2.0.1, xml schema prepared by Tremor Media				
Diagram					
Properties	content:	complex			
Model	Ad*				
Children	Ad				
Instance	<pre><VAST version=""> <Ad id="">{0,unbounded}</Ad> </VAST></pre>				
Attributes	QName	Type	Fixed	Default	Use
	version	xs:string			required
		Current version is 2.0. The 2.0.1 version corrects an error in the Wrapper section related the Linear node's TrackingEvents and VideoClicks elements.			
Source	<pre><xs:element name="VAST"> <xs:annotation> <xs:documentation>IAB VAST, Video Ad Serving Template, video xml ad response, Version 2.0.1, xml schema prepared by Tremor Media</xs:documentation> </xs:annotation> <xs:complexType> <xs:sequence> <xs:element name="Ad" maxOccurs="unbounded" minOccurs="0"> <xs:annotation> <xs:documentation>Top-level element, wraps each ad in the response</ xs:documentation> </xs:annotation> <xs:complexType> <xs:choice maxOccurs="1" minOccurs="1"> <xs:element name="InLine" maxOccurs="1" minOccurs="0"> <xs:annotation> <xs:documentation>Second-level element surrounding complete ad data for a single ad</xs:documentation> </xs:annotation> <xs:complexType> <xs:sequence> <xs:element name="AdSystem" maxOccurs="1" minOccurs="1" type="AdSystem_type"> <xs:annotation> <xs:documentation>Indicates source ad server</xs:documentation> </xs:annotation> </xs:element> <xs:element name="AdTitle" type="xs:string" maxOccurs="1" minOccurs="1"> <xs:annotation> <xs:documentation>Common name of ad</xs:documentation> </xs:annotation> </xs:element> <xs:element name="Description" type="xs:string" minOccurs="0" maxOccurs="1"> <xs:annotation> <xs:documentation>Longer description of ad</xs:documentation> </xs:annotation> </xs:element> <xs:element name="Survey" type="xs:anyURI" minOccurs="0" maxOccurs="1"> <xs:annotation> <xs:documentation>URL of request to survey vendor</xs:documentation> </xs:annotation> </xs:element> <xs:element name="Error" type="xs:anyURI" minOccurs="0" maxOccurs="1"> <xs:annotation> <xs:documentation>URL to request if ad does not play due to error</ xs:documentation> </xs:annotation> </xs:element> </xs:sequence> </xs:complexType> </xs:choice> </xs:complexType> </xs:sequence> </xs:annotation> </xs:element> </xs:sequence> </xs:complexType> </xs:annotation> </xs:element> </xs:sequence> </xs:complexType> </xs:element></pre>				

```

</xs:element>
<xs:element name="Impression" type="Impression_type"
maxOccurs="unbounded" minOccurs="1">
  <xs:annotation>
    <xs:documentation>URL to track impression</xs:documentation>
  </xs:annotation>
</xs:element>
<xs:element maxOccurs="1" minOccurs="1" name="Creatives">
  <xs:annotation>
    <xs:documentation>Any number of companions in any desired pixel
dimensions.</xs:documentation>
  </xs:annotation>
  <xs:complexType>
    <xs:sequence>
      <xs:element name="Creative" maxOccurs="unbounded">
        <xs:annotation>
          <xs:documentation>Wraps each creative element within an InLine
or Wrapper Ad</xs:documentation>
        </xs:annotation>
        <xs:complexType>
          <xs:choice>
            <xs:element name="Linear" minOccurs="0" maxOccurs="1">
              <xs:complexType>
                <xs:sequence>
                  <xs:element name="Duration" type="xs:time"
maxOccurs="1" minOccurs="1">
                    <xs:annotation>
                      <xs:documentation>Duration in standard time
format, hh:mm:ss</xs:documentation>
                    </xs:annotation>
                  </xs:element>
                  <xs:element name="TrackingEvents" minOccurs="0"
type="TrackingEvents_type" maxOccurs="1">
                    </xs:element>
                  <xs:element name="AdParameters" type="xs:string"
minOccurs="0" maxOccurs="1">
                    <xs:annotation>
                      <xs:documentation>Data to be passed into the video
ad</xs:documentation>
                    </xs:annotation>
                  </xs:element>
                  <xs:element name="VideoClicks" minOccurs="0"
type="VideoClicks_type" maxOccurs="1">
                    </xs:element>
                  <xs:element name="MediaFiles" minOccurs="0"
maxOccurs="1">
                    <xs:complexType>
                      <xs:sequence>
                        <xs:element name="MediaFile" minOccurs="1"
maxOccurs="unbounded">
                          <xs:annotation>
                            <xs:documentation>Location of linear file</
xs:documentation>
                          </xs:annotation>
                          <xs:complexType>
                            <xs:simpleContent>
                              <xs:extension base="xs:anyURI">
                                <xs:attribute name="id" type="xs:string"
use="optional">
                                  <xs:annotation>
                                    <xs:documentation>Optional
identifier</xs:documentation>
                                  </xs:annotation>
                                </xs:attribute>
                                <xs:attribute name="delivery"
use="required">
                                  <xs:annotation>
                                    <xs:documentation>Method of delivery
of ad</xs:documentation>
                                  </xs:annotation>
                                </xs:simpleType>
                                <xs:restriction base="xs:NMTOKEN">
                                  <xs:enumeration value="streaming"/>
                                </xs:restriction>
                                <xs:enumeration
value="progressive"/>
                                  </xs:enumeration>
                                </xs:restriction>
                                </xs:simpleType>
                              </xs:attribute>
                              <xs:attribute name="type" use="required"
type="xs:string">
                                <xs:annotation>

```

```

<xs:documentation>MIME type. Popular
MIME types include, but are not limited to "video/x-ms-wmv" for Windows Media, and
"video/x-flv" for Flash Video. Image ads or interactive ads can be included in the
MediaFiles section with appropriate Mime types</xs:documentation>
</xs:annotation>
</xs:attribute>
<xs:attribute name="bitrate"
type="xs:integer" use="optional">
<xs:annotation>
<xs:documentation>Bitrate of encoded
video in Kbps</xs:documentation>
</xs:annotation>
</xs:attribute>
<xs:attribute name="width"
type="xs:integer" use="required">
<xs:annotation>
<xs:documentation>Pixel dimensions
of video</xs:documentation>
</xs:annotation>
</xs:attribute>
<xs:attribute name="height"
type="xs:integer" use="required">
<xs:annotation>
<xs:documentation>Pixel dimensions
of video</xs:documentation>
</xs:annotation>
</xs:attribute>
<xs:attribute name="scalable"
type="xs:boolean" use="optional">
<xs:annotation>
<xs:documentation>Whether it is
acceptable to scale the image.</xs:documentation>
</xs:annotation>
</xs:attribute>
<xs:attribute name="maintainAspectRatio"
type="xs:boolean" use="optional">
<xs:annotation>
<xs:documentation>Whether the ad
must have its aspect ratio maintained when scales</xs:documentation>
</xs:annotation>
</xs:attribute>
<xs:attribute name="apiFramework"
type="xs:string" use="optional">
<xs:annotation>
<xs:documentation>The apiFramework
defines the method to use for communication if the MediaFile is interactive. Suggested
values for this element are "VPAID", "FlashVars" (for Flash/Flex), "initParams" (for
Silverlight) and "GetVariables" (variables placed in key/value pairs on the asset
request).</xs:documentation>
</xs:annotation>
</xs:attribute>
</xs:extension>
</xs:simpleContent>
</xs:complexType>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>
<xs:element name="CompanionAds" minOccurs="0" maxOccurs="1">
<xs:complexType>
<xs:sequence>
<xs:element name="Companion" minOccurs="0"
maxOccurs="unbounded" type="Companion_type">
<xs:annotation>
<xs:documentation>Any number of companions in any
desired pixel dimensions.</xs:documentation>
</xs:annotation>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>
<xs:element name="NonLinearAds" minOccurs="0" maxOccurs="1">
<xs:complexType>
<xs:sequence>
<xs:element name="TrackingEvents" minOccurs="0"
type="TrackingEvents_type" maxOccurs="1">
</xs:element>
<xs:element name="NonLinear" minOccurs="1"
maxOccurs="unbounded" type="NonLinear_type">
</xs:annotation>

```

```

                <xs:documentation>Any number of companions in any
desired pixel dimensions.</xs:documentation>
            </xs:annotation>
        </xs:element>
    </xs:sequence>
</xs:complexType>
</xs:element>
</xs:choice>
<xs:attribute name="id" type="xs:string" use="optional"/>
<xs:attribute name="sequence" type="xs:integer"
use="optional">
    <xs:annotation>
        <xs:documentation>The preferred order in which multiple
Creatives should be displayed</xs:documentation>
    </xs:annotation>
</xs:attribute>
<xs:attribute name="AdID" type="xs:string" use="optional">
    <xs:annotation>
        <xs:documentation>Ad-ID for the creative (formerly ISCI)</
xs:documentation>
    </xs:annotation>
</xs:attribute>
</xs:complexType>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>
<xs:element name="Extensions" minOccurs="0" maxOccurs="1">
    <xs:complexType>
        <xs:sequence>
            <xs:element name="Extension" type="xs:anyType" minOccurs="0"
maxOccurs="unbounded">
                <xs:annotation>
                    <xs:documentation>Any valid XML may be included in the
Extensions node</xs:documentation>
                </xs:annotation>
            </xs:element>
        </xs:sequence>
    </xs:complexType>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>
<xs:element name="Wrapper" maxOccurs="1" minOccurs="0">
    <xs:annotation>
        <xs:documentation>Second-level element surrounding wrapper ad pointing to
Secondary ad server.</xs:documentation>
    </xs:annotation>
    <xs:complexType>
        <xs:sequence>
            <xs:element name="AdSystem" type="AdSystem_type" maxOccurs="1"
minOccurs="1">
                <xs:annotation>
                    <xs:documentation>Indicates source ad server</xs:documentation>
                </xs:annotation>
            </xs:element>
            <xs:element name="VASTAdTagURI" type="xs:anyURI" maxOccurs="1"
minOccurs="1">
                <xs:annotation>
                    <xs:documentation>URL of ad tag of downstream Secondary Ad Server</
xs:documentation>
                </xs:annotation>
            </xs:element>
            <xs:element name="Error" type="xs:anyURI" minOccurs="0" maxOccurs="1">
                <xs:annotation>
                    <xs:documentation>URL to request if ad does not play due to error</
xs:documentation>
                </xs:annotation>
            </xs:element>
            <xs:element name="Impression" type="xs:anyURI" maxOccurs="unbounded"
minOccurs="1">
                <xs:annotation>
                    <xs:documentation>URL to request to track an impression</
xs:documentation>
                </xs:annotation>
            </xs:element>
        </xs:sequence>
    </xs:complexType>
    <xs:element name="Creatives">
        <xs:complexType>
            <xs:sequence>
                <xs:element name="Creative" maxOccurs="unbounded" minOccurs="0">
                    <xs:complexType>
                        <xs:choice>
                            <xs:element name="Linear" minOccurs="0" maxOccurs="1">

```

```

<xs:complexType>
  <xs:sequence>
    <xs:element name="TrackingEvents" minOccurs="0"
type="TrackingEvents_type" maxOccurs="1">
      </xs:element>
    <xs:element name="VideoClicks" minOccurs="0"
maxOccurs="1">
      <xs:complexType>
        <xs:sequence>
          <xs:element name="ClickTracking" minOccurs="0"
maxOccurs="unbounded">
            <xs:annotation>
              <xs:documentation>URL to request for
tracking purposes when user clicks on the video</xs:documentation>
            </xs:annotation>
            <xs:complexType>
              <xs:simpleContent>
                <xs:extension base="xs:anyURI">
                  <xs:attribute name="id" type="xs:string"
use="optional"/>
                </xs:extension>
              </xs:simpleContent>
            </xs:complexType>
          </xs:element>
        </xs:sequence>
      </xs:complexType>
    </xs:element>
  </xs:sequence>
</xs:complexType>
<xs:element name="CompanionAds" minOccurs="0" maxOccurs="1">
  <xs:complexType>
    <xs:sequence>
      <xs:element name="Companion" minOccurs="0"
maxOccurs="unbounded" type="Companion_type">
        <xs:annotation>
          <xs:documentation>Definition of Companion ad, if
served separately</xs:documentation>
        </xs:annotation>
      </xs:element>
    </xs:sequence>
  </xs:complexType>
</xs:element>
<xs:element name="NonLinearAds" minOccurs="0" maxOccurs="1">
  <xs:complexType>
    <xs:sequence>
      <xs:element name="TrackingEvents" minOccurs="0"
type="TrackingEvents_type" maxOccurs="1">
        </xs:element>
      <xs:element name="NonLinear" minOccurs="0"
maxOccurs="unbounded" type="NonLinear_type">
        <xs:annotation>
          <xs:documentation>Any number of companions in any
desired pixel dimensions.</xs:documentation>
        </xs:annotation>
      </xs:element>
    </xs:sequence>
  </xs:complexType>
</xs:element>
<xs:attribute name="id" type="xs:string" use="optional"/>
<xs:attribute name="sequence" type="xs:integer"
use="optional">
  <xs:annotation>
    <xs:documentation>The preferred order in which multiple
Creatives should be displayed</xs:documentation>
  </xs:annotation>
</xs:attribute>
<xs:attribute name="AdID" type="xs:string" use="optional">
  <xs:annotation>
    <xs:documentation>Ad-ID for the creative (formerly ISCI)</
xs:documentation>
  </xs:annotation>
</xs:attribute>
</xs:complexType>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>
<xs:element name="Extensions" minOccurs="0" maxOccurs="1">
  <xs:complexType>
    <xs:sequence>

```

```

<xs:element name="Extension" type="xs:anyType" minOccurs="0"
maxOccurs="unbounded">
  <xs:annotation>
    <xs:documentation>Any valid XML may be included in the
Extensions node</xs:documentation>
  </xs:annotation>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>
<xs:choice>
  <xs:attribute name="id" type="xs:string" use="required"/>
</xs:complexType>
</xs:element>
</xs:sequence>
<xs:attribute name="version" type="xs:string" use="required">
  <xs:annotation>
    <xs:documentation>Current version is 2.0. The 2.0.1 version corrects an error in
the Wrapper section related the Linear node's TrackingEvents and VideoClicks elements.</
xs:documentation>
  </xs:annotation>
</xs:attribute>
</xs:complexType>
</xs:element>

```

Element VAST / Ad

Namespace	No namespace										
Annotations	Top-level element, wraps each ad in the response										
Diagram											
Properties	<table><tr><td>content:</td><td>complex</td></tr><tr><td>minOccurs:</td><td>0</td></tr><tr><td>maxOccurs:</td><td>unbounded</td></tr></table>					content:	complex	minOccurs:	0	maxOccurs:	unbounded
content:	complex										
minOccurs:	0										
maxOccurs:	unbounded										
Model	InLine{0,1} Wrapper{0,1}										
Children	InLine, Wrapper										
Instance	<pre><Ad id=""> <InLine>{0,1}</InLine> <Wrapper>{0,1}</Wrapper> </Ad></pre>										
Attributes	QName	Type	Fixed	Default	Use						
	id	xs:string			required						
Source	<pre><xs:element name="Ad" maxOccurs="unbounded" minOccurs="0"> <xs:annotation> <xs:documentation>Top-level element, wraps each ad in the response</xs:documentation> </xs:annotation> <xs:complexType> <xs:choice maxOccurs="1" minOccurs="1"> <xs:element name="InLine" maxOccurs="1" minOccurs="0"> <xs:annotation> <xs:documentation>Second-level element surrounding complete ad data for a single ad</xs:documentation> </xs:annotation> </xs:element> <xs:sequence> <xs:element name="AdSystem" maxOccurs="1" minOccurs="1" type="AdSystem_type"> <xs:annotation> <xs:documentation>Indicates source ad server</xs:documentation> </xs:annotation> </xs:element> <xs:element name="AdTitle" type="xs:string" maxOccurs="1" minOccurs="1"> <xs:annotation> <xs:documentation>Common name of ad</xs:documentation> </xs:annotation> </xs:element> </xs:sequence> </xs:choice> </xs:complexType> </xs:element></pre>										


```

        </xs:annotation>
      </xs:element>
      <xs:element name="Description" type="xs:string" minOccurs="0" maxOccurs="1">
        <xs:annotation>
          <xs:documentation>Longer description of ad</xs:documentation>
        </xs:annotation>
      </xs:element>
      <xs:element name="Survey" type="xs:anyURI" minOccurs="0" maxOccurs="1">
        <xs:annotation>
          <xs:documentation>URL of request to survey vendor</xs:documentation>
        </xs:annotation>
      </xs:element>
      <xs:element name="Error" type="xs:anyURI" minOccurs="0" maxOccurs="1">
        <xs:annotation>
          <xs:documentation>URL to request if ad does not play due to error</
xs:documentation>
        </xs:annotation>
      </xs:element>
      <xs:element name="Impression" type="Impression_type" maxOccurs="unbounded"
minOccurs="1">
        <xs:annotation>
          <xs:documentation>URL to track impression</xs:documentation>
        </xs:annotation>
      </xs:element>
      <xs:element maxOccurs="1" minOccurs="1" name="Creatives">
        <xs:annotation>
          <xs:documentation>Any number of companions in any desired pixel
dimensions.</xs:documentation>
        </xs:annotation>
        <xs:complexType>
          <xs:sequence>
            <xs:element name="Creative" maxOccurs="unbounded">
              <xs:annotation>
                <xs:documentation>Wraps each creative element within an InLine or
Wrapper Ad</xs:documentation>
              </xs:annotation>
              <xs:complexType>
                <xs:choice>
                  <xs:element name="Linear" minOccurs="0" maxOccurs="1">
                    <xs:complexType>
                      <xs:sequence>
                        <xs:element name="Duration" type="xs:time" maxOccurs="1"
minOccurs="1">
                          <xs:annotation>
                            <xs:documentation>Duration in standard time format,
hh:mm:ss</xs:documentation>
                          </xs:annotation>
                        </xs:element>
                        <xs:element name="TrackingEvents" minOccurs="0"
type="TrackingEvents_type" maxOccurs="1">
                          </xs:element>
                        <xs:element name="AdParameters" type="xs:string"
minOccurs="0" maxOccurs="1">
                          <xs:annotation>
                            <xs:documentation>Data to be passed into the video ad</
xs:documentation>
                          </xs:annotation>
                        </xs:element>
                        <xs:element name="VideoClicks" minOccurs="0"
type="VideoClicks_type" maxOccurs="1">
                          </xs:element>
                        <xs:element name="MediaFiles" minOccurs="0" maxOccurs="1">
                          <xs:complexType>
                            <xs:sequence>
                              <xs:element name="MediaFile" minOccurs="1"
maxOccurs="unbounded">
                                <xs:annotation>
                                  <xs:documentation>Location of linear file</
xs:documentation>
                                </xs:annotation>
                              </xs:element>
                              <xs:complexType>
                                <xs:simpleContent>
                                  <xs:extension base="xs:anyURI">
                                    <xs:attribute name="id" type="xs:string"
use="optional">
                                      <xs:annotation>
                                        <xs:documentation>Optional identifier</
xs:documentation>
                                      </xs:annotation>
                                    </xs:extension>
                                  </xs:complexType>
                                </xs:complexType>
                              </xs:sequence>
                            </xs:complexType>
                          </xs:complexType>
                        </xs:sequence>
                      </xs:sequence>
                    </xs:complexType>
                  </xs:element>
                </xs:choice>
              </xs:complexType>
            </xs:element>
          </xs:sequence>
        </xs:complexType>
      </xs:element>
      <xs:attribute name="delivery" use="required">
        <xs:annotation>

```

```

ad</xs:documentation>
</xs:annotation>
<xs:simpleType>
  <xs:restriction base="xs:NMTOKEN">
    <xs:enumeration value="streaming"/>
    <xs:enumeration value="progressive"/>
  </xs:restriction>
</xs:simpleType>
</xs:attribute>
<xs:attribute name="type" use="required"

type="xs:string">
  <xs:annotation>
    <xs:documentation>MIME type. Popular MIME
types include, but are not limited to "video/x-ms-wmv" for Windows Media, and "video/
x-flv" for Flash Video. Image ads or interactive ads can be included in the MediaFiles
section with appropriate Mime types</xs:documentation>
  </xs:annotation>
</xs:attribute>
<xs:attribute name="bitrate" type="xs:integer"

use="optional">
  <xs:annotation>
    <xs:documentation>Bitrate of encoded video

in Kbps</xs:documentation>
  </xs:annotation>
</xs:attribute>
<xs:attribute name="width" type="xs:integer"

use="required">
  <xs:annotation>
    <xs:documentation>Pixel dimensions of

video</xs:documentation>
  </xs:annotation>
</xs:attribute>
<xs:attribute name="height" type="xs:integer"

use="required">
  <xs:annotation>
    <xs:documentation>Pixel dimensions of

video</xs:documentation>
  </xs:annotation>
</xs:attribute>
<xs:attribute name="scalable"

type="xs:boolean" use="optional">
  <xs:annotation>
    <xs:documentation>Whether it is acceptable

to scale the image.</xs:documentation>
  </xs:annotation>
</xs:attribute>
<xs:attribute name="maintainAspectRatio"

type="xs:boolean" use="optional">
  <xs:annotation>
    <xs:documentation>Whether the ad must have

its aspect ratio maintained when scales</xs:documentation>
  </xs:annotation>
</xs:attribute>
<xs:attribute name="apiFramework"

type="xs:string" use="optional">
  <xs:annotation>
    <xs:documentation>The apiFramework defines
the method to use for communication if the MediaFile is interactive. Suggested values for
this element are "VPAID", "FlashVars" (for Flash/Flex), "initParams" (for Silverlight)
and "GetVariables" (variables placed in key/value pairs on the asset request).</
xs:documentation>
  </xs:annotation>
</xs:attribute>
</xs:extension>
</xs:simpleContent>
</xs:complexType>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>
<xs:element name="CompanionAds" minOccurs="0" maxOccurs="1">
  <xs:complexType>
    <xs:sequence>
      <xs:element name="Companion" minOccurs="0"
maxOccurs="unbounded" type="Companion_type">
        <xs:annotation>
          <xs:documentation>Any number of companions in any
desired pixel dimensions.</xs:documentation>
        </xs:annotation>

```

```

        </xs:element>
      </xs:sequence>
    </xs:complexType>
  </xs:element>
  <xs:element name="NonLinearAds" minOccurs="0" maxOccurs="1">
    <xs:complexType>
      <xs:sequence>
        <xs:element name="TrackingEvents" minOccurs="0"
type="TrackingEvents_type" maxOccurs="1">
          </xs:element>
        <xs:element name="NonLinear" minOccurs="1"
maxOccurs="unbounded" type="NonLinear_type">
          <xs:annotation>
            <xs:documentation>Any number of companions in any
desired pixel dimensions.</xs:documentation>
          </xs:annotation>
        </xs:element>
      </xs:sequence>
    </xs:complexType>
  </xs:element>
</xs:choice>
<xs:attribute name="id" type="xs:string" use="optional"/>
<xs:attribute name="sequence" type="xs:integer" use="optional">
  <xs:annotation>
    <xs:documentation>The preferred order in which multiple
Creatives should be displayed</xs:documentation>
  </xs:annotation>
</xs:attribute>
<xs:attribute name="AdID" type="xs:string" use="optional">
  <xs:annotation>
    <xs:documentation>Ad-ID for the creative (formerly ISCI)</
xs:documentation>
  </xs:annotation>
</xs:attribute>
</xs:complexType>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>
<xs:element name="Extensions" minOccurs="0" maxOccurs="1">
  <xs:complexType>
    <xs:sequence>
      <xs:element name="Extension" type="xs:anyType" minOccurs="0"
maxOccurs="unbounded">
        <xs:annotation>
          <xs:documentation>Any valid XML may be included in the Extensions
node</xs:documentation>
        </xs:annotation>
      </xs:element>
    </xs:sequence>
  </xs:complexType>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>
<xs:element name="Wrapper" maxOccurs="1" minOccurs="0">
  <xs:annotation>
    <xs:documentation>Second-level element surrounding wrapper ad pointing to
Secondary ad server.</xs:documentation>
  </xs:annotation>
  <xs:complexType>
    <xs:sequence>
      <xs:element name="AdSystem" type="AdSystem_type" maxOccurs="1" minOccurs="1">
        <xs:annotation>
          <xs:documentation>Indicates source ad server</xs:documentation>
        </xs:annotation>
      </xs:element>
      <xs:element name="VASTAdTagURI" type="xs:anyURI" maxOccurs="1" minOccurs="1">
        <xs:annotation>
          <xs:documentation>URL of ad tag of downstream Secondary Ad Server</
xs:documentation>
        </xs:annotation>
      </xs:element>
      <xs:element name="Error" type="xs:anyURI" minOccurs="0" maxOccurs="1">
        <xs:annotation>
          <xs:documentation>URL to request if ad does not play due to error</
xs:documentation>
        </xs:annotation>
      </xs:element>
      <xs:element name="Impression" type="xs:anyURI" maxOccurs="unbounded"
minOccurs="1">
        <xs:annotation>
          <xs:documentation>URL to request to track an impression</xs:documentation>

```

```

        </xs:annotation>
      </xs:element>
      <xs:element name="Creatives">
        <xs:complexType>
          <xs:sequence>
            <xs:element name="Creative" maxOccurs="unbounded" minOccurs="0">
              <xs:complexType>
                <xs:choice>
                  <xs:element name="Linear" minOccurs="0" maxOccurs="1">
                    <xs:complexType>
                      <xs:sequence>
                        <xs:element name="TrackingEvents" minOccurs="0"
type="TrackingEvents_type" maxOccurs="1">
                      </xs:element>
                        <xs:element name="VideoClicks" minOccurs="0" maxOccurs="1">
                          <xs:complexType>
                            <xs:sequence>
                              <xs:element name="ClickTracking" minOccurs="0"
maxOccurs="unbounded">
                                <xs:annotation>
                                  <xs:documentation>URL to request for tracking
purposes when user clicks on the video</xs:documentation>
                                </xs:annotation>
                                <xs:complexType>
                                  <xs:simpleContent>
                                    <xs:extension base="xs:anyURI">
                                      <xs:attribute name="id" type="xs:string"
use="optional"/>
                                    </xs:extension>
                                  </xs:simpleContent>
                                </xs:complexType>
                              </xs:element>
                            </xs:sequence>
                          </xs:complexType>
                        </xs:element>
                      </xs:sequence>
                    </xs:complexType>
                  </xs:element>
                  <xs:element name="CompanionAds" minOccurs="0" maxOccurs="1">
                    <xs:complexType>
                      <xs:sequence>
                        <xs:element name="Companion" minOccurs="0"
maxOccurs="unbounded" type="Companion_type">
                          <xs:annotation>
                            <xs:documentation>Definition of Companion ad, if served
separately</xs:documentation>
                          </xs:annotation>
                        </xs:element>
                      </xs:sequence>
                    </xs:complexType>
                  </xs:element>
                  <xs:element name="NonLinearAds" minOccurs="0" maxOccurs="1">
                    <xs:complexType>
                      <xs:sequence>
                        <xs:element name="TrackingEvents" minOccurs="0"
type="TrackingEvents_type" maxOccurs="1">
                      </xs:element>
                        <xs:element name="NonLinear" minOccurs="0"
maxOccurs="unbounded" type="NonLinear_type">
                          <xs:annotation>
                            <xs:documentation>Any number of companions in any
desired pixel dimensions.</xs:documentation>
                          </xs:annotation>
                        </xs:element>
                      </xs:sequence>
                    </xs:complexType>
                  </xs:element>
                </xs:choice>
                <xs:attribute name="id" type="xs:string" use="optional"/>
                <xs:attribute name="sequence" type="xs:integer" use="optional">
                  <xs:annotation>
                    <xs:documentation>The preferred order in which multiple
Creatives should be displayed</xs:documentation>
                  </xs:annotation>
                </xs:attribute>
                <xs:attribute name="AdID" type="xs:string" use="optional">
                  <xs:annotation>
                    <xs:documentation>Ad-ID for the creative (formerly ISCI)</
xs:documentation>
                  </xs:annotation>
                </xs:attribute>
              </xs:complexType>
            </xs:element>
          </xs:sequence>
        </xs:complexType>
      </xs:element>

```

```

        </xs:sequence>
      </xs:complexType>
    </xs:element>
    <xs:element name="Extensions" minOccurs="0" maxOccurs="1">
      <xs:complexType>
        <xs:sequence>
          <xs:element name="Extension" type="xs:anyType" minOccurs="0"
maxOccurs="unbounded">
            <xs:annotation>
              <xs:documentation>Any valid XML may be included in the Extensions
node</xs:documentation>
            </xs:annotation>
          </xs:element>
        </xs:sequence>
      </xs:complexType>
    </xs:element>
  </xs:sequence>
</xs:complexType>
</xs:element>
<xs:choice>
  <xs:attribute name="id" type="xs:string" use="required"/>
</xs:complexType>
</xs:element>

```

Element Ad / VAST / InLine

Namespace	No namespace						
Annotations	Second-level element surrounding complete ad data for a single ad						
Diagram							
Properties	<table> <tr> <td>content:</td><td>complex</td></tr> <tr> <td>minOccurs:</td><td>0</td></tr> <tr> <td>maxOccurs:</td><td>1</td></tr> </table>	content:	complex	minOccurs:	0	maxOccurs:	1
content:	complex						
minOccurs:	0						
maxOccurs:	1						
Model	AdSystem , AdTitle , Description{0,1} , Survey{0,1} , Error{0,1} , Impression+ , Creatives , Extensions{0,1}						
Children	AdSystem, AdTitle, Creatives, Description, Error, Extensions, Impression, Survey						
Instance	<pre> <InLine> <AdSystem version="">{1,1}</AdSystem> <AdTitle>{1,1}</AdTitle> <Description>{0,1}</Description> <Survey>{0,1}</Survey> <Error>{0,1}</Error> <Impression id="">{1,unbounded}</Impression> <Creatives>{1,1}</Creatives> <Extensions>{0,1}</Extensions> </InLine> </pre>						
Source	<pre> <xs:element name="InLine" maxOccurs="1" minOccurs="0"> <xs:annotation> <xs:documentation>Second-level element surrounding complete ad data for a single ad</ xs:documentation> </xs:annotation> <xs:complexType> <xs:sequence> <xs:element name="AdSystem" maxOccurs="1" minOccurs="1" type="AdSystem_type"> <xs:annotation> <xs:documentation>Indicates source ad server</xs:documentation> </pre>						

```

    </xs:annotation>
  </xs:element>
  <xs:element name="AdTitle" type="xs:string" maxOccurs="1" minOccurs="1">
    <xs:annotation>
      <xs:documentation>Common name of ad</xs:documentation>
    </xs:annotation>
  </xs:element>
  <xs:element name="Description" type="xs:string" minOccurs="0" maxOccurs="1">
    <xs:annotation>
      <xs:documentation>Longer description of ad</xs:documentation>
    </xs:annotation>
  </xs:element>
  <xs:element name="Survey" type="xs:anyURI" minOccurs="0" maxOccurs="1">
    <xs:annotation>
      <xs:documentation>URL of request to survey vendor</xs:documentation>
    </xs:annotation>
  </xs:element>
  <xs:element name="Error" type="xs:anyURI" minOccurs="0" maxOccurs="1">
    <xs:annotation>
      <xs:documentation>URL to request if ad does not play due to error</
xs:documentation>
    </xs:annotation>
  </xs:element>
  <xs:element name="Impression" type="Impression_type" maxOccurs="unbounded"
minOccurs="1">
    <xs:annotation>
      <xs:documentation>URL to track impression</xs:documentation>
    </xs:annotation>
  </xs:element>
  <xs:element maxOccurs="1" minOccurs="1" name="Creatives">
    <xs:annotation>
      <xs:documentation>Any number of companions in any desired pixel dimensions.</
xs:documentation>
    </xs:annotation>
  <xs:complexType>
    <xs:sequence>
      <xs:element name="Creative" maxOccurs="unbounded">
        <xs:annotation>
          <xs:documentation>Wraps each creative element within an InLine or Wrapper
Ad</xs:documentation>
        </xs:annotation>
      <xs:complexType>
        <xs:choice>
          <xs:element name="Linear" minOccurs="0" maxOccurs="1">
            <xs:complexType>
              <xs:sequence>
                <xs:element name="Duration" type="xs:time" maxOccurs="1"
minOccurs="1">
                  <xs:annotation>
                    <xs:documentation>Duration in standard time format, hh:mm:ss</
xs:documentation>
                  </xs:annotation>
                </xs:element>
                <xs:element name="TrackingEvents" minOccurs="0"
type="TrackingEvents_type" maxOccurs="1">
                  </xs:element>
                <xs:element name="AdParameters" type="xs:string" minOccurs="0"
maxOccurs="1">
                  <xs:annotation>
                    <xs:documentation>Data to be passed into the video ad</
xs:documentation>
                  </xs:annotation>
                </xs:element>
                <xs:element name="VideoClicks" minOccurs="0"
type="VideoClicks_type" maxOccurs="1">
                  </xs:element>
                <xs:element name="MediaFiles" minOccurs="0" maxOccurs="1">
                  <xs:complexType>
                    <xs:sequence>
                      <xs:element name="MediaFile" minOccurs="1"
maxOccurs="unbounded">
                        <xs:annotation>
                          <xs:documentation>Location of linear file</
xs:documentation>
                        </xs:annotation>
                      <xs:complexType>
                        <xs:simpleContent>
                          <xs:extension base="xs:anyURI">
                            <xs:attribute name="id" type="xs:string"
use="optional">
                              <xs:annotation>
                                <xs:documentation>Optional identifier</
xs:documentation>

```

```

</xs:annotation>
</xs:attribute>
<xs:attribute name="delivery" use="required">
  <xs:annotation>
    <xs:documentation>Method of delivery of ad</
xs:documentation>
    </xs:annotation>
  </xs:attribute>
  <xs:simpleType>
    <xs:restriction base="xs:NMTOKEN">
      <xs:enumeration value="streaming"/>
      <xs:enumeration value="progressive"/>
    </xs:restriction>
  </xs:simpleType>
</xs:attribute>
<xs:attribute name="type" use="required"
type="xs:string">
  <xs:annotation>
    <xs:documentation>MIME type. Popular MIME types
include, but are not limited to "video/x-ms-wmv" for Windows Media, and "video/x-flv" for
Flash Video. Image ads or interactive ads can be included in the MediaFiles section with
appropriate Mime types</xs:documentation>
  </xs:annotation>
</xs:attribute>
<xs:attribute name="bitrate" type="xs:integer"
use="optional">
  <xs:annotation>
    <xs:documentation>Bitrate of encoded video in
Kbps</xs:documentation>
  </xs:annotation>
</xs:attribute>
<xs:attribute name="width" type="xs:integer"
use="required">
  <xs:annotation>
    <xs:documentation>Pixel dimensions of video</
xs:documentation>
  </xs:annotation>
</xs:attribute>
<xs:attribute name="height" type="xs:integer"
use="required">
  <xs:annotation>
    <xs:documentation>Pixel dimensions of video</
xs:documentation>
  </xs:annotation>
</xs:attribute>
<xs:attribute name="scalable" type="xs:boolean"
use="optional">
  <xs:annotation>
    <xs:documentation>Whether it is acceptable to
scale the image.</xs:documentation>
  </xs:annotation>
</xs:attribute>
<xs:attribute name="maintainAspectRatio"
type="xs:boolean" use="optional">
  <xs:annotation>
    <xs:documentation>Whether the ad must have its
aspect ratio maintained when scales</xs:documentation>
  </xs:annotation>
</xs:attribute>
<xs:attribute name="apiFramework" type="xs:string"
use="optional">
  <xs:annotation>
    <xs:documentation>The apiFramework defines the
method to use for communication if the MediaFile is interactive. Suggested values for
this element are "VPAID", "FlashVars" (for Flash/Flex), "initParams" (for Silverlight)
and "GetVariables" (variables placed in key/value pairs on the asset request).</
xs:documentation>
  </xs:annotation>
</xs:attribute>
</xs:extension>
</xs:simpleContent>
</xs:complexType>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>
<xs:element name="CompanionAds" minOccurs="0" maxOccurs="1">
  <xs:complexType>
    <xs:sequence>
      <xs:element name="Companion" minOccurs="0" maxOccurs="unbounded"
type="Companion_type">

```

```

<xs:annotation>
  <xs:documentation>Any number of companions in any desired
pixel dimensions.</xs:documentation>
</xs:annotation>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>
<xs:element name="NonLinearAds" minOccurs="0" maxOccurs="1">
  <xs:complexType>
    <xs:sequence>
      <xs:element name="TrackingEvents" minOccurs="0"
type="TrackingEvents_type" maxOccurs="1">
      </xs:element>
      <xs:element name="NonLinear" minOccurs="1" maxOccurs="unbounded"
type="NonLinear_type">
        <xs:annotation>
          <xs:documentation>Any number of companions in any desired
pixel dimensions.</xs:documentation>
        </xs:annotation>
        </xs:element>
        </xs:sequence>
        </xs:complexType>
        </xs:element>
      </xs:choice>
      <xs:attribute name="id" type="xs:string" use="optional"/>
      <xs:attribute name="sequence" type="xs:integer" use="optional">
        <xs:documentation>The preferred order in which multiple Creatives
should be displayed</xs:documentation>
      </xs:attribute>
      <xs:attribute name="AdID" type="xs:string" use="optional">
        <xs:documentation>Ad-ID for the creative (formerly ISCI)</
xs:documentation>
      </xs:annotation>
      </xs:attribute>
    </xs:complexType>
    </xs:element>
  </xs:sequence>
  </xs:complexType>
  </xs:element>
  <xs:element name="Extensions" minOccurs="0" maxOccurs="1">
    <xs:complexType>
      <xs:sequence>
        <xs:element name="Extension" type="xs:anyType" minOccurs="0"
maxOccurs="unbounded">
          <xs:annotation>
            <xs:documentation>Any valid XML may be included in the Extensions node</
xs:documentation>
          </xs:annotation>
        </xs:element>
      </xs:sequence>
    </xs:complexType>
  </xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>

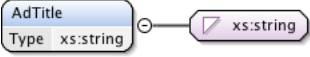
```

Element InLine / Ad / VAST / AdSystem


Namespace	No namespace				
Annotations	Indicates source ad server				
Diagram					
Type	AdSystem_type				
Properties	<table> <tr> <td>content:</td><td>complex</td></tr> <tr> <td>minOccurs:</td><td>1</td></tr> </table>	content:	complex	minOccurs:	1
content:	complex				
minOccurs:	1				

	maxOccurs: 1				
Attributes	QName	Type	Fixed	Default	Use
	version	xs:string			optional
		Internal version used by ad system			
Source	<pre><xs:element name="AdSystem" maxOccurs="1" minOccurs="1" type="AdSystem_type"> <xs:annotation> <xs:documentation>Indicates source ad server</xs:documentation> </xs:annotation> </xs:element></pre>				


Element InLine / Ad / VAST / AdTitle

Namespace	No namespace
Annotations	Common name of ad
Diagram	
Type	xs:string
Properties	content: simple
	minOccurs: 1
	maxOccurs: 1
Source	<pre><xs:element name="AdTitle" type="xs:string" maxOccurs="1" minOccurs="1"> <xs:annotation> <xs:documentation>Common name of ad</xs:documentation> </xs:annotation> </xs:element></pre>

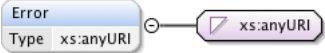
Element InLine / Ad / VAST / Description

Namespace	No namespace
Annotations	Longer description of ad
Diagram	
Type	xs:string
Properties	content: simple
	minOccurs: 0
	maxOccurs: 1
Source	<pre><xs:element name="Description" type="xs:string" minOccurs="0" maxOccurs="1"> <xs:annotation> <xs:documentation>Longer description of ad</xs:documentation> </xs:annotation> </xs:element></pre>

Element InLine / Ad / VAST / Survey

Namespace	No namespace
Annotations	URL of request to survey vendor
Diagram	
Type	xs:anyURI
Properties	content: simple
	minOccurs: 0
	maxOccurs: 1
Source	<pre><xs:element name="Survey" type="xs:anyURI" minOccurs="0" maxOccurs="1"> <xs:annotation> <xs:documentation>URL of request to survey vendor</xs:documentation> </xs:annotation> </xs:element></pre>


Element InLine / Ad / VAST / Error

Namespace	No namespace						
Annotations	URL to request if ad does not play due to error						
Diagram							
Type	xs:anyURI						
Properties	<table> <tr> <td>content:</td><td>simple</td></tr> <tr> <td>minOccurs:</td><td>0</td></tr> <tr> <td>maxOccurs:</td><td>1</td></tr> </table>	content:	simple	minOccurs:	0	maxOccurs:	1
content:	simple						
minOccurs:	0						
maxOccurs:	1						
Source	<pre><xs:element name="Error" type="xs:anyURI" minOccurs="0" maxOccurs="1"> <xs:annotation> <xs:documentation>URL to request if ad does not play due to error</xs:documentation> </xs:annotation> </xs:element></pre>						

Element InLine / Ad / VAST / Impression

Namespace	No namespace										
Annotations	URL to track impression										
Diagram											
Type	Impression_type										
Properties	<table><tr><td>content:</td><td>complex</td></tr><tr><td>minOccurs:</td><td>1</td></tr><tr><td>maxOccurs:</td><td>unbounded</td></tr></table>					content:	complex	minOccurs:	1	maxOccurs:	unbounded
content:	complex										
minOccurs:	1										
maxOccurs:	unbounded										
Attributes	QName	Type	Fixed	Default	Use						
	id	xs:string			optional						
Source	<pre><xs:element name="Impression" type="Impression_type" maxOccurs="unbounded" minOccurs="1"> <xs:annotation> <xs:documentation>URL to track impression</xs:documentation> </xs:annotation> </xs:element></pre>										

Element InLine / Ad / VAST / Creatives

Namespace	No namespace						
Annotations	Any number of companions in any desired pixel dimensions.						
Diagram							
Properties	<table> <tr> <td>content:</td><td>complex</td></tr> <tr> <td>minOccurs:</td><td>1</td></tr> <tr> <td>maxOccurs:</td><td>1</td></tr> </table>	content:	complex	minOccurs:	1	maxOccurs:	1
content:	complex						
minOccurs:	1						
maxOccurs:	1						
Model	Creative+						
Children	Creative						
Instance	<pre><Creatives> <Creative AdID="" id="" sequence="">{1,unbounded}</Creative> </Creatives></pre>						
Source	<pre><xs:element maxOccurs="1" minOccurs="1" name="Creatives"> <xs:annotation> <xs:documentation>Any number of companions in any desired pixel dimensions.</xs:documentation> </xs:annotation> </xs:element></pre>						

```

</xs:annotation>
<xs:complexType>
  <xs:sequence>
    <xs:element name="Creative" maxOccurs="unbounded">
      <xs:annotation>
        <xs:documentation>Wraps each creative element within an InLine or Wrapper Ad</
xs:documentation>
      </xs:annotation>
    <xs:complexType>
      <xs:choice>
        <xs:element name="Linear" minOccurs="0" maxOccurs="1">
          <xs:complexType>
            <xs:sequence>
              <xs:element name="Duration" type="xs:time" maxOccurs="1" minOccurs="1">
                <xs:annotation>
                  <xs:documentation>Duration in standard time format, hh:mm:ss</
xs:documentation>
                </xs:annotation>
              </xs:element>
              <xs:element name="TrackingEvents" minOccurs="0"
type="TrackingEvents_type" maxOccurs="1">
                </xs:element>
              <xs:element name="AdParameters" type="xs:string" minOccurs="0"
maxOccurs="1">
                <xs:annotation>
                  <xs:documentation>Data to be passed into the video ad</
xs:documentation>
                </xs:annotation>
              </xs:element>
              <xs:element name="VideoClicks" minOccurs="0" type="VideoClicks_type"
maxOccurs="1">
                </xs:element>
              <xs:element name="MediaFiles" minOccurs="0" maxOccurs="1">
                <xs:complexType>
                  <xs:sequence>
                    <xs:element name="MediaFile" minOccurs="1" maxOccurs="unbounded">
                      <xs:annotation>
                        <xs:documentation>Location of linear file</xs:documentation>
                      </xs:annotation>
                    </xs:element>
                  <xs:complexType>
                    <xs:simpleContent>
                      <xs:extension base="xs:anyURI">
                        <xs:attribute name="id" type="xs:string" use="optional">
                          <xs:annotation>
                            <xs:documentation>Optional identifier</
xs:documentation>
                          </xs:annotation>
                        </xs:attribute>
                      <xs:attribute name="delivery" use="required">
                        <xs:annotation>
                          <xs:documentation>Method of delivery of ad</
xs:documentation>
                        </xs:annotation>
                      </xs:attribute>
                      <xs:simpleType>
                        <xs:restriction base="xs:NMTOKEN">
                          <xs:enumeration value="streaming"/>
                          <xs:enumeration value="progressive"/>
                        </xs:restriction>
                      </xs:simpleType>
                    </xs:attribute>
                    <xs:attribute name="type" use="required" type="xs:string">
                      <xs:annotation>
                        <xs:documentation>MIME type. Popular MIME types
include, but are not limited to "video/x-ms-wmv" for Windows Media, and "video/x-flv" for
Flash Video. Image ads or interactive ads can be included in the MediaFiles section with
appropriate Mime types</xs:documentation>
                      </xs:annotation>
                    </xs:attribute>
                    <xs:attribute name="bitrate" type="xs:integer"
use="optional">
                      <xs:annotation>
                        <xs:documentation>Bitrate of encoded video in Kbps</
xs:documentation>
                      </xs:annotation>
                    </xs:attribute>
                    <xs:attribute name="width" type="xs:integer"
use="required">
                      <xs:annotation>
                        <xs:documentation>Pixel dimensions of video</
xs:documentation>
                      </xs:annotation>
                    </xs:attribute>

```

```

use="required">
    <xs:attribute name="height" type="xs:integer"
    <xs:annotation>
    <xs:documentation>Pixel dimensions of video</
xs:documentation>
    </xs:annotation>
</xs:attribute>
    <xs:attribute name="scalable" type="xs:boolean"
use="optional">
    <xs:annotation>
    <xs:documentation>Whether it is acceptable to scale
the image.</xs:documentation>
    </xs:annotation>
</xs:attribute>
    <xs:attribute name="maintainAspectRatio" type="xs:boolean"
use="optional">
    <xs:annotation>
    <xs:documentation>Whether the ad must have its aspect
ratio maintained when scales</xs:documentation>
    </xs:annotation>
</xs:attribute>
    <xs:attribute name="apiFramework" type="xs:string"
use="optional">
    <xs:annotation>
    <xs:documentation>The apiFramework defines the
method to use for communication if the MediaFile is interactive. Suggested values for
this element are "VPAID", "FlashVars" (for Flash/Flex), "initParams" (for Silverlight)
and "GetVariables" (variables placed in key/value pairs on the asset request).</
xs:documentation>
    </xs:annotation>
</xs:attribute>
</xs:extension>
</xs:simpleContent>
</xs:complexType>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>
<xs:element name="CompanionAds" minOccurs="0" maxOccurs="1">
    <xs:complexType>
    <xs:sequence>
    <xs:element name="Companion" minOccurs="0" maxOccurs="unbounded"
type="Companion_type">
    <xs:annotation>
    <xs:documentation>Any number of companions in any desired pixel
dimensions.</xs:documentation>
    </xs:annotation>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>
<xs:element name="NonLinearAds" minOccurs="0" maxOccurs="1">
    <xs:complexType>
    <xs:sequence>
    <xs:element name="TrackingEvents" minOccurs="0"
type="TrackingEvents_type" maxOccurs="1">
    </xs:element>
    <xs:element name="NonLinear" minOccurs="1" maxOccurs="unbounded"
type="NonLinear_type">
    <xs:annotation>
    <xs:documentation>Any number of companions in any desired pixel
dimensions.</xs:documentation>
    </xs:annotation>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>
</xs:choice>
<xs:attribute name="id" type="xs:string" use="optional"/>
<xs:attribute name="sequence" type="xs:integer" use="optional">
    <xs:annotation>
    <xs:documentation>The preferred order in which multiple Creatives should be
displayed</xs:documentation>
    </xs:annotation>
</xs:attribute>
<xs:attribute name="AdID" type="xs:string" use="optional">
    <xs:annotation>
    <xs:documentation>Ad-ID for the creative (formerly ISCI)</xs:documentation>
    </xs:annotation>
</xs:attribute>

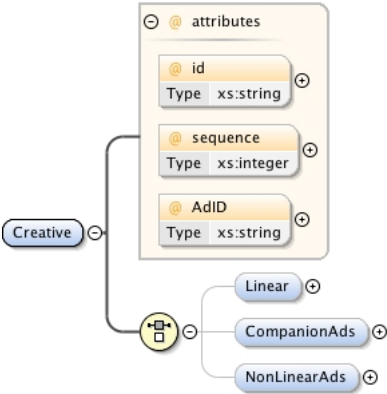
```

```

</xs:complexType>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>

```

Element Creatives / InLine / Ad / VAST / Creative

Namespace	No namespace																																		
Annotations	Wraps each creative element within an InLine or Wrapper Ad																																		
Diagram																																			
Properties	<table><tr><td>content:</td><td>complex</td></tr><tr><td>maxOccurs:</td><td>unbounded</td></tr></table>					content:	complex	maxOccurs:	unbounded																										
content:	complex																																		
maxOccurs:	unbounded																																		
Model	Linear{0,1} CompanionAds{0,1} NonLinearAds{0,1}																																		
Children	CompanionAds, Linear, NonLinearAds																																		
Instance	<pre><Creative AdID="" id="" sequence=""> <Linear>{0,1}</Linear> <CompanionAds>{0,1}</CompanionAds> <NonLinearAds>{0,1}</NonLinearAds> </Creative></pre>																																		
Attributes	<table><tr><th>QName</th><th>Type</th><th>Fixed</th><th>Default</th><th>Use</th></tr><tr><td>AdID</td><td>xs:string</td><td></td><td></td><td>optional</td></tr><tr><td></td><td colspan="4">Ad-ID for the creative (formerly ISCI)</td></tr><tr><td>id</td><td>xs:string</td><td></td><td></td><td>optional</td></tr><tr><td>sequence</td><td>xs:integer</td><td></td><td></td><td>optional</td></tr><tr><td></td><td colspan="4">The preferred order in which multiple Creatives should be displayed</td></tr></table>					QName	Type	Fixed	Default	Use	AdID	xs:string			optional		Ad-ID for the creative (formerly ISCI)				id	xs:string			optional	sequence	xs:integer			optional		The preferred order in which multiple Creatives should be displayed			
QName	Type	Fixed	Default	Use																															
AdID	xs:string			optional																															
	Ad-ID for the creative (formerly ISCI)																																		
id	xs:string			optional																															
sequence	xs:integer			optional																															
	The preferred order in which multiple Creatives should be displayed																																		
Source	<pre><xs:element name="Creative" maxOccurs="unbounded"> <xs:annotation> <xs:documentation>Wraps each creative element within an InLine or Wrapper Ad</ </xs:annotation> <xs:complexType> <xs:choice> <xs:element name="Linear" minOccurs="0" maxOccurs="1"> <xs:complexType> <xs:sequence> <xs:element name="Duration" type="xs:time" maxOccurs="1" minOccurs="1"> <xs:annotation> <xs:documentation>Duration in standard time format, hh:mm:ss</ </xs:annotation> </xs:sequence> </xs:complexType> </xs:element> <xs:element name="TrackingEvents" minOccurs="0" type="TrackingEvents_type" maxOccurs="1"> </xs:element> <xs:element name="AdParameters" type="xs:string" minOccurs="0" maxOccurs="1"> <xs:annotation> <xs:documentation>Data to be passed into the video ad</xs:documentation> </xs:annotation> </xs:element> <xs:element name="VideoClicks" minOccurs="0" type="VideoClicks_type" maxOccurs="1"> </xs:element> <xs:element name="MediaFiles" minOccurs="0" maxOccurs="1"> <xs:complexType></pre>																																		

```

<xs:sequence>
  <xs:element name="MediaFile" minOccurs="1" maxOccurs="unbounded">
    <xs:annotation>
      <xs:documentation>Location of linear file</xs:documentation>
    </xs:annotation>
    <xs:complexType>
      <xs:simpleContent>
        <xs:extension base="xs:anyURI">
          <xs:attribute name="id" type="xs:string" use="optional">
            <xs:annotation>
              <xs:documentation>Optional identifier</xs:documentation>
            </xs:annotation>
          </xs:attribute>
          <xs:attribute name="delivery" use="required">
            <xs:annotation>
              <xs:documentation>Method of delivery of ad</
xs:documentation>
            </xs:annotation>
          </xs:attribute>
          <xs:simpleType>
            <xs:restriction base="xs:NMTOKEN">
              <xs:enumeration value="streaming"/>
              <xs:enumeration value="progressive"/>
            </xs:restriction>
          </xs:simpleType>
          </xs:attribute>
          <xs:attribute name="type" use="required" type="xs:string">
            <xs:annotation>
              <xs:documentation>MIME type. Popular MIME types include, but
are not limited to "video/x-ms-wmv" for Windows Media, and "video/x-flv" for Flash Video.
Image ads or interactive ads can be included in the MediaFiles section with appropriate
Mime types</xs:documentation>
            </xs:annotation>
          </xs:attribute>
          <xs:attribute name="bitrate" type="xs:integer" use="optional">
            <xs:annotation>
              <xs:documentation>Bitrate of encoded video in Kbps</
xs:documentation>
            </xs:annotation>
          </xs:attribute>
          <xs:attribute name="width" type="xs:integer" use="required">
            <xs:annotation>
              <xs:documentation>Pixel dimensions of video</
xs:documentation>
            </xs:annotation>
          </xs:attribute>
          <xs:attribute name="height" type="xs:integer" use="required">
            <xs:annotation>
              <xs:documentation>Pixel dimensions of video</
xs:documentation>
            </xs:annotation>
          </xs:attribute>
          <xs:attribute name="scalable" type="xs:boolean" use="optional">
            <xs:annotation>
              <xs:documentation>Whether it is acceptable to scale the
image.</xs:documentation>
            </xs:annotation>
          </xs:attribute>
          <xs:attribute name="maintainAspectRatio" type="xs:boolean"
use="optional">
            <xs:annotation>
              <xs:documentation>Whether the ad must have its aspect ratio
maintained when scales</xs:documentation>
            </xs:annotation>
          </xs:attribute>
          <xs:attribute name="apiFramework" type="xs:string"
use="optional">
            <xs:annotation>
              <xs:documentation>The apiFramework defines the method
to use for communication if the MediaFile is interactive. Suggested values for this
element are "VPAID", "FlashVars" (for Flash/Flex), "initParams" (for Silverlight)
and "GetVariables" (variables placed in key/value pairs on the asset request).</
xs:documentation>
            </xs:annotation>
          </xs:attribute>
        </xs:extension>
      </xs:simpleContent>
    </xs:complexType>
  </xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>
</xs:sequence>
</xs:complexType>

```

```

</xs:element>
<xs:element name="CompanionAds" minOccurs="0" maxOccurs="1">
  <xs:complexType>
    <xs:sequence>
      <xs:element name="Companion" minOccurs="0" maxOccurs="unbounded"
type="Companion_type">
        <xs:annotation>
          <xs:documentation>Any number of companions in any desired pixel
dimensions.</xs:documentation>
        </xs:annotation>
      </xs:element>
    </xs:sequence>
  </xs:complexType>
</xs:element>
<xs:element name="NonLinearAds" minOccurs="0" maxOccurs="1">
  <xs:complexType>
    <xs:sequence>
      <xs:element name="TrackingEvents" minOccurs="0" type="TrackingEvents_type"
maxOccurs="1">
      </xs:element>
      <xs:element name="NonLinear" minOccurs="1" maxOccurs="unbounded"
type="NonLinear_type">
        <xs:annotation>
          <xs:documentation>Any number of companions in any desired pixel
dimensions.</xs:documentation>
        </xs:annotation>
      </xs:element>
    </xs:sequence>
  </xs:complexType>
</xs:element>
</xs:choice>
<xs:attribute name="id" type="xs:string" use="optional"/>
<xs:attribute name="sequence" type="xs:integer" use="optional">
  <xs:annotation>
    <xs:documentation>The preferred order in which multiple Creatives should be
displayed</xs:documentation>
  </xs:annotation>
</xs:attribute>
<xs:attribute name="AdID" type="xs:string" use="optional">
  <xs:annotation>
    <xs:documentation>Ad-ID for the creative (formerly ISCI)</xs:documentation>
  </xs:annotation>
</xs:attribute>
</xs:complexType>
</xs:element>

```

Element Creative / Creatives / InLine / Ad / VAST / Linear

Namespace	No namespace						
Diagram							
Properties	<table> <tr> <td>content:</td><td>complex</td></tr> <tr> <td>minOccurs:</td><td>0</td></tr> <tr> <td>maxOccurs:</td><td>1</td></tr> </table>	content:	complex	minOccurs:	0	maxOccurs:	1
content:	complex						
minOccurs:	0						
maxOccurs:	1						
Model	Duration , TrackingEvents{0,1} , AdParameters{0,1} , VideoClicks{0,1} , MediaFiles{0,1}						
Children	AdParameters, Duration, MediaFiles, TrackingEvents, VideoClicks						
Instance	<pre> <Linear> <Duration>{1,1}</Duration> <TrackingEvents>{0,1}</TrackingEvents> <AdParameters>{0,1}</AdParameters> <VideoClicks>{0,1}</VideoClicks> <MediaFiles>{0,1}</MediaFiles> </Linear> </pre>						
Source	<xs:element name="Linear" minOccurs="0" maxOccurs="1">						

```

<xs:complexType>
  <xs:sequence>
    <xs:element name="Duration" type="xs:time" maxOccurs="1" minOccurs="1">
      <xs:annotation>
        <xs:documentation>Duration in standard time format, hh:mm:ss</xs:documentation>
      </xs:annotation>
    </xs:element>
    <xs:element name="TrackingEvents" minOccurs="0" type="TrackingEvents_type"
maxOccurs="1">
    </xs:element>
    <xs:element name="AdParameters" type="xs:string" minOccurs="0" maxOccurs="1">
      <xs:annotation>
        <xs:documentation>Data to be passed into the video ad</xs:documentation>
      </xs:annotation>
    </xs:element>
    <xs:element name="VideoClicks" minOccurs="0" type="VideoClicks_type" maxOccurs="1">
    </xs:element>
    <xs:element name="MediaFiles" minOccurs="0" maxOccurs="1">
      <xs:complexType>
        <xs:sequence>
          <xs:element name="MediaFile" minOccurs="1" maxOccurs="unbounded">
            <xs:annotation>
              <xs:documentation>Location of linear file</xs:documentation>
            </xs:annotation>
            <xs:complexType>
              <xs:simpleContent>
                <xs:extension base="xs:anyURI">
                  <xs:attribute name="id" type="xs:string" use="optional">
                    <xs:annotation>
                      <xs:documentation>Optional identifier</xs:documentation>
                    </xs:annotation>
                  </xs:attribute>
                  <xs:attribute name="delivery" use="required">
                    <xs:annotation>
                      <xs:documentation>Method of delivery of ad</xs:documentation>
                    </xs:annotation>
                  <xs:simpleType>
                    <xs:restriction base="xs:NMTOKEN">
                      <xs:enumeration value="streaming"/>
                      <xs:enumeration value="progressive"/>
                    </xs:restriction>
                  </xs:simpleType>
                </xs:attribute>
                <xs:attribute name="type" use="required" type="xs:string">
                  <xs:annotation>
                    <xs:documentation>MIME type. Popular MIME types include, but are
not limited to "video/x-ms-wmv" for Windows Media, and "video/x-flv" for Flash Video.
Image ads or interactive ads can be included in the MediaFiles section with appropriate
Mime types</xs:documentation>
                  </xs:annotation>
                </xs:attribute>
                <xs:attribute name="bitrate" type="xs:integer" use="optional">
                  <xs:annotation>
                    <xs:documentation>Bitrate of encoded video in Kbps</
xs:documentation>
                  </xs:annotation>
                </xs:attribute>
                <xs:attribute name="width" type="xs:integer" use="required">
                  <xs:annotation>
                    <xs:documentation>Pixel dimensions of video</xs:documentation>
                  </xs:annotation>
                </xs:attribute>
                <xs:attribute name="height" type="xs:integer" use="required">
                  <xs:annotation>
                    <xs:documentation>Pixel dimensions of video</xs:documentation>
                  </xs:annotation>
                </xs:attribute>
                <xs:attribute name="scalable" type="xs:boolean" use="optional">
                  <xs:annotation>
                    <xs:documentation>Whether it is acceptable to scale the image.</
xs:documentation>
                  </xs:annotation>
                </xs:attribute>
                <xs:attribute name="maintainAspectRatio" type="xs:boolean"
use="optional">
                  <xs:annotation>
                    <xs:documentation>Whether the ad must have its aspect ratio
maintained when scales</xs:documentation>
                  </xs:annotation>
                </xs:attribute>
                <xs:attribute name="apiFramework" type="xs:string" use="optional">
                  <xs:annotation>

```




```

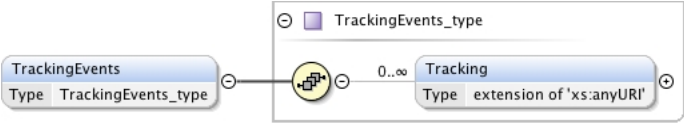
<xs:documentation>The apiFramework defines the method to
use for communication if the MediaFile is interactive. Suggested values for this
element are "VPAID", "FlashVars" (for Flash/Flex), "initParams" (for Silverlight)
and "GetVariables" (variables placed in key/value pairs on the asset request).</
xs:documentation>
</xs:annotation>
</xs:attribute>
</xs:extension>
</xs:simpleContent>
</xs:complexType>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>

```

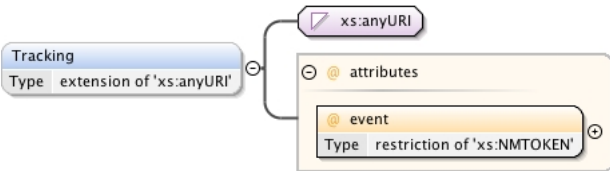
Element Linear / Creative / Creatives / InLine / Ad / VAST / Duration

Namespace	No namespace						
Annotations	Duration in standard time format, hh:mm:ss						
Diagram							
Type	xs:time						
Properties	<table border="1"> <tr> <td>content:</td><td>simple</td></tr> <tr> <td>minOccurs:</td><td>1</td></tr> <tr> <td>maxOccurs:</td><td>1</td></tr> </table>	content:	simple	minOccurs:	1	maxOccurs:	1
content:	simple						
minOccurs:	1						
maxOccurs:	1						
Source	<pre> <xs:element name="Duration" type="xs:time" maxOccurs="1" minOccurs="1"> <xs:annotation> <xs:documentation>Duration in standard time format, hh:mm:ss</xs:documentation> </xs:annotation> </xs:element> </pre>						

Element Linear / Creative / Creatives / InLine / Ad / VAST / TrackingEvents

Namespace	No namespace						
Diagram							
Type	TrackingEvents_type						
Properties	<table border="1"> <tr> <td>content:</td><td>complex</td></tr> <tr> <td>minOccurs:</td><td>0</td></tr> <tr> <td>maxOccurs:</td><td>1</td></tr> </table>	content:	complex	minOccurs:	0	maxOccurs:	1
content:	complex						
minOccurs:	0						
maxOccurs:	1						
Model	Tracking*						
Children	Tracking						
Instance	<pre> <TrackingEvents> <Tracking event="">{0,unbounded}</Tracking> </TrackingEvents> </pre>						
Source	<pre> <xs:element name="TrackingEvents" minOccurs="0" type="TrackingEvents_type" maxOccurs="1"> </xs:element> </pre>						

Element TrackingEvents_type / Tracking

Namespace	No namespace
Annotations	The name of the event to track for the Linear element. The creativeView should always be requested when present.
Diagram	

Type	extension of xs:anyURI				
Properties	content:	complex			
	minOccurs:	0			
	maxOccurs:	unbounded			
Attributes	QName	Type	Fixed	Default	Use
	event	restriction of xs:NMTOKEN			required
		The name of the event to track. For nonlinear ads these events should be recorded on the video within the ad.			
Source	<pre><xs:element name="Tracking" minOccurs="0" maxOccurs="unbounded"> <xs:annotation> <xs:documentation>The name of the event to track for the Linear element. The creativeView should always be requested when present.</xs:documentation> </xs:annotation> <xs:complexType> <xs:simpleContent> <xs:extension base="xs:anyURI"> <xs:attribute name="event" use="required"> <xs:annotation> <xs:documentation>The name of the event to track. For nonlinear ads these events should be recorded on the video within the ad.</xs:documentation> </xs:annotation> <xs:simpleType> <xs:restriction base="xs:NMTOKEN"> <xs:enumeration value="creativeView"/> <xs:enumeration value="start"/> <xs:enumeration value="midpoint"/> <xs:enumeration value="firstQuartile"/> <xs:enumeration value="thirdQuartile"/> <xs:enumeration value="complete"/> <xs:enumeration value="mute"/> <xs:enumeration value="unmute"/> <xs:enumeration value="pause"/> <xs:enumeration value="rewind"/> <xs:enumeration value="resume"/> <xs:enumeration value="fullscreen"/> <xs:enumeration value="expand"/> <xs:enumeration value="collapse"/> <xs:enumeration value="acceptInvitation"/> <xs:enumeration value="close"/> </xs:restriction> </xs:simpleType> </xs:attribute> </xs:extension> </xs:simpleContent> </xs:complexType> </xs:element></pre>				

Element Linear / Creative / Creatives / InLine / Ad / VAST / AdParameters

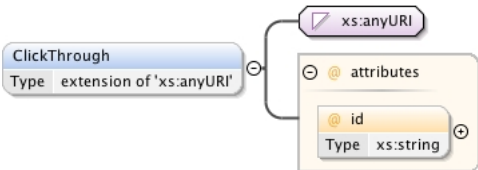
Namespace	No namespace
Annotations	Data to be passed into the video ad
Diagram	<pre> classDiagram class AdParameters { Type xs:string } AdParameters -- xs:string </pre>
Type	xs:string
Properties	content: simple
	minOccurs: 0
	maxOccurs: 1
Source	<pre> <xs:element name="AdParameters" type="xs:string" minOccurs="0" maxOccurs="1"> <xs:annotation> <xs:documentation>Data to be passed into the video ad</xs:documentation> </xs:annotation> </xs:element> </pre>

Element Linear / Creative / Creatives / InLine / Ad / VAST / VideoClicks

Namespace	No namespace
-----------	--------------

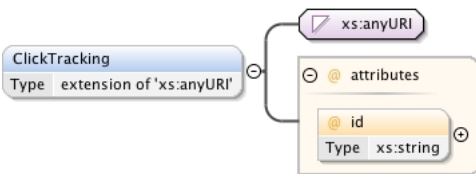
Diagram							
Type	VideoClicks_type						
Properties	<table> <tr> <td>content:</td><td>complex</td></tr> <tr> <td>minOccurs:</td><td>0</td></tr> <tr> <td>maxOccurs:</td><td>1</td></tr> </table>	content:	complex	minOccurs:	0	maxOccurs:	1
content:	complex						
minOccurs:	0						
maxOccurs:	1						
Model	ClickThrough{0,1} , ClickTracking* , CustomClick*						
Children	ClickThrough, ClickTracking, CustomClick						
Instance	<pre><VideoClicks> <ClickThrough id="">{0,1}</ClickThrough> <ClickTracking id="">{0,unbounded}</ClickTracking> <CustomClick id="">{0,unbounded}</CustomClick> </VideoClicks></pre>						
Source	<pre><xs:element name="VideoClicks" minOccurs="0" type="VideoClicks_type" maxOccurs="1"> </xs:element></pre>						

Element VideoClicks_type / ClickThrough

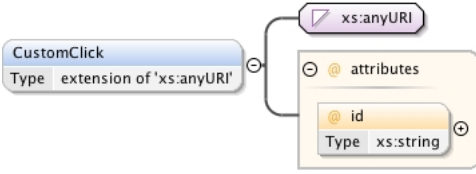
Namespace	No namespace										
Annotations	URL to open as destination page when user clicks on the video										
Diagram											
Type	extension of xs:anyURI										
Properties	<table><tr><td>content:</td><td>complex</td></tr><tr><td>minOccurs:</td><td>0</td></tr><tr><td>maxOccurs:</td><td>1</td></tr></table>					content:	complex	minOccurs:	0	maxOccurs:	1
content:	complex										
minOccurs:	0										
maxOccurs:	1										
Attributes	<table><thead><tr><th>QName</th><th>Type</th><th>Fixed</th><th>Default</th><th>Use</th></tr></thead><tbody><tr><td>id</td><td>xs:string</td><td></td><td></td><td>optional</td></tr></tbody></table>	QName	Type	Fixed	Default	Use	id	xs:string			optional
QName	Type	Fixed	Default	Use							
id	xs:string			optional							
Source	<pre><xs:element name="ClickThrough" minOccurs="0" maxOccurs="1"> <xs:annotation> <xs:documentation>URL to open as destination page when user clicks on the video</ xs:documentation> </xs:annotation> <xs:complexType> <xs:simpleContent> <xs:extension base="xs:anyURI"> <xs:attribute name="id" type="xs:string" use="optional"/> </xs:extension> </xs:simpleContent> </xs:complexType> </xs:element></pre>										

Element VideoClicks_type / ClickTracking


Namespace	No namespace
Annotations	URL to request for tracking purposes when user clicks on the video

Diagram											
Type	extension of xs:anyURI										
Properties	<table><tr><td>content:</td><td>complex</td></tr><tr><td>minOccurs:</td><td>0</td></tr><tr><td>maxOccurs:</td><td>unbounded</td></tr></table>					content:	complex	minOccurs:	0	maxOccurs:	unbounded
content:	complex										
minOccurs:	0										
maxOccurs:	unbounded										
Attributes	QName	Type	Fixed	Default	Use						
	id	xs:string			optional						
Source	<pre><xs:element name="ClickTracking" minOccurs="0" maxOccurs="unbounded"> <xs:annotation> <xs:documentation>URL to request for tracking purposes when user clicks on the video</xs:documentation> </xs:annotation> <xs:complexType> <xs:simpleContent> <xs:extension base="xs:anyURI"> <xs:attribute name="id" type="xs:string" use="optional"/> </xs:extension> </xs:simpleContent> </xs:complexType> </xs:element></pre>										

Element VideoClicks_type / CustomClick

Namespace	No namespace										
Annotations	URLs to request on custom events such as hotspotted video										
Diagram											
Type	extension of xs:anyURI										
Properties	<table><tr><td>content:</td><td>complex</td></tr><tr><td>minOccurs:</td><td>0</td></tr><tr><td>maxOccurs:</td><td>unbounded</td></tr></table>					content:	complex	minOccurs:	0	maxOccurs:	unbounded
content:	complex										
minOccurs:	0										
maxOccurs:	unbounded										
Attributes	QName	Type	Fixed	Default	Use						
	id	xs:string			optional						
Source	<pre><xs:element name="CustomClick" minOccurs="0" maxOccurs="unbounded"> <xs:annotation> <xs:documentation>URLs to request on custom events such as hotspotted video</ xs:documentation> </xs:annotation> <xs:complexType> <xs:simpleContent> <xs:extension base="xs:anyURI"> <xs:attribute name="id" type="xs:string" use="optional"/> </xs:extension> </xs:simpleContent> </xs:complexType> </xs:element></pre>										

Element Linear / Creative / Creatives / InLine / Ad / VAST / MediaFiles

Namespace	No namespace
Diagram	 <pre>graph LR; MediaFiles[MediaFiles] -- "1" --> MediaFile[MediaFile]; MediaFile -- "1..∞" --> MediaFiles; MediaFile --> Extension["extension of 'xs:anyURI'"]</pre>
Properties	content: complex

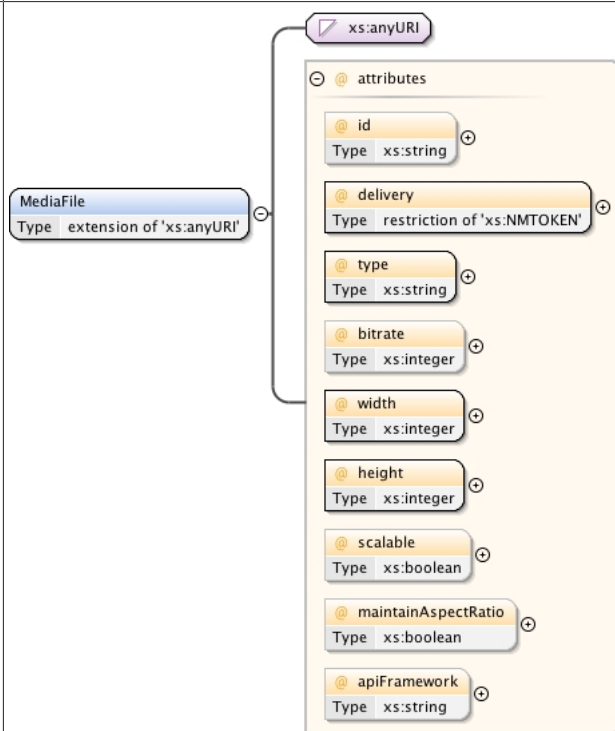
	minOccurs: 0	
	maxOccurs: 1	
Model	MediaFile+	
Children	MediaFile	
Instance	<pre> <MediaFiles> <MediaFile apiFramework="" bitrate="" delivery="" height="" id="" maintainAspectRatio="" scalable="" type="" width="" /> </MediaFiles> </pre>	
Source	<pre> <xs:element name="MediaFiles" minOccurs="0" maxOccurs="1"> <xs:complexType> <xs:sequence> <xs:element name="MediaFile" minOccurs="1" maxOccurs="unbounded"> <xs:annotation> <xs:documentation>Location of linear file</xs:documentation> </xs:annotation> <xs:complexType> <xs:simpleContent> <xs:extension base="xs:anyURI"> <xs:attribute name="id" type="xs:string" use="optional"> <xs:annotation> <xs:documentation>Optional identifier</xs:documentation> </xs:annotation> </xs:attribute> <xs:attribute name="delivery" use="required"> <xs:annotation> <xs:documentation>Method of delivery of ad</xs:documentation> </xs:annotation> </xs:attribute> <xs:simpleType> <xs:restriction base="xs:NMTOKEN"> <xs:enumeration value="streaming"/> <xs:enumeration value="progressive"/> </xs:restriction> </xs:simpleType> <xs:attribute name="type" use="required" type="xs:string"> <xs:annotation> <xs:documentation>MIME type. Popular MIME types include, but are not limited to "video/x-ms-wmv" for Windows Media, and "video/x-flv" for Flash Video. Image ads or interactive ads can be included in the MediaFiles section with appropriate Mime types</xs:documentation> </xs:annotation> </xs:attribute> <xs:attribute name="bitrate" type="xs:integer" use="optional"> <xs:annotation> <xs:documentation>Bitrate of encoded video in Kbps</xs:documentation> </xs:annotation> </xs:attribute> <xs:attribute name="width" type="xs:integer" use="required"> <xs:annotation> <xs:documentation>Pixel dimensions of video</xs:documentation> </xs:annotation> </xs:attribute> <xs:attribute name="height" type="xs:integer" use="required"> <xs:annotation> <xs:documentation>Pixel dimensions of video</xs:documentation> </xs:annotation> </xs:attribute> <xs:attribute name="scalable" type="xs:boolean" use="optional"> <xs:annotation> <xs:documentation>Whether it is acceptable to scale the image.</ xs:documentation> </xs:annotation> </xs:attribute> <xs:attribute name="maintainAspectRatio" type="xs:boolean" use="optional"> <xs:annotation> <xs:documentation>Whether the ad must have its aspect ratio maintained when scales</xs:documentation> </xs:annotation> </xs:attribute> <xs:attribute name="apiFramework" type="xs:string" use="optional"> <xs:annotation> <xs:documentation>The apiFramework defines the method to use for communication if the MediaFile is interactive. Suggested values for this element are "VPAID", "FlashVars" (for Flash/Flex), "initParams" (for Silverlight) and "GetVariables" (variables placed in key/value pairs on the asset request).</ xs:documentation> </xs:annotation> </xs:attribute> </xs:extension> </xs:simpleContent> </xs:complexType> </xs:element> </xs:sequence> </xs:complexType> </xs:element> </pre>	

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        </xs:simpleContent>
      </xs:complexType>
    </xs:element>
  </xs:sequence>
</xs:complexType>
</xs:element>

```

Element MediaFiles / Linear / Creative / Creatives / InLine / Ad / VAST / MediaFile

Namespace	No namespace				
Annotations	Location of linear file				
Diagram					
Type	extension of xs:anyURI				
Properties	content:	complex			
	minOccurs:	1			
	maxOccurs:	unbounded			
Attributes	QName	Type	Fixed	Default	Use
	apiFramework	xs:string			optional
		The apiFramework defines the method to use for communication if the MediaFile is interactive. Suggested values for this element are "VPAID", "FlashVars" (for Flash/Flex), "initParams" (for Silverlight) and "GetVariables" (variables placed in key/value pairs on the asset request).			
	bitrate	xs:integer			optional
		Bitrate of encoded video in Kbps			
	delivery	restriction of xs:NMTOKEN			required
		Method of delivery of ad			
	height	xs:integer			required
		Pixel dimensions of video			
	id	xs:string			optional
		Optional identifier			
	maintainAspectRatio	xs:boolean			optional
		Whether the ad must have its aspect ratio maintained when scales			
	scalable	xs:boolean			optional

QName	Type	Fixed	Default	Use
	Whether it is acceptable to scale the image.			
type	xs:string			required
	MIME type. Popular MIME types include, but are not limited to "video/x-ms-wmv" for Windows Media, and "video/x-flv" for Flash Video. Image ads or interactive ads can be included in the MediaFiles section with appropriate Mime types			
width	xs:integer			required
	Pixel dimensions of video			
Source	<pre> <xs:element name="MediaFile" minOccurs="1" maxOccurs="unbounded"> <xs:annotation> <xs:documentation>Location of linear file</xs:documentation> </xs:annotation> <xs:complexType> <xs:simpleContent> <xs:extension base="xs:anyURI"> <xs:attribute name="id" type="xs:string" use="optional"> <xs:annotation> <xs:documentation>Optional identifier</xs:documentation> </xs:annotation> </xs:attribute> <xs:attribute name="delivery" use="required"> <xs:annotation> <xs:documentation>Method of delivery of ad</xs:documentation> </xs:annotation> </xs:attribute> <xs:simpleType> <xs:restriction base="xs:NMTOKEN"> <xs:enumeration value="streaming"/> <xs:enumeration value="progressive"/> </xs:restriction> </xs:simpleType> </xs:extension> </xs:simpleContent> <xs:attribute name="type" use="required" type="xs:string"> <xs:annotation> <xs:documentation>MIME type. Popular MIME types include, but are not limited to "video/x-ms-wmv" for Windows Media, and "video/x-flv" for Flash Video. Image ads or interactive ads can be included in the MediaFiles section with appropriate Mime types</ xs:documentation> </xs:annotation> </xs:attribute> <xs:attribute name="bitrate" type="xs:integer" use="optional"> <xs:annotation> <xs:documentation>Bitrate of encoded video in Kbps</xs:documentation> </xs:annotation> </xs:attribute> <xs:attribute name="width" type="xs:integer" use="required"> <xs:annotation> <xs:documentation>Pixel dimensions of video</xs:documentation> </xs:annotation> </xs:attribute> <xs:attribute name="height" type="xs:integer" use="required"> <xs:annotation> <xs:documentation>Pixel dimensions of video</xs:documentation> </xs:annotation> </xs:attribute> <xs:attribute name="scalable" type="xs:boolean" use="optional"> <xs:annotation> <xs:documentation>Whether it is acceptable to scale the image.</ xs:documentation> </xs:annotation> </xs:attribute> <xs:attribute name="maintainAspectRatio" type="xs:boolean" use="optional"> <xs:annotation> <xs:documentation>Whether the ad must have its aspect ratio maintained when scales</xs:documentation> </xs:annotation> </xs:attribute> <xs:attribute name="apiFramework" type="xs:string" use="optional"> <xs:annotation> <xs:documentation>The apiFramework defines the method to use for communication if the MediaFile is interactive. Suggested values for this element are "VPAID", "FlashVars" (for Flash/Flex), "initParams" (for Silverlight) and "GetVariables" (variables placed in key/value pairs on the asset request).</ xs:documentation> </xs:annotation> </xs:attribute> </xs:extension> </xs:simpleContent> </pre>			

```
</xs:complexType>
</xs:element>
```

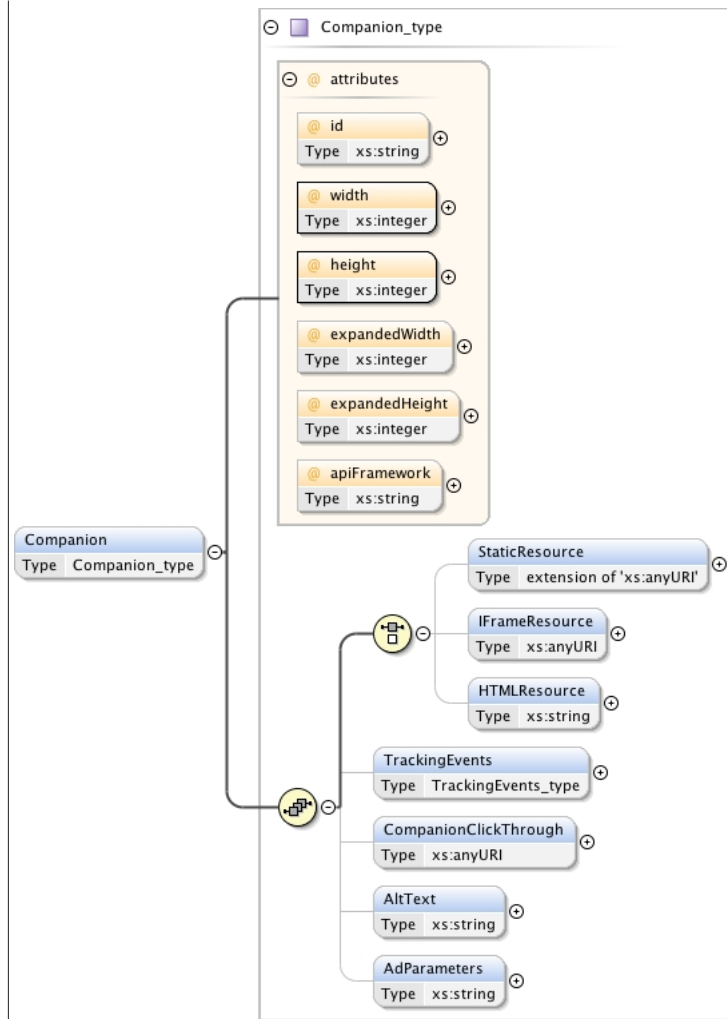
Element Creative / Creatives / InLine / Ad / VAST / CompanionAds

Namespace	No namespace						
Diagram							
Properties	<table> <tr> <td>content:</td><td>complex</td></tr> <tr> <td>minOccurs:</td><td>0</td></tr> <tr> <td>maxOccurs:</td><td>1</td></tr> </table>	content:	complex	minOccurs:	0	maxOccurs:	1
content:	complex						
minOccurs:	0						
maxOccurs:	1						
Model	Companion*						
Children	Companion						
Instance	<pre><CompanionAds> <Companion apiFramework="" expandedHeight="" expandedWidth="" height="" id="" width="">{0,unbounded}</Companion> </CompanionAds></pre>						
Source	<pre><xs:element name="CompanionAds" minOccurs="0" maxOccurs="1"> <xs:complexType> <xs:sequence> <xs:element name="Companion" minOccurs="0" maxOccurs="unbounded" type="Companion_type"> <xs:annotation> <xs:documentation>Any number of companions in any desired pixel dimensions.</ xs:documentation> </xs:annotation> </xs:element> </xs:sequence> </xs:complexType> </xs:element></pre>						

Element CompanionAds / Creative / Creatives / InLine / Ad / VAST / Companion

Namespace	No namespace
Annotations	Any number of companions in any desired pixel dimensions.

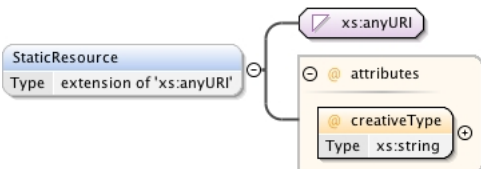
Diagram




Type	Companion_type				
Properties	content:	complex			
	minOccurs:	0			
	maxOccurs:	unbounded			
Model	(StaticResource{0,1} IFrameResource{0,1} HTMLResource{0,1}) , TrackingEvents{0,1} , CompanionClickThrough{0,1} , AltText{0,1} , AdParameters{0,1}				
Children	AdParameters, AltText, CompanionClickThrough, HTMLResource, IFrameResource, StaticResource, TrackingEvents				
Instance	<pre><Companion apiFramework="" expandedHeight="" expandedWidth="" height="" id="" width=""> <StaticResource creativeType="">{0,1}</StaticResource> <IFrameResource>{0,1}</IFrameResource> <HTMLResource>{0,1}</HTMLResource> <TrackingEvents>{0,1}</TrackingEvents> <CompanionClickThrough>{0,1}</CompanionClickThrough> <AltText>{0,1}</AltText> <AdParameters>{0,1}</AdParameters> </Companion></pre>				
Attributes	QName	Type	Fixed	Default	Use
	apiFramework	xs:string			optional
		The apiFramework defines the method to use for communication with the companion			
	expandedHeight	xs:integer			optional
		Pixel dimensions of expanding companion ad when in expanded state			
	expandedWidth	xs:integer			optional
		Pixel dimensions of expanding companion ad when in expanded state			
	height	xs:integer			required

	QName	Type	Fixed	Default	Use
		Pixel dimensions of companion			
	id	xs:string			optional
		Optional identifier			
	width	xs:integer			required
		Pixel dimensions of companion			
Source	<pre><xs:element name="Companion" minOccurs="0" maxOccurs="unbounded" type="Companion_type"> <xs:annotation> <xs:documentation>Any number of companions in any desired pixel dimensions.</ xs:documentation> </xs:annotation> </xs:element></pre>				

Element Companion_type / StaticResource

Namespace	No namespace				
Annotations	URL to a static file, such as an image or SWF file				
Diagram					
Type	extension of xs:anyURI				
Properties	content:	complex			
	minOccurs:	0			
	maxOccurs:	1			
Attributes	QName	Type	Fixed	Default	Use
	creativeType	xs:string			required
		Mime type of static resource			
Source	<pre><xs:element name="StaticResource" minOccurs="0" maxOccurs="1"> <xs:annotation> <xs:documentation>URL to a static file, such as an image or SWF file</ xs:documentation> </xs:annotation> <xs:complexType> <xs:simpleContent> <xs:extension base="xs:anyURI"> <xs:attribute name="creativeType" type="xs:string" use="required"> <xs:annotation> <xs:documentation>Mime type of static resource</xs:documentation> </xs:annotation> </xs:attribute> </xs:extension> </xs:simpleContent> </xs:complexType> </xs:element></pre>				

Element Companion_type / IFrameResource


Namespace	No namespace		
Annotations	URL source for an IFrame to display the companion element		
Diagram			
Type	xs:anyURI		
Properties	content:	simple	
	minOccurs:	0	
	maxOccurs:	1	
Source	<xs:element name="IFrameResource" type="xs:anyURI" minOccurs="0" maxOccurs="1">		

```

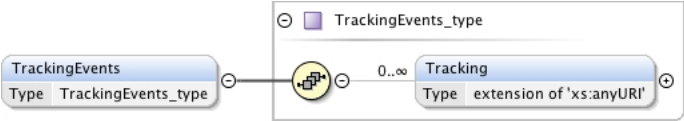
<xs:annotation>
  <xs:documentation>URL source for an IFrame to display the companion element</
xs:documentation>
</xs:annotation>
</xs:element>

```


Element Companion_type / HTMLResource

Namespace	No namespace						
Annotations	HTML to display the companion element						
Diagram							
Type	xs:string						
Properties	<table> <tr> <td>content:</td><td>simple</td></tr> <tr> <td>minOccurs:</td><td>0</td></tr> <tr> <td>maxOccurs:</td><td>1</td></tr> </table>	content:	simple	minOccurs:	0	maxOccurs:	1
content:	simple						
minOccurs:	0						
maxOccurs:	1						
Source	<pre> <xs:element name="HTMLResource" type="xs:string" minOccurs="0" maxOccurs="1"> <xs:annotation> <xs:documentation>HTML to display the companion element</xs:documentation> </xs:annotation> </xs:element> </pre>						

Element Companion_type / TrackingEvents

Namespace	No namespace						
Annotations	The creativeView should always be requested when present. For Companions creativeView is the only supported event.						
Diagram							
Type	TrackingEvents_type						
Properties	<table> <tr> <td>content:</td><td>complex</td></tr> <tr> <td>minOccurs:</td><td>0</td></tr> <tr> <td>maxOccurs:</td><td>1</td></tr> </table>	content:	complex	minOccurs:	0	maxOccurs:	1
content:	complex						
minOccurs:	0						
maxOccurs:	1						
Model	Tracking*						
Children	Tracking						
Instance	<pre> <TrackingEvents> <Tracking event="">{0,unbounded}</Tracking> </TrackingEvents> </pre>						
Source	<pre> <xs:element maxOccurs="1" minOccurs="0" name="TrackingEvents" type="TrackingEvents_type"> <xs:annotation> <xs:documentation>The creativeView should always be requested when present. For Companions creativeView is the only supported event.</xs:documentation> </xs:annotation> </xs:element> </pre>						

Element Companion_type / CompanionClickThrough

Namespace	No namespace						
Annotations	URL to open as destination page when user clicks on the the companion banner ad.						
Diagram							
Type	xs:anyURI						
Properties	<table> <tr> <td>content:</td><td>simple</td></tr> <tr> <td>minOccurs:</td><td>0</td></tr> <tr> <td>maxOccurs:</td><td>1</td></tr> </table>	content:	simple	minOccurs:	0	maxOccurs:	1
content:	simple						
minOccurs:	0						
maxOccurs:	1						

Source	<pre><xs:element name="CompanionClickThrough" type="xs:anyURI" minOccurs="0" maxOccurs="1"> <xs:annotation> <xs:documentation>URL to open as destination page when user clicks on the the companion banner ad.</xs:documentation> </xs:annotation> </xs:element></pre>
--------	--

Element Companion_type / AltText

Namespace	No namespace						
Annotations	Alt text to be displayed when companion is rendered in HTML environment.						
Diagram							
Type	xs:string						
Properties	<table> <tr> <td>content:</td><td>simple</td></tr> <tr> <td>minOccurs:</td><td>0</td></tr> <tr> <td>maxOccurs:</td><td>1</td></tr> </table>	content:	simple	minOccurs:	0	maxOccurs:	1
content:	simple						
minOccurs:	0						
maxOccurs:	1						
Source	<pre><xs:element name="AltText" type="xs:string" minOccurs="0" maxOccurs="1"> <xs:annotation> <xs:documentation>Alt text to be displayed when companion is rendered in HTML environment.</xs:documentation> </xs:annotation> </xs:element></pre>						

Element Companion_type / AdParameters

Namespace	No namespace						
Annotations	Data to be passed into the companion ads. The apiFramework defines the method to use for communication (e.g. "FlashVar")						
Diagram							
Type	xs:string						
Properties	<table> <tr> <td>content:</td><td>simple</td></tr> <tr> <td>minOccurs:</td><td>0</td></tr> <tr> <td>maxOccurs:</td><td>1</td></tr> </table>	content:	simple	minOccurs:	0	maxOccurs:	1
content:	simple						
minOccurs:	0						
maxOccurs:	1						
Source	<pre><xs:element name="AdParameters" type="xs:string" minOccurs="0" maxOccurs="1"> <xs:annotation> <xs:documentation>Data to be passed into the companion ads. The apiFramework defines the method to use for communication (e.g. "FlashVar")</xs:documentation> </xs:annotation> </xs:element></pre>						

Element Creative / Creatives / InLine / Ad / VAST / NonLinearAds

Namespace	No namespace						
Diagram							
Properties	<table> <tr> <td>content:</td><td>complex</td></tr> <tr> <td>minOccurs:</td><td>0</td></tr> <tr> <td>maxOccurs:</td><td>1</td></tr> </table>	content:	complex	minOccurs:	0	maxOccurs:	1
content:	complex						
minOccurs:	0						
maxOccurs:	1						
Model	TrackingEvents{0,1} , NonLinear+						
Children	NonLinear, TrackingEvents						
Instance	<pre><NonLinearAds> <TrackingEvents>{0,1}</TrackingEvents> <NonLinear apiFramework="" expandedHeight="" expandedWidth="" height="" id="" maintainAspectRatio="" m NonLinear></pre>						

	</NonLinearAds>
Source	<pre> <xs:element name="NonLinearAds" minOccurs="0" maxOccurs="1"> <xs:complexType> <xs:sequence> <xs:element name="TrackingEvents" minOccurs="0" type="TrackingEvents_type" maxOccurs="1"> </xs:element> <xs:element name="NonLinear" minOccurs="1" maxOccurs="unbounded" type="NonLinear_type"> <xs:annotation> <xs:documentation>Any number of companions in any desired pixel dimensions.</ xs:documentation> </xs:annotation> </xs:element> </xs:sequence> </xs:complexType> </xs:element> </pre>

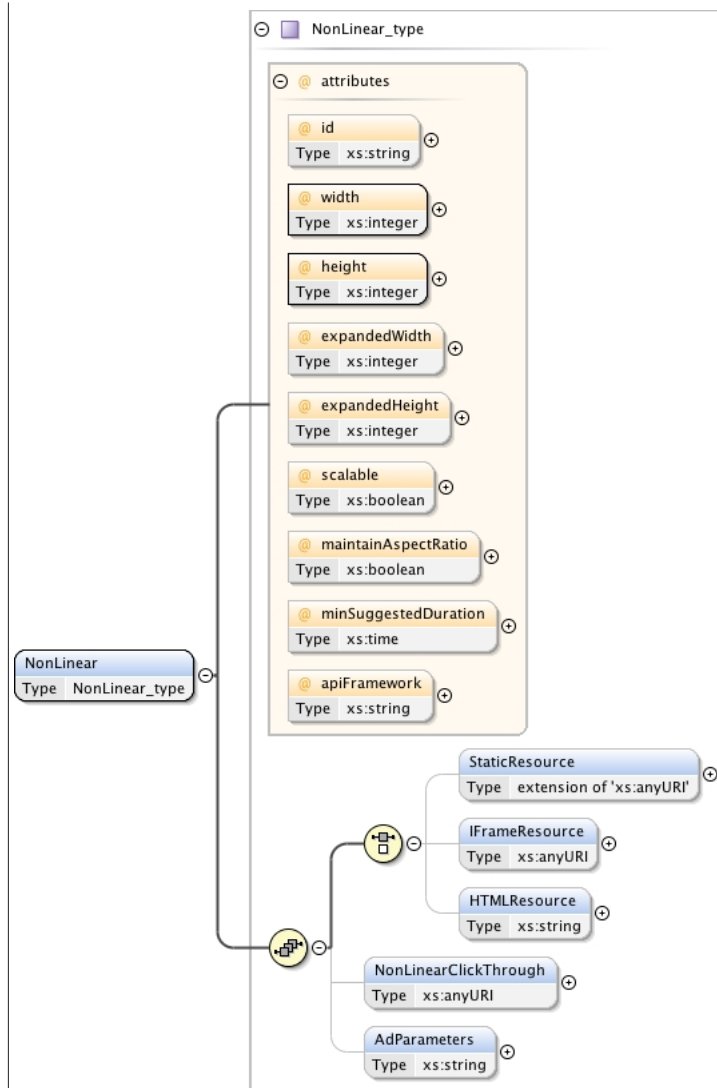
Element NonLinearAds / Creative / Creatives / InLine / Ad / VAST / TrackingEvents

Namespace	No namespace						
Diagram	<pre> classDiagram class TrackingEvents { <<complexType>> <<sequence>> TrackingEvents } class NonLinear { <<complexType>> NonLinear } TrackingEvents "0..1" -- "1..unbounded" NonLinear NonLinear <..> "Any number of companions in any desired pixel dimensions." </pre>						
Type	TrackingEvents_type						
Properties	<table> <tr> <td>content:</td><td>complex</td></tr> <tr> <td>minOccurs:</td><td>0</td></tr> <tr> <td>maxOccurs:</td><td>1</td></tr> </table>	content:	complex	minOccurs:	0	maxOccurs:	1
content:	complex						
minOccurs:	0						
maxOccurs:	1						
Model	Tracking*						
Children	Tracking						
Instance	<pre> <TrackingEvents> <Tracking event=" ">{0,unbounded}</Tracking> </TrackingEvents> </pre>						
Source	<pre> <xs:element name="TrackingEvents" minOccurs="0" type="TrackingEvents_type" maxOccurs="1"> </xs:element> </pre>						

Element NonLinearAds / Creative / Creatives / InLine / Ad / VAST / NonLinear

Namespace	No namespace
Annotations	Any number of companions in any desired pixel dimensions.

Diagram



Type	NonLinear_type				
Properties	content:		complex		
	minOccurs:		1		
	maxOccurs:		unbounded		
Model	(StaticResource{0,1} IFrameResource{0,1} HTMLResource{0,1}) , NonLinearClickThrough{0,1} , AdParameters{0,1}				
Children	AdParameters, HTMLResource, IFrameResource, NonLinearClickThrough, StaticResource				
Instance	<pre><NonLinear apiFramework="" expandedHeight="" expandedWidth="" height="" id="" maintainAspectRatio="" minSuggestedDuration=""> <StaticResource creativeType="">{0,1}</StaticResource> <IFrameResource>{0,1}</IFrameResource> <HTMLResource>{0,1}</HTMLResource> <NonLinearClickThrough>{0,1}</NonLinearClickThrough> <AdParameters>{0,1}</AdParameters> </NonLinear></pre>				
Attributes	QName	Type	Fixed	Default	Use
	apiFramework	xs:string			optional
		The apiFramework defines the method to use for communication with the nonlinear element			
	expandedHeight	xs:integer			optional
		Pixel dimensions of expanding nonlinear ad when in expanded state			
	expandedWidth	xs:integer			optional
		Pixel dimensions of expanding nonlinear ad when in expanded state			
	height	xs:integer			required

	QName	Type	Fixed	Default	Use
		Pixel dimensions of companion			
	id	xs:string			optional
		Optional identifier			
	maintainAspectRatio	xs:boolean			optional
		Whether the ad must have its aspect ratio maintained when scales			
	minSuggestedDuration	xs:time			optional
		Suggested duration to display non-linear ad, typically for animation to complete. Expressed in standard time format hh:mm:ss			
	scalable	xs:boolean			optional
		Whether it is acceptable to scale the image.			
	width	xs:integer			required
		Pixel dimensions of companion			
Source	<xs:element name="NonLinear" minOccurs="1" maxOccurs="unbounded" type="NonLinear_type"> <xs:annotation> <xs:documentation>Any number of companions in any desired pixel dimensions.</ xs:documentation> </xs:annotation> </xs:element>				

Element NonLinear_type / StaticResource


Namespace	No namespace				
Annotations	URL to a static file, such as an image or SWF file				
Diagram	<p>The diagram illustrates the StaticResource type as a complex type that extends the xs:anyURI base type. The StaticResource type is shown as a blue box with the text 'StaticResource' and 'Type extension of 'xs:anyURI''. It is connected to the xs:anyURI base type (a purple box) by a line with an open circle at the StaticResource end and a closed circle at the xs:anyURI end. The StaticResource type has an attribute named 'creativeType' (a yellow box) of type 'xs:string' (a blue box). The attribute is shown with a yellow circle and a plus sign, indicating it is a required attribute. The attribute is also shown with a yellow circle and a plus sign, indicating it is a required attribute.</p>				
Type	extension of xs:anyURI				
Properties	content:	complex			
	minOccurs:	0			
	maxOccurs:	1			
Attributes	QName	Type	Fixed	Default	Use
	creativeType	xs:string			required
		Mime type of static resource			
Source	<pre><xs:element name="StaticResource" minOccurs="0" maxOccurs="1"> <xs:annotation> <xs:documentation>URL to a static file, such as an image or SWF file</ xs:documentation> </xs:annotation> <xs:complexType> <xs:simpleContent> <xs:extension base="xs:anyURI"> <xs:attribute name="creativeType" type="xs:string" use="required"> <xs:annotation> <xs:documentation>Mime type of static resource</xs:documentation> </xs:annotation> </xs:attribute> </xs:extension> </xs:simpleContent> </xs:complexType> </xs:element></pre>				

Element NonLinear_type / IFrameResource

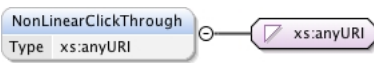
Namespace	No namespace				
Annotations	URL source for an IFrame to display the companion element				
Diagram	<pre> classDiagram class IFrameResource { +xs:anyURI } IFrameResource -- > xs:anyURI </pre>				

Type	xs:anyURI
Properties	content: simple
	minOccurs: 0
	maxOccurs: 1
Source	<pre><xs:element name="IFrameResource" type="xs:anyURI" minOccurs="0" maxOccurs="1"> <xs:annotation> <xs:documentation>URL source for an IFrame to display the companion element</ </xs:annotation> </xs:element></pre>


Element NonLinear_type / HTMLResource

Namespace	No namespace
Annotations	HTML to display the companion element
Diagram	 <pre>graph LR HTMLResource[HTMLResource Type xs:string] --> xsString[xs:string]</pre>
Type	xs:string
Properties	content: simple
	minOccurs: 0
	maxOccurs: 1
Source	<pre><xs:element name="HTMLResource" type="xs:string" minOccurs="0" maxOccurs="1"> <xs:annotation> <xs:documentation>HTML to display the companion element</xs:documentation> </xs:annotation> </xs:element></pre>

Element NonLinear_type / NonLinearClickThrough

Namespace	No namespace
Annotations	URL to open as destination page when user clicks on the the non-linear ad unit.
Diagram	 <pre>graph LR NonLinearClickThrough[NonLinearClickThrough Type xs:anyURI] --> xsAnyURI[xs:anyURI]</pre>
Type	xs:anyURI
Properties	content: simple
	minOccurs: 0
	maxOccurs: 1
Source	<pre><xs:element name="NonLinearClickThrough" type="xs:anyURI" minOccurs="0" maxOccurs="1"> <xs:annotation> <xs:documentation>URL to open as destination page when user clicks on the the non- linear ad unit.</xs:documentation> </xs:annotation> </xs:element></pre>

Element NonLinear_type / AdParameters

Namespace	No namespace
Annotations	Data to be passed into the video ad.
Diagram	 <pre>graph LR AdParameters[AdParameters Type xs:string] --> xsString[xs:string]</pre>
Type	xs:string
Properties	content: simple
	minOccurs: 0
	maxOccurs: 1
Source	<pre><xs:element name="AdParameters" type="xs:string" minOccurs="0" maxOccurs="1"> <xs:annotation> <xs:documentation>Data to be passed into the video ad.</xs:documentation> </xs:annotation> </xs:element></pre>

Element InLine / Ad / VAST / Extensions

Namespace	No namespace						
Diagram							
Properties	<table> <tr> <td>content:</td><td>complex</td></tr> <tr> <td>minOccurs:</td><td>0</td></tr> <tr> <td>maxOccurs:</td><td>1</td></tr> </table>	content:	complex	minOccurs:	0	maxOccurs:	1
content:	complex						
minOccurs:	0						
maxOccurs:	1						
Model	Extension*						
Children	Extension						
Instance	<pre><Extensions> <Extension>{0,unbounded}</Extension> </Extensions></pre>						
Source	<pre><xs:element name="Extensions" minOccurs="0" maxOccurs="1"> <xs:complexType> <xs:sequence> <xs:element name="Extension" type="xs:anyType" minOccurs="0" maxOccurs="unbounded"> <xs:annotation> <xs:documentation>Any valid XML may be included in the Extensions node</ xs:documentation> </xs:annotation> </xs:element> </xs:sequence> </xs:complexType> </xs:element></pre>						

Element Extensions / InLine / Ad / VAST / Extension

Namespace	No namespace				
Annotations	Any valid XML may be included in the Extensions node				
Diagram					
Properties	<table> <tr> <td>minOccurs:</td><td>0</td></tr> <tr> <td>maxOccurs:</td><td>unbounded</td></tr> </table>	minOccurs:	0	maxOccurs:	unbounded
minOccurs:	0				
maxOccurs:	unbounded				
Source	<pre><xs:element name="Extension" type="xs:anyType" minOccurs="0" maxOccurs="unbounded"> <xs:annotation> <xs:documentation>Any valid XML may be included in the Extensions node</ xs:documentation> </xs:annotation> </xs:element></pre>				

Element Ad / VAST / Wrapper

Namespace	No namespace
Annotations	Second-level element surrounding wrapper ad pointing to Secondary ad server.
Diagram	

Properties	content: complex
	minOccurs: 0
	maxOccurs: 1
Model	AdSystem , VASTAdTagURI , Error{0,1} , Impression+ , Creatives , Extensions{0,1}
Children	AdSystem, Creatives, Error, Extensions, Impression, VASTAdTagURI
Instance	<pre> <Wrapper> <AdSystem version="">{1,1}</AdSystem> <VASTAdTagURI>{1,1}</VASTAdTagURI> <Error>{0,1}</Error> <Impression>{1,unbounded}</Impression> <Creatives>{1,1}</Creatives> <Extensions>{0,1}</Extensions> </Wrapper> </pre>
Source	<pre> <xs:element name="Wrapper" maxOccurs="1" minOccurs="0"> <xs:annotation> <xs:documentation>Second-level element surrounding wrapper ad pointing to Secondary ad server.</xs:documentation> </xs:annotation> <xs:complexType> <xs:sequence> <xs:element name="AdSystem" type="AdSystem_type" maxOccurs="1" minOccurs="1"> <xs:annotation> <xs:documentation>Indicates source ad server</xs:documentation> </xs:annotation> </xs:element> <xs:element name="VASTAdTagURI" type="xs:anyURI" maxOccurs="1" minOccurs="1"> <xs:annotation> <xs:documentation>URL of ad tag of downstream Secondary Ad Server</ xs:documentation> </xs:annotation> </xs:element> <xs:element name="Error" type="xs:anyURI" minOccurs="0" maxOccurs="1"> <xs:annotation> <xs:documentation>URL to request if ad does not play due to error</ xs:documentation> </xs:annotation> </xs:element> <xs:element name="Impression" type="xs:anyURI" maxOccurs="unbounded" minOccurs="1"> <xs:annotation> <xs:documentation>URL to request to track an impression</xs:documentation> </xs:annotation> </xs:element> <xs:element name="Creatives"> <xs:complexType> <xs:sequence> <xs:element name="Creative" maxOccurs="unbounded" minOccurs="0"> <xs:complexType> <xs:choice> <xs:element name="Linear" minOccurs="0" maxOccurs="1"> <xs:complexType> <xs:sequence> <xs:element name="TrackingEvents" minOccurs="0" type="TrackingEvents_type" maxOccurs="1"> </xs:element> <xs:element name="VideoClicks" minOccurs="0" maxOccurs="1"> <xs:complexType> <xs:sequence> <xs:element name="ClickTracking" minOccurs="0" maxOccurs="unbounded"> <xs:annotation> <xs:documentation>URL to request for tracking purposes when user clicks on the video</xs:documentation> </xs:annotation> <xs:complexType> <xs:simpleContent> <xs:extension base="xs:anyURI"> <xs:attribute name="id" type="xs:string" use="optional"/> </xs:extension> </xs:simpleContent> </xs:complexType> </xs:sequence> </xs:element> </xs:sequence> </xs:complexType> </xs:element> </xs:sequence> </xs:complexType> </xs:element> </xs:sequence> </xs:complexType> </xs:element> </xs:sequence> </xs:complexType> </xs:element> </pre>

```

<xs:element name="CompanionAds" minOccurs="0" maxOccurs="1">
  <xs:complexType>
    <xs:sequence>
      <xs:element name="Companion" minOccurs="0" maxOccurs="unbounded"
type="Companion_type">
        <xs:annotation>
          <xs:documentation>Definition of Companion ad, if served
separately</xs:documentation>
        </xs:annotation>
      </xs:element>
    </xs:sequence>
  </xs:complexType>
</xs:element>
<xs:element name="NonLinearAds" minOccurs="0" maxOccurs="1">
  <xs:complexType>
    <xs:sequence>
      <xs:element name="TrackingEvents" minOccurs="0"
type="TrackingEvents_type" maxOccurs="1">
        </xs:element>
      <xs:element name="NonLinear" minOccurs="0" maxOccurs="unbounded"
type="NonLinear_type">
        <xs:annotation>
          <xs:documentation>Any number of companions in any desired
pixel dimensions.</xs:documentation>
        </xs:annotation>
      </xs:element>
    </xs:sequence>
  </xs:complexType>
</xs:element>
<xs:choice>
  <xs:attribute name="id" type="xs:string" use="optional"/>
  <xs:attribute name="sequence" type="xs:integer" use="optional">
    <xs:annotation>
      <xs:documentation>The preferred order in which multiple Creatives
should be displayed</xs:documentation>
    </xs:annotation>
  </xs:attribute>
  <xs:attribute name="AdID" type="xs:string" use="optional">
    <xs:annotation>
      <xs:documentation>Ad-ID for the creative (formerly ISCI)</
xs:documentation>
    </xs:annotation>
  </xs:attribute>
</xs:choice>
</xs:complexType>
</xs:sequence>
</xs:complexType>
</xs:element>
<xs:element name="Extensions" minOccurs="0" maxOccurs="1">
  <xs:complexType>
    <xs:sequence>
      <xs:element name="Extension" type="xs:anyType" minOccurs="0"
maxOccurs="unbounded">
        <xs:annotation>
          <xs:documentation>Any valid XML may be included in the Extensions node</
xs:documentation>
        </xs:annotation>
      </xs:element>
    </xs:sequence>
  </xs:complexType>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>


```

Element Wrapper / Ad / VAST / AdSystem


Namespace	No namespace
Annotations	Indicates source ad server
Diagram	<pre> classDiagram class AdSystem { <xs:string> +attributes +version : xs:string } class AdSystem_type { <xs:string> } AdSystem -- > AdSystem_type </pre>

Type	AdSystem_type				
Properties	content:		complex		
	minOccurs:		1		
	maxOccurs:		1		
Attributes	QName	Type	Fixed	Default	Use
	version	xs:string			optional
		Internal version used by ad system			
Source	<pre><xs:element name="AdSystem" type="AdSystem_type" maxOccurs="1" minOccurs="1"> <xs:annotation> <xs:documentation>Indicates source ad server</xs:documentation> </xs:annotation> </xs:element></pre>				


Element Wrapper / Ad / VAST / VASTAdTagURI

Namespace	No namespace
Annotations	URL of ad tag of downstream Secondary Ad Server
Diagram	
Type	xs:anyURI
Properties	content: simple
	minOccurs: 1
	maxOccurs: 1
Source	<xs:element name="VASTAdTagURI" type="xs:anyURI" maxOccurs="1" minOccurs="1"> <xs:annotation> <xs:documentation>URL of ad tag of downstream Secondary Ad Server</xs:documentation> </xs:annotation> </xs:element>

Element Wrapper / Ad / VAST / Error

Namespace	No namespace		
Annotations	URL to request if ad does not play due to error		
Diagram			
Type	xs:anyURI		
Properties	content:	simple	
	minOccurs:	0	
	maxOccurs:	1	
Source	<pre><xs:element name="Error" type="xs:anyURI" minOccurs="0" maxOccurs="1"> <xs:annotation> <xs:documentation>URL to request if ad does not play due to error</xs:documentation> </xs:annotation> </xs:element></pre>		

Element Wrapper / Ad / VAST / Impression

Namespace	No namespace				
Annotations	URL to request to track an impression				
Diagram					
Type	xs:anyURI				
Properties	content:	simple			
	minOccurs:	1			
	maxOccurs:	unbounded			

Source	<pre><xs:element name="Impression" type="xs:anyURI" maxOccurs="unbounded" minOccurs="1"> <xs:annotation> <xs:documentation>URL to request to track an impression</xs:documentation> </xs:annotation> </xs:element></pre>
--------	--

Element Wrapper / Ad / VAST / Creatives

Namespace	No namespace
Diagram	
Properties	content: complex
Model	Creative*
Children	Creative
Instance	<pre><Creatives> <Creative AdID="" id="" sequence="">{0,unbounded}</Creative> </Creatives></pre>
Source	<pre><xs:element name="Creatives"> <xs:complexType> <xs:sequence> <xs:element name="Creative" maxOccurs="unbounded" minOccurs="0"> <xs:complexType> <xs:choice> <xs:element name="Linear" minOccurs="0" maxOccurs="1"> <xs:complexType> <xs:sequence> <xs:element name="TrackingEvents" minOccurs="0" type="TrackingEvents_type" maxOccurs="1"> </xs:element> <xs:element name="VideoClicks" minOccurs="0" maxOccurs="1"> <xs:complexType> <xs:sequence> <xs:element name="ClickTracking" minOccurs="0" maxOccurs="unbounded"> <xs:annotation> <xs:documentation>URL to request for tracking purposes when user clicks on the video</xs:documentation> </xs:annotation> <xs:complexType> <xs:simpleContent> <xs:extension base="xs:anyURI"> <xs:attribute name="id" type="xs:string" use="optional"/> </xs:extension> </xs:simpleContent> </xs:complexType> </xs:sequence> </xs:element> </xs:sequence> </xs:complexType> </xs:element> </xs:choice> </xs:complexType> </xs:element> </xs:sequence> </xs:complexType> </xs:element> <xs:element name="CompanionAds" minOccurs="0" maxOccurs="1"> <xs:complexType> <xs:sequence> <xs:element name="Companion" minOccurs="0" maxOccurs="unbounded" type="Companion_type"> <xs:annotation> <xs:documentation>Definition of Companion ad, if served separately</ xs:documentation> </xs:annotation> </xs:element> </xs:sequence> </xs:complexType> </xs:element> <xs:element name="NonLinearAds" minOccurs="0" maxOccurs="1"> <xs:complexType> <xs:sequence> <xs:element name="TrackingEvents" minOccurs="0" type="TrackingEvents_type" maxOccurs="1"> </xs:element> <xs:element name="NonLinear" minOccurs="0" maxOccurs="unbounded" type="NonLinear_type"> <xs:annotation> <xs:documentation>Any number of companions in any desired pixel dimensions.</xs:documentation> </xs:annotation> </xs:element> </xs:sequence> </xs:complexType> </xs:element> </xs:sequence> </xs:complexType> </xs:element></pre>

```

        </xs:element>
      </xs:sequence>
    </xs:complexType>
  </xs:element>
</xs:choice>
<xs:attribute name="id" type="xs:string" use="optional"/>
<xs:attribute name="sequence" type="xs:integer" use="optional">
  <xs:annotation>
    <xs:documentation>The preferred order in which multiple Creatives should be
displayed</xs:documentation>
  </xs:annotation>
</xs:attribute>
<xs:attribute name="AdID" type="xs:string" use="optional">
  <xs:annotation>
    <xs:documentation>Ad-ID for the creative (formerly ISCI)</xs:documentation>
  </xs:annotation>
</xs:attribute>
</xs:complexType>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>

```

Element Creatives / Wrapper / Ad / VAST / Creative

Namespace	No namespace										
Diagram											
Properties	<table><tr><td>content:</td><td>complex</td></tr><tr><td>minOccurs:</td><td>0</td></tr><tr><td>maxOccurs:</td><td>unbounded</td></tr></table>					content:	complex	minOccurs:	0	maxOccurs:	unbounded
content:	complex										
minOccurs:	0										
maxOccurs:	unbounded										
Model	Linear{0,1} CompanionAds{0,1} NonLinearAds{0,1}										
Children	CompanionAds, Linear, NonLinearAds										
Instance	<pre><Creative AdID="" id="" sequence=""> <Linear>{0,1}</Linear> <CompanionAds>{0,1}</CompanionAds> <NonLinearAds>{0,1}</NonLinearAds> </Creative></pre>										
Attributes	QName	Type	Fixed	Default	Use						
	AdID	xs:string			optional						
	Ad-ID for the creative (formerly ISCI)										
	id	xs:string			optional						
	sequence	xs:integer			optional						
	The preferred order in which multiple Creatives should be displayed										
Source	<pre><xs:element name="Creative" maxOccurs="unbounded" minOccurs="0"> <xs:complexType> <xs:choice> <xs:element name="Linear" minOccurs="0" maxOccurs="1"> <xs:complexType> <xs:sequence> <xs:element name="TrackingEvents" minOccurs="0" type="TrackingEvents_type" maxOccurs="1"> </xs:sequence> </xs:complexType> <xs:element name="VideoClicks" minOccurs="0" maxOccurs="1"> <xs:complexType> <xs:sequence></pre>										

```

<xs:element name="ClickTracking" minOccurs="0" maxOccurs="unbounded">
  <xs:annotation>
    <xs:documentation>URL to request for tracking purposes when user
clicks on the video</xs:documentation>
  </xs:annotation>
  <xs:complexType>
    <xs:simpleContent>
      <xs:extension base="xs:anyURI">
        <xs:attribute name="id" type="xs:string" use="optional"/>
      </xs:extension>
    </xs:simpleContent>
  </xs:complexType>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>
<xs:element name="CompanionAds" minOccurs="0" maxOccurs="1">
  <xs:complexType>
    <xs:sequence>
      <xs:element name="Companion" minOccurs="0" maxOccurs="unbounded"
type="Companion_type">
        <xs:annotation>
          <xs:documentation>Definition of Companion ad, if served separately</
xs:documentation>
        </xs:annotation>
      </xs:element>
    </xs:sequence>
  </xs:complexType>
</xs:element>
<xs:element name="NonLinearAds" minOccurs="0" maxOccurs="1">
  <xs:complexType>
    <xs:sequence>
      <xs:element name="TrackingEvents" minOccurs="0" type="TrackingEvents_type"
maxOccurs="1">
        </xs:element>
      <xs:element name="NonLinear" minOccurs="0" maxOccurs="unbounded"
type="NonLinear_type">
        <xs:annotation>
          <xs:documentation>Any number of companions in any desired pixel
dimensions.</xs:documentation>
        </xs:annotation>
      </xs:element>
    </xs:sequence>
  </xs:complexType>
</xs:element>
</xs:choice>
<xs:attribute name="id" type="xs:string" use="optional"/>
<xs:attribute name="sequence" type="xs:integer" use="optional">
  <xs:annotation>
    <xs:documentation>The preferred order in which multiple Creatives should be
displayed</xs:documentation>
  </xs:annotation>
</xs:attribute>
<xs:attribute name="AdID" type="xs:string" use="optional">
  <xs:annotation>
    <xs:documentation>Ad-ID for the creative (formerly ISCI)</xs:documentation>
  </xs:annotation>
</xs:attribute>
</xs:complexType>
</xs:element>

```

Element Creative / Creatives / Wrapper / Ad / VAST / Linear

Namespace	No namespace						
Diagram							
Properties	<table> <tr> <td>content:</td><td>complex</td></tr> <tr> <td>minOccurs:</td><td>0</td></tr> <tr> <td>maxOccurs:</td><td>1</td></tr> </table>	content:	complex	minOccurs:	0	maxOccurs:	1
content:	complex						
minOccurs:	0						
maxOccurs:	1						
Model	TrackingEvents{0,1} , VideoClicks{0,1}						
Children	TrackingEvents, VideoClicks						

Instance	<pre> <Linear> <TrackingEvents>{0,1}</TrackingEvents> <VideoClicks>{0,1}</VideoClicks> </Linear> </pre>
Source	<pre> <xs:element name="Linear" minOccurs="0" maxOccurs="1"> <xs:complexType> <xs:sequence> <xs:element name="TrackingEvents" minOccurs="0" type="TrackingEvents_type" maxOccurs="1"> </xs:element> <xs:element name="VideoClicks" minOccurs="0" maxOccurs="1"> <xs:complexType> <xs:sequence> <xs:element name="ClickTracking" minOccurs="0" maxOccurs="unbounded"> <xs:annotation> <xs:documentation>URL to request for tracking purposes when user clicks on the video</xs:documentation> </xs:annotation> <xs:complexType> <xs:simpleContent> <xs:extension base="xs:anyURI"> <xs:attribute name="id" type="xs:string" use="optional"/> </xs:extension> </xs:simpleContent> </xs:complexType> </xs:element> </xs:sequence> </xs:complexType> </xs:element> </xs:sequence> </xs:complexType> </xs:element> </xs:sequence> </xs:complexType> </xs:element> </pre>

Element Linear / Creative / Creatives / Wrapper / Ad / VAST / TrackingEvents

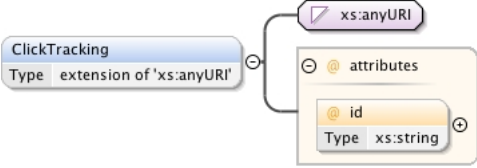
Namespace	No namespace						
Diagram							
Type	TrackingEvents_type						
Properties	<table> <tr> <td>content:</td><td>complex</td></tr> <tr> <td>minOccurs:</td><td>0</td></tr> <tr> <td>maxOccurs:</td><td>1</td></tr> </table>	content:	complex	minOccurs:	0	maxOccurs:	1
content:	complex						
minOccurs:	0						
maxOccurs:	1						
Model	Tracking*						
Children	Tracking						
Instance	<pre> <TrackingEvents> <Tracking event=" ">{0,unbounded}</Tracking> </TrackingEvents> </pre>						
Source	<pre> <xs:element name="TrackingEvents" minOccurs="0" type="TrackingEvents_type" maxOccurs="1"> </xs:element> </pre>						

Element Linear / Creative / Creatives / Wrapper / Ad / VAST / VideoClicks

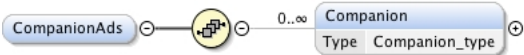
Namespace	No namespace						
Diagram							
Properties	<table> <tr> <td>content:</td><td>complex</td></tr> <tr> <td>minOccurs:</td><td>0</td></tr> <tr> <td>maxOccurs:</td><td>1</td></tr> </table>	content:	complex	minOccurs:	0	maxOccurs:	1
content:	complex						
minOccurs:	0						
maxOccurs:	1						
Model	ClickTracking*						
Children	ClickTracking						
Instance	<pre> <VideoClicks> <ClickTracking id=" ">{0,unbounded}</ClickTracking> </VideoClicks> </pre>						

Source	<pre> <xs:element name="VideoClicks" minOccurs="0" maxOccurs="1"> <xs:complexType> <xs:sequence> <xs:element name="ClickTracking" minOccurs="0" maxOccurs="unbounded"> <xs:annotation> <xs:documentation>URL to request for tracking purposes when user clicks on the video</xs:documentation> </xs:annotation> <xs:complexType> <xs:simpleContent> <xs:extension base="xs:anyURI"> <xs:attribute name="id" type="xs:string" use="optional"/> </xs:extension> </xs:simpleContent> </xs:complexType> </xs:element> </xs:sequence> </xs:complexType> </xs:element> </pre>
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Element VideoClicks / Linear / Creative / Creatives / Wrapper / Ad / VAST / ClickTracking

Namespace	No namespace				
Annotations	URL to request for tracking purposes when user clicks on the video				
Diagram					
Type	extension of xs:anyURI				
Properties	content:	complex			
	minOccurs:	0			
	maxOccurs:	unbounded			
Attributes	QName	Type	Fixed	Default	Use
	id	xs:string			optional
Source	<pre> <xs:element name="ClickTracking" minOccurs="0" maxOccurs="unbounded"> <xs:annotation> <xs:documentation>URL to request for tracking purposes when user clicks on the video</ xs:documentation> </xs:annotation> <xs:complexType> <xs:simpleContent> <xs:extension base="xs:anyURI"> <xs:attribute name="id" type="xs:string" use="optional"/> </xs:extension> </xs:simpleContent> </xs:complexType> </xs:element> </pre>				

Element Creative / Creatives / Wrapper / Ad / VAST / CompanionAds

Namespace	No namespace						
Diagram							
Properties	<table><tr><td>content:</td><td>complex</td></tr><tr><td>minOccurs:</td><td>0</td></tr><tr><td>maxOccurs:</td><td>1</td></tr></table>	content:	complex	minOccurs:	0	maxOccurs:	1
content:	complex						
minOccurs:	0						
maxOccurs:	1						
Model	Companion*						
Children	Companion						
Instance	<pre><CompanionAds> <Companion apiFramework="" expandedHeight="" expandedWidth="" height="" id="" width="">{0,unbounded}< Companion> </CompanionAds></pre>						

Source	<pre> <xs:element name="CompanionAds" minOccurs="0" maxOccurs="1"> <xs:complexType> <xs:sequence> <xs:element name="Companion" minOccurs="0" maxOccurs="unbounded" type="Companion_type"> <xs:annotation> <xs:documentation>Definition of Companion ad, if served separately</ xs:documentation> </xs:annotation> </xs:element> </xs:sequence> </xs:complexType> </xs:element> </pre>
--------	---

Element CompanionAds / Creative / Creatives / Wrapper / Ad / VAST / Companion

Namespace	No namespace						
Annotations	Definition of Companion ad, if served separately						
Diagram	<p>The diagram illustrates the structure of the Companion_type complex type. It is a sequence of elements:</p> <ul style="list-style-type: none"> attributes (sequence): <ul style="list-style-type: none"> id (Type: xs:string) width (Type: xs:integer) height (Type: xs:integer) expandedWidth (Type: xs:integer) expandedHeight (Type: xs:integer) apiFramework (Type: xs:string) Choice 1 (sequence): <ul style="list-style-type: none"> StaticResource (Type: extension of 'xs:anyURI') IFrameResource (Type: xs:anyURI) HTMLResource (Type: xs:string) Choice 2 (sequence): <ul style="list-style-type: none"> TrackingEvents (Type: TrackingEvents_type) CompanionClickThrough (Type: xs:anyURI) AltText (Type: xs:string) AdParameters (Type: xs:string) <p>The Companion element (Type: Companion_type) is shown as a container for these elements.</p>						
Type	Companion_type						
Properties	<table> <tr> <td>content:</td><td>complex</td></tr> <tr> <td>minOccurs:</td><td>0</td></tr> <tr> <td>maxOccurs:</td><td>unbounded</td></tr> </table>	content:	complex	minOccurs:	0	maxOccurs:	unbounded
content:	complex						
minOccurs:	0						
maxOccurs:	unbounded						
Model	(StaticResource{0,1} IFrameResource{0,1} HTMLResource{0,1}) , TrackingEvents{0,1} , CompanionClickThrough{0,1} , AltText{0,1} , AdParameters{0,1}						
Children	AdParameters, AltText, CompanionClickThrough, HTMLResource, IFrameResource, StaticResource, TrackingEvents						
Instance	<pre> <Companion apiFramework="" expandedHeight="" expandedWidth="" height="" id="" width=""> <StaticResource creativeType="">{0,1}</StaticResource> <IFrameResource>{0,1}</IFrameResource> </pre>						

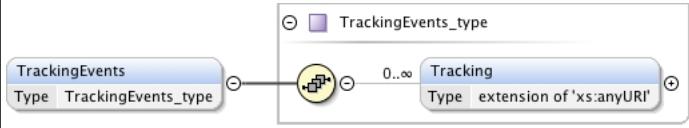
	<pre><HTMLResource>{0,1}</HTMLResource> <TrackingEvents>{0,1}</TrackingEvents> <CompanionClickThrough>{0,1}</CompanionClickThrough> <AltText>{0,1}</AltText> <AdParameters>{0,1}</AdParameters> </Companion></pre>				
Attributes	QName	Type	Fixed	Default	Use
	apiFramework	xs:string			optional
		The apiFramework defines the method to use for communication with the companion			
	expandedHeight	xs:integer			optional
		Pixel dimensions of expanding companion ad when in expanded state			
	expandedWidth	xs:integer			optional
		Pixel dimensions of expanding companion ad when in expanded state			
	height	xs:integer			required
		Pixel dimensions of companion			
	id	xs:string			optional
		Optional identifier			
	width	xs:integer			required
	Pixel dimensions of companion				
Source	<pre><xs:element name="Companion" minOccurs="0" maxOccurs="unbounded" type="Companion_type"> <xs:annotation> <xs:documentation>Definition of Companion ad, if served separately</xs:documentation> </xs:annotation> </xs:element></pre>				

Element Creative / Creatives / Wrapper / Ad / VAST / NonLinearAds

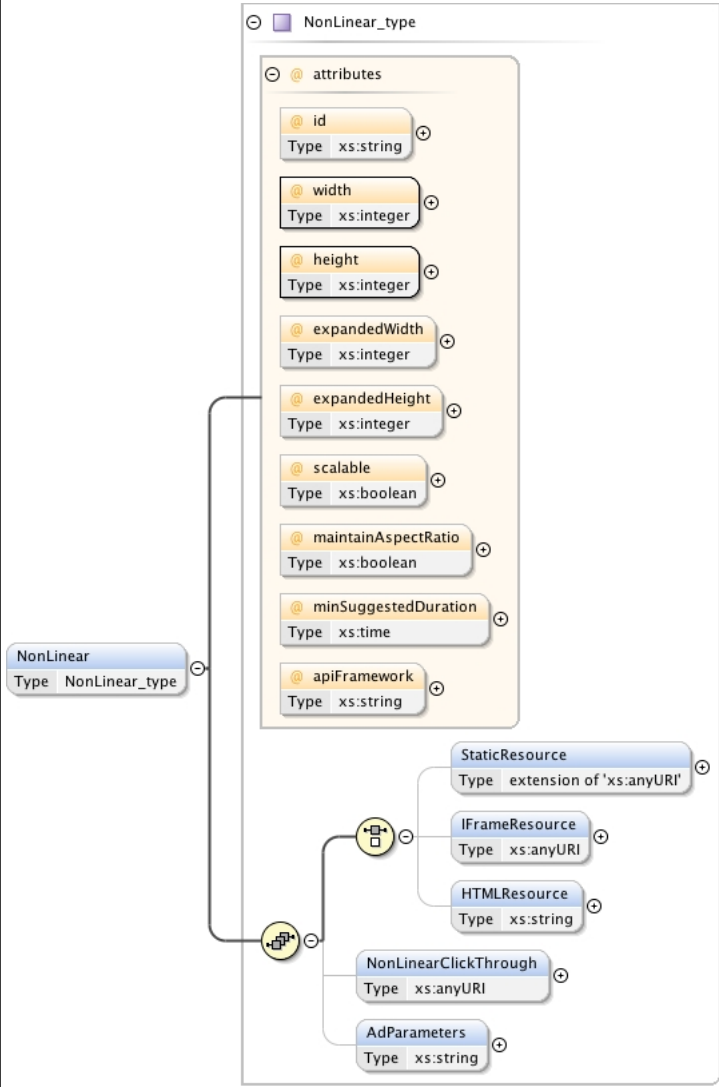
Namespace	No namespace						
Diagram							
Properties	<table> <tr> <td>content:</td><td>complex</td></tr> <tr> <td>minOccurs:</td><td>0</td></tr> <tr> <td>maxOccurs:</td><td>1</td></tr> </table>	content:	complex	minOccurs:	0	maxOccurs:	1
content:	complex						
minOccurs:	0						
maxOccurs:	1						
Model	TrackingEvents{0,1} , NonLinear*						
Children	NonLinear, TrackingEvents						
Instance	<code><NonLinearAds></code> <code><TrackingEvents>{0,1}</TrackingEvents></code> <code><NonLinear apiFramework="" expandedHeight="" expandedWidth="" height="" id="" maintainAspectRatio="" m</code> <code>NonLinear></code> <code></NonLinearAds></code>						
Source	<code><xs:element name="NonLinearAds" minOccurs="0" maxOccurs="1"></code> <code><xs:complexType></code> <code><xs:sequence></code> <code><xs:element name="TrackingEvents" minOccurs="0" type="TrackingEvents_type"</code> <code>maxOccurs="1"></code> <code></xs:element></code> <code><xs:element name="NonLinear" minOccurs="0" maxOccurs="unbounded"</code> <code>type="NonLinear_type"></code> <code><xs:annotation></code> <code><xs:documentation>Any number of companions in any desired pixel dimensions.</</code> <code>xs:documentation></code> <code></xs:annotation></code> <code></xs:element></code> <code></xs:sequence></code> <code></xs:complexType></code> <code></xs:element></code>						

Element NonLinearAds / Creative / Creatives / Wrapper / Ad / VAST / TrackingEvents

Namespace	No namespace
-----------	--------------

Diagram	 <p>The diagram shows the TrackingEvents_type structure. It consists of a TrackingEvents element (Type: TrackingEvents_type) which contains a Tracking element (Type: extension of 'xs:anyURI'). The Tracking element has a cardinality of 0..∞.</p>						
Type	TrackingEvents_type						
Properties	<table border="1"> <tr> <td>content:</td> <td>complex</td> </tr> <tr> <td>minOccurs:</td> <td>0</td> </tr> <tr> <td>maxOccurs:</td> <td>1</td> </tr> </table>	content:	complex	minOccurs:	0	maxOccurs:	1
content:	complex						
minOccurs:	0						
maxOccurs:	1						
Model	Tracking*						
Children	Tracking						
Instance	<pre><TrackingEvents> <Tracking event=" " >{0,unbounded}</Tracking> </TrackingEvents></pre>						
Source	<pre><xs:element name="TrackingEvents" minOccurs="0" type="TrackingEvents_type" maxOccurs="1"> </xs:element></pre>						

Element NonLinearAds / Creative / Creatives / Wrapper / Ad / VAST / NonLinear

Namespace	No namespace		
Annotations	Any number of companions in any desired pixel dimensions.		
Diagram	 <p>The diagram shows the NonLinear_type structure. It consists of a NonLinear element (Type: NonLinear_type) which contains a complex content model. The content model is a sequence of elements: attributes (a group of attributes), StaticResource (Type: extension of 'xs:anyURI'), IFrameResource (Type: xs:anyURI), HTMLResource (Type: xs:string), NonLinearClickThrough (Type: xs:anyURI), and AdParameters (Type: xs:string). The attributes group includes: id (Type: xs:string), width (Type: xs:integer), height (Type: xs:integer), expandedWidth (Type: xs:integer), expandedHeight (Type: xs:integer), scalable (Type: xs:boolean), maintainAspectRatio (Type: xs:boolean), minSuggestedDuration (Type: xs:time), and apiFramework (Type: xs:string).</p>		
Type	NonLinear_type		
Properties	<table border="1"> <tr> <td>content:</td> <td>complex</td> </tr> </table>	content:	complex
content:	complex		

	<div>minOccurs:0</div> <div>maxOccurs:unbounded</div>				
Model	(StaticResource{0,1} IFrameResource{0,1} HTMLResource{0,1}) , NonLinearClickThrough{0,1} , AdParameters{0,1}				
Children	AdParameters, HTMLResource, IFrameResource, NonLinearClickThrough, StaticResource				
Instance	<NonLinear apiFramework="" expandedHeight="" expandedWidth="" height="" id="" maintainAspectRatio="" minSuggestedDuration="" scalable="" width=""> <StaticResource creativeType="">{0,1}</StaticResource> <IFrameResource>{0,1}</IFrameResource> <HTMLResource>{0,1}</HTMLResource> <NonLinearClickThrough>{0,1}</NonLinearClickThrough> <AdParameters>{0,1}</AdParameters> </NonLinear>				
Attributes	QName	Type	Fixed	Default	Use
	apiFramework	xs:string			optional
		The apiFramework defines the method to use for communication with the nonlinear element			
	expandedHeight	xs:integer			optional
		Pixel dimensions of expanding nonlinear ad when in expanded state			
	expandedWidth	xs:integer			optional
		Pixel dimensions of expanding nonlinear ad when in expanded state			
	height	xs:integer			required
		Pixel dimensions of companion			
	id	xs:string			optional
		Optional identifier			
	maintainAspectRatio	xs:boolean			optional
		Whether the ad must have its aspect ratio maintained when scales			
	minSuggestedDuration	xs:time			optional
		Suggested duration to display non-linear ad, typically for animation to complete. Expressed in standard time format hh:mm:ss			
	scalable	xs:boolean			optional
		Whether it is acceptable to scale the image.			
width	xs:integer			required	
	Pixel dimensions of companion				
Source	<xs:element name="NonLinear" minOccurs="0" maxOccurs="unbounded" type="NonLinear_type"> <xs:annotation> <xs:documentation>Any number of companions in any desired pixel dimensions.</xs:documentation> </xs:annotation> </xs:element>				

Element Wrapper / Ad / VAST / Extensions

Namespace	No namespace
Diagram	
Properties	content: complex minOccurs: 0 maxOccurs: 1
Model	Extension*
Children	Extension
Instance	<pre> <Extensions> <Extension>{0,unbounded}</Extension> </Extensions> </pre>
Source	<pre> <xs:element name="Extensions" minOccurs="0" maxOccurs="1"> <xs:complexType> <xs:sequence> <xs:element name="Extension" type="xs:anyType" minOccurs="0" maxOccurs="unbounded"> <xs:annotation> </pre>

```

        <xs:documentation>Any valid XML may be included in the Extensions node</
xs:documentation>
    </xs:annotation>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>

```

Element Extensions / Wrapper / Ad / VAST / Extension

Namespace	No namespace
Annotations	Any valid XML may be included in the Extensions node
Diagram	
Properties	minOccurs: 0 maxOccurs: unbounded
Source	<pre> <xs:element name="Extension" type="xs:anyType" minOccurs="0" maxOccurs="unbounded"> <xs:annotation> <xs:documentation>Any valid XML may be included in the Extensions node</ xs:documentation> </xs:annotation> </xs:element> </pre>

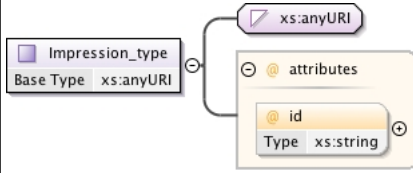
Complex Types

Complex Type AdSystem_type


Namespace	No namespace				
Diagram					
Type	extension of xs:string				
Used by	Elements VAST/Ad/InLine/AdSystem, VAST/Ad/Wrapper/AdSystem				
Attributes	QName	Type	Fixed	Default	Use
	version	xs:string			optional
	Internal version used by ad system				
Source	<pre><xs:complexType name="AdSystem_type"> <xs:simpleContent> <xs:extension base="xs:string"> <xs:attribute name="version" type="xs:string" use="optional"> <xs:annotation> <xs:documentation>Internal version used by ad system</xs:documentation> </xs:annotation> </xs:attribute> </xs:extension> </xs:simpleContent> </xs:complexType></pre>				

Complex Type Impression_type

Namespace	No namespace
-----------	--------------

Diagram					
Type	extension of xs:anyURI				
Used by	Element VAST/Ad/InLine/Impression				
Attributes	QName	Type	Fixed	Default	Use
	id	xs:string			optional
Source	<pre> <xs:complexType name="Impression_type"> <xs:simpleContent> <xs:extension base="xs:anyURI"> <xs:attribute name="id" type="xs:string" use="optional"/> </xs:extension> </xs:simpleContent> </xs:complexType> </pre>				

Complex Type TrackingEvents_type

Namespace	No namespace	
Diagram		
Used by	Elements	Companion_type/TrackingEvents, VAST/Ad/InLine/Creatives/Creative/Linear/TrackingEvents, VAST/Ad/InLine/Creatives/Creative/NonLinearAds/TrackingEvents, VAST/Ad/Wrapper/Creatives/Creative/Linear/TrackingEvents, VAST/Ad/Wrapper/Creatives/Creative/NonLinearAds/TrackingEvents
Model	Tracking*	
Children	Tracking	
Source	<pre><xs:complexType name="TrackingEvents_type"> <xs:sequence> <xs:element name="Tracking" minOccurs="0" maxOccurs="unbounded"> <xs:annotation> <xs:documentation>The name of the event to track for the Linear element. The creativeView should always be requested when present.</xs:documentation> </xs:annotation> <xs:complexType> <xs:simpleContent> <xs:extension base="xs:anyURI"> <xs:attribute name="event" use="required"> <xs:annotation> <xs:documentation>The name of the event to track. For nonlinear ads these events should be recorded on the video within the ad.</xs:documentation> </xs:annotation> <xs:simpleType> <xs:restriction base="xs:NMTOKEN"> <xs:enumeration value="creativeView"/> <xs:enumeration value="start"/> <xs:enumeration value="midpoint"/> <xs:enumeration value="firstQuartile"/> <xs:enumeration value="thirdQuartile"/> <xs:enumeration value="complete"/> <xs:enumeration value="mute"/> <xs:enumeration value="unmute"/> <xs:enumeration value="pause"/> <xs:enumeration value="rewind"/> <xs:enumeration value="resume"/> <xs:enumeration value="fullscreen"/> <xs:enumeration value="expand"/> <xs:enumeration value="collapse"/> <xs:enumeration value="acceptInvitation"/> <xs:enumeration value="close"/> </xs:restriction> </xs:simpleType> </xs:attribute> </xs:extension> </xs:simpleContent> </xs:complexType> </xs:element> </xs:sequence> </xs:complexType></pre>	

```
</xs:complexType>
```

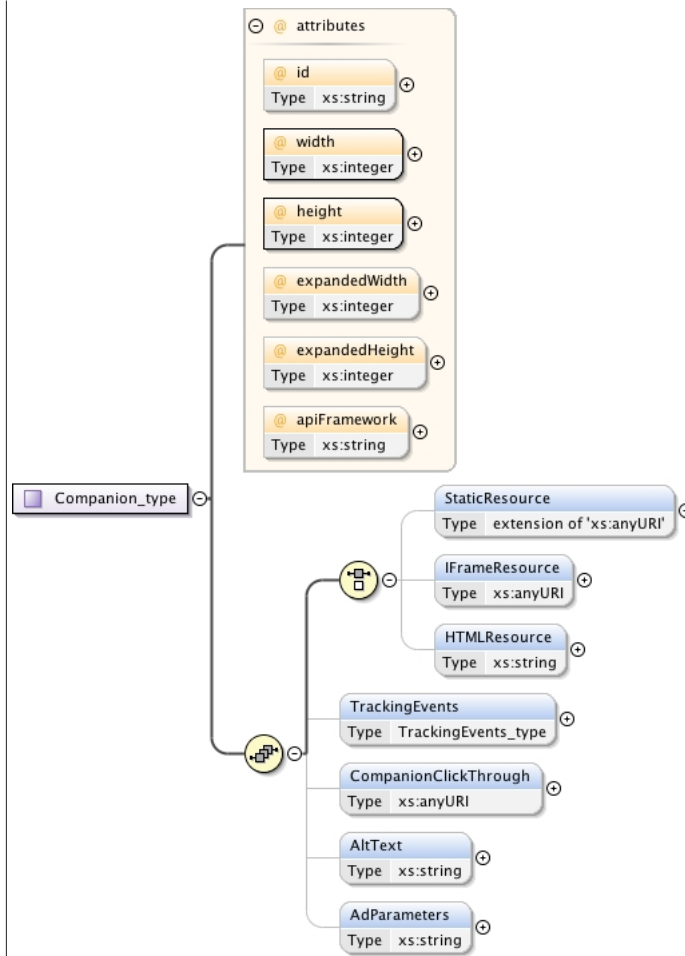
Complex Type videoClicks_type

Namespace	No namespace
Diagram	
Used by	Element VAST/Ad/InLine/Creatives/Creative/Linear/VideoClicks
Model	ClickThrough{0,1} , ClickTracking* , CustomClick*
Children	ClickThrough, ClickTracking, CustomClick
Source	<pre> <xs:complexType name="VideoClicks_type"> <xs:sequence> <xs:element name="ClickThrough" minOccurs="0" maxOccurs="1"> <xs:annotation> <xs:documentation>URL to open as destination page when user clicks on the video</xs:documentation> </xs:annotation> <xs:complexType> <xs:simpleContent> <xs:extension base="xs:anyURI"> <xs:attribute name="id" type="xs:string" use="optional"/> </xs:extension> </xs:simpleContent> </xs:complexType> </xs:element> <xs:element name="ClickTracking" minOccurs="0" maxOccurs="unbounded"> <xs:annotation> <xs:documentation>URL to request for tracking purposes when user clicks on the video</xs:documentation> </xs:annotation> <xs:complexType> <xs:simpleContent> <xs:extension base="xs:anyURI"> <xs:attribute name="id" type="xs:string" use="optional"/> </xs:extension> </xs:simpleContent> </xs:complexType> </xs:element> <xs:element name="CustomClick" minOccurs="0" maxOccurs="unbounded"> <xs:annotation> <xs:documentation>URLs to request on custom events such as hotspotted video</xs:documentation> </xs:annotation> <xs:complexType> <xs:simpleContent> <xs:extension base="xs:anyURI"> <xs:attribute name="id" type="xs:string" use="optional"/> </xs:extension> </xs:simpleContent> </xs:complexType> </xs:element> </xs:sequence> </xs:complexType> </pre>

Complex Type Companion_type

Namespace	No namespace
-----------	--------------

Diagram



Used by

Elements VAST/Ad/InLine/Creatives/Creative/CompanionAds/Companion, VAST/Ad/Wrapper/Creatives/Creative/CompanionAds/Companion

Model

(StaticResource{0,1} | IFrameResource{0,1} | HTMLResource{0,1}), TrackingEvents{0,1}, CompanionClickThrough{0,1}, AltText{0,1}, AdParameters{0,1}

Children

AdParameters, AltText, CompanionClickThrough, HTMLResource, IFrameResource, StaticResource, TrackingEvents

Attributes

QName	Type	Fixed	Default	Use
apiFramework	xs:string			optional
	The apiFramework defines the method to use for communication with the companion			
expandedHeight	xs:integer			optional
	Pixel dimensions of expanding companion ad when in expanded state			
expandedWidth	xs:integer			optional
	Pixel dimensions of expanding companion ad when in expanded state			
height	xs:integer			required
	Pixel dimensions of companion			
id	xs:string			optional
	Optional identifier			
width	xs:integer			required
	Pixel dimensions of companion			

Source

```

<xs:complexType name="Companion_type">
  <xs:sequence>
    <xs:choice>
      <xs:element name="StaticResource" minOccurs="0" maxOccurs="1">
        <xs:annotation>
          <xs:documentation>URL to a static file, such as an image or SWF file</
xs:documentation>

```

```

</xs:annotation>
<xs:complexType>
  <xs:simpleContent>
    <xs:extension base="xs:anyURI">
      <xs:attribute name="creativeType" type="xs:string" use="required">
        <xs:annotation>
          <xs:documentation>Mime type of static resource</xs:documentation>
        </xs:annotation>
      </xs:attribute>
    </xs:extension>
  </xs:simpleContent>
</xs:complexType>
</xs:element>
<xs:element name="IFrameResource" type="xs:anyURI" minOccurs="0" maxOccurs="1">
  <xs:annotation>
    <xs:documentation>URL source for an IFrame to display the companion element</
xs:documentation>
  </xs:annotation>
</xs:element>
<xs:element name="HTMLResource" type="xs:string" minOccurs="0" maxOccurs="1">
  <xs:annotation>
    <xs:documentation>HTML to display the companion element</xs:documentation>
  </xs:annotation>
</xs:element>
</xs:choice>
<xs:element maxOccurs="1" minOccurs="0" name="TrackingEvents"
type="TrackingEvents_type">
  <xs:annotation>
    <xs:documentation>The creativeView should always be requested when present. For
Companions creativeView is the only supported event.</xs:documentation>
  </xs:annotation>
</xs:element>
<xs:element name="CompanionClickThrough" type="xs:anyURI" minOccurs="0" maxOccurs="1">
  <xs:annotation>
    <xs:documentation>URL to open as destination page when user clicks on the the
companion banner ad.</xs:documentation>
  </xs:annotation>
</xs:element>
<xs:element name="AltText" type="xs:string" minOccurs="0" maxOccurs="1">
  <xs:annotation>
    <xs:documentation>Alt text to be displayed when companion is rendered in HTML
environment.</xs:documentation>
  </xs:annotation>
</xs:element>
<xs:element name="AdParameters" type="xs:string" minOccurs="0" maxOccurs="1">
  <xs:annotation>
    <xs:documentation>Data to be passed into the companion ads. The apiFramework
defines the method to use for communication (e.g. "FlashVar")</xs:documentation>
  </xs:annotation>
</xs:element>
</xs:sequence>
<xs:attribute name="id" type="xs:string" use="optional">
  <xs:annotation>
    <xs:documentation>Optional identifier</xs:documentation>
  </xs:annotation>
</xs:attribute>
<xs:attribute name="width" type="xs:integer" use="required">
  <xs:annotation>
    <xs:documentation>Pixel dimensions of companion</xs:documentation>
  </xs:annotation>
</xs:attribute>
<xs:attribute name="height" type="xs:integer" use="required">
  <xs:annotation>
    <xs:documentation>Pixel dimensions of companion</xs:documentation>
  </xs:annotation>
</xs:attribute>
<xs:attribute name="expandedWidth" type="xs:integer" use="optional">
  <xs:annotation>
    <xs:documentation>Pixel dimensions of expanding companion ad when in expanded
state</xs:documentation>
  </xs:annotation>
</xs:attribute>
<xs:attribute name="expandedHeight" type="xs:integer" use="optional">
  <xs:annotation>
    <xs:documentation>Pixel dimensions of expanding companion ad when in expanded
state</xs:documentation>
  </xs:annotation>
</xs:attribute>
<xs:attribute name="apiFramework" type="xs:string" use="optional">
  <xs:annotation>
    <xs:documentation>The apiFramework defines the method to use for communication with
the companion</xs:documentation>
  </xs:annotation>
</xs:attribute>

```

```
</xs:attribute>
</xs:complexType>
```

Complex Type NonLinear_type

Namespace	No namespace																																																																
Diagram																																																																	
Used by	Elements	VAST/Ad/InLine/Creatives/Creative/NonLinearAds/NonLinear, VAST/Ad/Wrapper/Creatives/Creative/NonLinearAds/NonLinear																																																															
Model	(StaticResource{0,1} IFrameResource{0,1} HTMLResource{0,1}) , NonLinearClickThrough{0,1} , AdParameters{0,1}																																																																
Children	AdParameters, HTMLResource, IFrameResource, NonLinearClickThrough, StaticResource																																																																
Attributes	<table><thead><tr><th>QName</th><th>Type</th><th>Fixed</th><th>Default</th><th>Use</th></tr></thead><tbody><tr><td>apiFramework</td><td>xs:string</td><td></td><td></td><td>optional</td></tr><tr><td></td><td colspan="4">The apiFramework defines the method to use for communication with the nonlinear element</td></tr><tr><td>expandedHeight</td><td>xs:integer</td><td></td><td></td><td>optional</td></tr><tr><td></td><td colspan="4">Pixel dimensions of expanding nonlinear ad when in expanded state</td></tr><tr><td>expandedWidth</td><td>xs:integer</td><td></td><td></td><td>optional</td></tr><tr><td></td><td colspan="4">Pixel dimensions of expanding nonlinear ad when in expanded state</td></tr><tr><td>height</td><td>xs:integer</td><td></td><td></td><td>required</td></tr><tr><td></td><td colspan="4">Pixel dimensions of companion</td></tr><tr><td>id</td><td>xs:string</td><td></td><td></td><td>optional</td></tr><tr><td></td><td colspan="4">Optional identifier</td></tr><tr><td>maintainAspectRatio</td><td>xs:boolean</td><td></td><td></td><td>optional</td></tr></tbody></table>	QName	Type	Fixed	Default	Use	apiFramework	xs:string			optional		The apiFramework defines the method to use for communication with the nonlinear element				expandedHeight	xs:integer			optional		Pixel dimensions of expanding nonlinear ad when in expanded state				expandedWidth	xs:integer			optional		Pixel dimensions of expanding nonlinear ad when in expanded state				height	xs:integer			required		Pixel dimensions of companion				id	xs:string			optional		Optional identifier				maintainAspectRatio	xs:boolean			optional				
QName	Type	Fixed	Default	Use																																																													
apiFramework	xs:string			optional																																																													
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height	xs:integer			required																																																													
	Pixel dimensions of companion																																																																
id	xs:string			optional																																																													
	Optional identifier																																																																
maintainAspectRatio	xs:boolean			optional																																																													

QName	Type	Fixed	Default	Use
	Whether the ad must have its aspect ratio maintained when scales			
minSuggestedDuration	xs:time			optional
	Suggested duration to display non-linear ad, typically for animation to complete. Expressed in standard time format hh:mm:ss			
scalable	xs:boolean			optional
	Whether it is acceptable to scale the image.			
width	xs:integer			required
	Pixel dimensions of companion			
Source	<pre> <xs:complexType name="NonLinear_type"> <xs:sequence> <xs:choice> <xs:element name="StaticResource" minOccurs="0" maxOccurs="1"> <xs:annotation> <xs:documentation>URL to a static file, such as an image or SWF file</ xs:documentation> </xs:annotation> <xs:complexType> <xs:simpleContent> <xs:extension base="xs:anyURI"> <xs:attribute name="creativeType" type="xs:string" use="required"> <xs:annotation> <xs:documentation>Mime type of static resource</xs:documentation> </xs:annotation> </xs:attribute> </xs:extension> </xs:simpleContent> </xs:complexType> </xs:element> <xs:element name="IFrameResource" type="xs:anyURI" minOccurs="0" maxOccurs="1"> <xs:annotation> <xs:documentation>URL source for an IFrame to display the companion element</ xs:documentation> </xs:annotation> </xs:element> <xs:element name="HTMLResource" type="xs:string" minOccurs="0" maxOccurs="1"> <xs:annotation> <xs:documentation>HTML to display the companion element</xs:documentation> </xs:annotation> </xs:element> </xs:choice> <xs:element name="NonLinearClickThrough" type="xs:anyURI" minOccurs="0" maxOccurs="1"> <xs:annotation> <xs:documentation>URL to open as destination page when user clicks on the the non- linear ad unit.</xs:documentation> </xs:annotation> </xs:element> <xs:element name="AdParameters" type="xs:string" minOccurs="0" maxOccurs="1"> <xs:annotation> <xs:documentation>Data to be passed into the video ad.</xs:documentation> </xs:annotation> </xs:element> </xs:sequence> <xs:attribute name="id" type="xs:string" use="optional"> <xs:annotation> <xs:documentation>Optional identifier</xs:documentation> </xs:annotation> </xs:attribute> <xs:attribute name="width" type="xs:integer" use="required"> <xs:annotation> <xs:documentation>Pixel dimensions of companion</xs:documentation> </xs:annotation> </xs:attribute> <xs:attribute name="height" type="xs:integer" use="required"> <xs:annotation> <xs:documentation>Pixel dimensions of companion</xs:documentation> </xs:annotation> </xs:attribute> <xs:attribute name="expandedWidth" type="xs:integer" use="optional"> <xs:annotation> <xs:documentation>Pixel dimensions of expanding nonlinear ad when in expanded state</xs:documentation> </xs:annotation> </xs:attribute> <xs:attribute name="expandedHeight" type="xs:integer" use="optional"> <xs:annotation> </pre>			

```

        <xs:documentation>Pixel dimensions of expanding nonlinear ad when in expanded
        state</xs:documentation>
      </xs:annotation>
    </xs:attribute>
    <xs:attribute name="scalable" type="xs:boolean" use="optional">
      <xs:annotation>
        <xs:documentation>Whether it is acceptable to scale the image.</xs:documentation>
      </xs:annotation>
    </xs:attribute>
    <xs:attribute name="maintainAspectRatio" type="xs:boolean" use="optional">
      <xs:annotation>
        <xs:documentation>Whether the ad must have its aspect ratio maintained when scales</
xs:documentation>
      </xs:annotation>
    </xs:attribute>
    <xs:attribute name="minSuggestedDuration" type="xs:time" use="optional">
      <xs:annotation>
        <xs:documentation>Suggested duration to display non-linear ad, typically for
        animation to complete. Expressed in standard time format hh:mm:ss</xs:documentation>
      </xs:annotation>
    </xs:attribute>
    <xs:attribute name="apiFramework" type="xs:string" use="optional">
      <xs:annotation>
        <xs:documentation>The apiFramework defines the method to use for communication with
        the nonlinear element</xs:documentation>
      </xs:annotation>
    </xs:attribute>
  </xs:complexType>

```

Attributes

Attribute AdSystem_type / @version

Namespace	No namespace
Annotations	Internal version used by ad system
Type	xs:string
Properties	use: optional
Used by	Complex Type AdSystem_type
Source	<pre> <xs:attribute name="version" type="xs:string" use="optional"> <xs:annotation> <xs:documentation>Internal version used by ad system</xs:documentation> </xs:annotation> </xs:attribute> </pre>

Attribute Impression_type / @id

Namespace	No namespace
Type	xs:string
Properties	use: optional
Used by	Complex Type Impression_type
Source	<pre> <xs:attribute name="id" type="xs:string" use="optional"/> </pre>

Attribute Tracking / TrackingEvents_type / @event

Namespace	No namespace
Annotations	The name of the event to track. For nonlinear ads these events should be recorded on the video within the ad.
Type	restriction of xs:NMTOKEN
Properties	use: required
Facets	enumeration creativeView
	enumeration start
	enumeration midpoint
	enumeration firstQuartile
	enumeration thirdQuartile
	enumeration complete

	enumeration	mute
	enumeration	unmute
	enumeration	pause
	enumeration	rewind
	enumeration	resume
	enumeration	fullscreen
	enumeration	expand
	enumeration	collapse
	enumeration	acceptInvitation
	enumeration	close
Used by	Element	TrackingEvents_type/Tracking
Source	<pre> <xs:attribute name="event" use="required"> <xs:annotation> <xs:documentation>The name of the event to track. For nonlinear ads these events should be recorded on the video within the ad.</xs:documentation> </xs:annotation> <xs:simpleType> <xs:restriction base="xs:NMTOKEN"> <xs:enumeration value="creativeView"/> <xs:enumeration value="start"/> <xs:enumeration value="midpoint"/> <xs:enumeration value="firstQuartile"/> <xs:enumeration value="thirdQuartile"/> <xs:enumeration value="complete"/> <xs:enumeration value="mute"/> <xs:enumeration value="unmute"/> <xs:enumeration value="pause"/> <xs:enumeration value="rewind"/> <xs:enumeration value="resume"/> <xs:enumeration value="fullscreen"/> <xs:enumeration value="expand"/> <xs:enumeration value="collapse"/> <xs:enumeration value="acceptInvitation"/> <xs:enumeration value="close"/> </xs:restriction> </xs:simpleType> </xs:attribute> </pre>	

Attribute ClickThrough / VideoClicks_type / @id

Namespace	No namespace
Type	xs:string
Properties	use: optional
Used by	Element VideoClicks_type/ClickThrough
Source	<pre> <xs:attribute name="id" type="xs:string" use="optional"/> </pre>

Attribute ClickTracking / VideoClicks_type / @id

Namespace	No namespace
Type	xs:string
Properties	use: optional
Used by	Element VideoClicks_type/ClickTracking
Source	<pre> <xs:attribute name="id" type="xs:string" use="optional"/> </pre>

Attribute CustomClick / VideoClicks_type / @id

Namespace	No namespace
Type	xs:string
Properties	use: optional
Used by	Element VideoClicks_type/CustomClick

Source	<xs:attribute name="id" type="xs:string" use="optional"/>
--------	---

Attribute MediaFile / MediaFiles / Linear / Creative / Creatives / InLine / Ad / VAST / @id

Namespace	No namespace
Annotations	Optional identifier
Type	xs:string
Properties	use: optional
Used by	Element VAST/Ad/InLine/Creatives/Creative/Linear/MediaFiles/MediaFile
Source	<pre><xs:attribute name="id" type="xs:string" use="optional"> <xs:annotation> <xs:documentation>Optional identifier</xs:documentation> </xs:annotation> </xs:attribute></pre>

Attribute MediaFile / MediaFiles / Linear / Creative / Creatives / InLine / Ad / VAST / @delivery

Namespace	No namespace				
Annotations	Method of delivery of ad				
Type	restriction of xs:NMTOKEN				
Properties	use: required				
Facets	<table> <tr> <td>enumeration</td><td>streaming</td></tr> <tr> <td>enumeration</td><td>progressive</td></tr> </table>	enumeration	streaming	enumeration	progressive
enumeration	streaming				
enumeration	progressive				
Used by	Element VAST/Ad/InLine/Creatives/Creative/Linear/MediaFiles/MediaFile				
Source	<pre><xs:attribute name="delivery" use="required"> <xs:annotation> <xs:documentation>Method of delivery of ad</xs:documentation> </xs:annotation> <xs:simpleType> <xs:restriction base="xs:NMTOKEN"> <xs:enumeration value="streaming"/> <xs:enumeration value="progressive"/> </xs:restriction> </xs:simpleType> </xs:attribute></pre>				

Attribute MediaFile / MediaFiles / Linear / Creative / Creatives / InLine / Ad / VAST / @type

Namespace	No namespace
Annotations	MIME type. Popular MIME types include, but are not limited to "video/x-ms-wmv" for Windows Media, and "video/x-flv" for Flash Video. Image ads or interactive ads can be included in the MediaFiles section with appropriate Mime types
Type	xs:string
Properties	use: required
Used by	Element VAST/Ad/InLine/Creatives/Creative/Linear/MediaFiles/MediaFile
Source	<pre><xs:attribute name="type" use="required" type="xs:string"> <xs:annotation> <xs:documentation>MIME type. Popular MIME types include, but are not limited to "video/x-ms-wmv" for Windows Media, and "video/x-flv" for Flash Video. Image ads or interactive ads can be included in the MediaFiles section with appropriate Mime types</ </xs:documentation> </xs:annotation> </xs:attribute></pre>

Attribute MediaFile / MediaFiles / Linear / Creative / Creatives / InLine / Ad / VAST / @bitrate

Namespace	No namespace
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Annotations	Bitrate of encoded video in Kbps
Type	xs:integer
Properties	use: optional
Used by	Element VAST/Ad/InLine/Creatives/Creative/Linear/MediaFiles/MediaFile
Source	<pre><xs:attribute name="bitrate" type="xs:integer" use="optional"> <xs:annotation> <xs:documentation>Bitrate of encoded video in Kbps</xs:documentation> </xs:annotation> </xs:attribute></pre>

Attribute MediaFile / MediaFiles / Linear / Creative / Creatives / InLine / Ad / VAST / @width

Namespace	No namespace
Annotations	Pixel dimensions of video
Type	xs:integer
Properties	use: required
Used by	Element VAST/Ad/InLine/Creatives/Creative/Linear/MediaFiles/MediaFile
Source	<pre><xs:attribute name="width" type="xs:integer" use="required"> <xs:annotation> <xs:documentation>Pixel dimensions of video</xs:documentation> </xs:annotation> </xs:attribute></pre>

Attribute MediaFile / MediaFiles / Linear / Creative / Creatives / InLine / Ad / VAST / @height

Namespace	No namespace
Annotations	Pixel dimensions of video
Type	xs:integer
Properties	use: required
Used by	Element VAST/Ad/InLine/Creatives/Creative/Linear/MediaFiles/MediaFile
Source	<pre><xs:attribute name="height" type="xs:integer" use="required"> <xs:annotation> <xs:documentation>Pixel dimensions of video</xs:documentation> </xs:annotation> </xs:attribute></pre>

Attribute MediaFile / MediaFiles / Linear / Creative / Creatives / InLine / Ad / VAST / @scalable

Namespace	No namespace
Annotations	Whether it is acceptable to scale the image.
Type	xs:boolean
Properties	use: optional
Used by	Element VAST/Ad/InLine/Creatives/Creative/Linear/MediaFiles/MediaFile
Source	<pre><xs:attribute name="scalable" type="xs:boolean" use="optional"> <xs:annotation> <xs:documentation>Whether it is acceptable to scale the image.</xs:documentation> </xs:annotation> </xs:attribute></pre>

Attribute MediaFile / MediaFiles / Linear / Creative / Creatives / InLine / Ad / VAST / @maintainAspectRatio

Namespace	No namespace
Annotations	Whether the ad must have its aspect ratio maintained when scales
Type	xs:boolean

Properties	use: optional
Used by	Element VAST/Ad/InLine/Creatives/Creative/Linear/MediaFiles/MediaFile
Source	<pre><xs:attribute name="maintainAspectRatio" type="xs:boolean" use="optional"> <xs:annotation> <xs:documentation>Whether the ad must have its aspect ratio maintained when scales</ </xs:documentation> </xs:annotation> </xs:attribute></pre>

Attribute MediaFile / MediaFiles / Linear / Creative / Creatives / InLine / Ad / VAST / @apiFramework

Namespace	No namespace
Annotations	The apiFramework defines the method to use for communication if the MediaFile is interactive. Suggested values for this element are "VPAID", "FlashVars" (for Flash/Flex), "initParams" (for Silverlight) and "GetVariables" (variables placed in key/value pairs on the asset request).
Type	xs:string
Properties	use: optional
Used by	Element VAST/Ad/InLine/Creatives/Creative/Linear/MediaFiles/MediaFile
Source	<pre><xs:attribute name="apiFramework" type="xs:string" use="optional"> <xs:annotation> <xs:documentation>The apiFramework defines the method to use for communication if the MediaFile is interactive. Suggested values for this element are "VPAID", "FlashVars" (for Flash/Flex), "initParams" (for Silverlight) and "GetVariables" (variables placed in key/ value pairs on the asset request).</xs:documentation> </xs:annotation> </xs:attribute></pre>

Attribute StaticResource / Companion_type / @creativeType

Namespace	No namespace
Annotations	Mime type of static resource
Type	xs:string
Properties	use: required
Used by	Element Companion_type/StaticResource
Source	<pre><xs:attribute name="creativeType" type="xs:string" use="required"> <xs:annotation> <xs:documentation>Mime type of static resource</xs:documentation> </xs:annotation> </xs:attribute></pre>

Attribute Companion_type / @id

Namespace	No namespace
Annotations	Optional identifier
Type	xs:string
Properties	use: optional
Used by	Complex Type Companion_type
Source	<pre><xs:attribute name="id" type="xs:string" use="optional"> <xs:annotation> <xs:documentation>Optional identifier</xs:documentation> </xs:annotation> </xs:attribute></pre>

Attribute Companion_type / @width

Namespace	No namespace
Annotations	Pixel dimensions of companion
Type	xs:integer
Properties	use: required

Used by	Complex Type Companion_type
Source	<pre><xs:attribute name="width" type="xs:integer" use="required"> <xs:annotation> <xs:documentation>Pixel dimensions of companion</xs:documentation> </xs:annotation> </xs:attribute></pre>

Attribute Companion_type / @height

Namespace	No namespace
Annotations	Pixel dimensions of companion
Type	xs:integer
Properties	use: required
Used by	Complex Type Companion_type
Source	<pre><xs:attribute name="height" type="xs:integer" use="required"> <xs:annotation> <xs:documentation>Pixel dimensions of companion</xs:documentation> </xs:annotation> </xs:attribute></pre>

Attribute Companion_type / @expandedWidth

Namespace	No namespace
Annotations	Pixel dimensions of expanding companion ad when in expanded state
Type	xs:integer
Properties	use: optional
Used by	Complex Type Companion_type
Source	<pre><xs:attribute name="expandedWidth" type="xs:integer" use="optional"> <xs:annotation> <xs:documentation>Pixel dimensions of expanding companion ad when in expanded state</ xs:documentation> </xs:annotation> </xs:attribute></pre>

Attribute Companion_type / @expandedHeight

Namespace	No namespace
Annotations	Pixel dimensions of expanding companion ad when in expanded state
Type	xs:integer
Properties	use: optional
Used by	Complex Type Companion_type
Source	<pre><xs:attribute name="expandedHeight" type="xs:integer" use="optional"> <xs:annotation> <xs:documentation>Pixel dimensions of expanding companion ad when in expanded state</ xs:documentation> </xs:annotation> </xs:attribute></pre>

Attribute Companion_type / @apiFramework

Namespace	No namespace
Annotations	The apiFramework defines the method to use for communication with the companion
Type	xs:string
Properties	use: optional
Used by	Complex Type Companion_type
Source	<pre><xs:attribute name="apiFramework" type="xs:string" use="optional"> <xs:annotation> <xs:documentation>The apiFramework defines the method to use for communication with the companion</xs:documentation> </xs:annotation></pre>

	</xs:attribute>
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Attribute StaticResource / NonLinear_type / @creativeType

Namespace	No namespace
Annotations	Mime type of static resource
Type	xs:string
Properties	use: required
Used by	Element NonLinear_type/StaticResource
Source	<pre><xs:attribute name="creativeType" type="xs:string" use="required"> <xs:annotation> <xs:documentation>Mime type of static resource</xs:documentation> </xs:annotation> </xs:attribute></pre>

Attribute NonLinear_type / @id

Namespace	No namespace
Annotations	Optional identifier
Type	xs:string
Properties	use: optional
Used by	Complex Type NonLinear_type
Source	<pre><xs:attribute name="id" type="xs:string" use="optional"> <xs:annotation> <xs:documentation>Optional identifier</xs:documentation> </xs:annotation> </xs:attribute></pre>

Attribute NonLinear_type / @width

Namespace	No namespace
Annotations	Pixel dimensions of companion
Type	xs:integer
Properties	use: required
Used by	Complex Type NonLinear_type
Source	<pre><xs:attribute name="width" type="xs:integer" use="required"> <xs:annotation> <xs:documentation>Pixel dimensions of companion</xs:documentation> </xs:annotation> </xs:attribute></pre>

Attribute NonLinear_type / @height

Namespace	No namespace
Annotations	Pixel dimensions of companion
Type	xs:integer
Properties	use: required
Used by	Complex Type NonLinear_type
Source	<pre><xs:attribute name="height" type="xs:integer" use="required"> <xs:annotation> <xs:documentation>Pixel dimensions of companion</xs:documentation> </xs:annotation> </xs:attribute></pre>

Attribute NonLinear_type / @expandedWidth

Namespace	No namespace
Annotations	Pixel dimensions of expanding nonlinear ad when in expanded state
Type	xs:integer

Properties	use: optional
Used by	Complex Type NonLinear_type
Source	<pre><xs:attribute name="expandedWidth" type="xs:integer" use="optional"> <xs:annotation> <xs:documentation>Pixel dimensions of expanding nonlinear ad when in expanded state</ xs:documentation> </xs:annotation> </xs:attribute></pre>

Attribute NonLinear_type / @expandedHeight

Namespace	No namespace
Annotations	Pixel dimensions of expanding nonlinear ad when in expanded state
Type	xs:integer
Properties	use: optional
Used by	Complex Type NonLinear_type
Source	<pre><xs:attribute name="expandedHeight" type="xs:integer" use="optional"> <xs:annotation> <xs:documentation>Pixel dimensions of expanding nonlinear ad when in expanded state</ xs:documentation> </xs:annotation> </xs:attribute></pre>

Attribute NonLinear_type / @scalable

Namespace	No namespace
Annotations	Whether it is acceptable to scale the image.
Type	xs:boolean
Properties	use: optional
Used by	Complex Type NonLinear_type
Source	<pre><xs:attribute name="scalable" type="xs:boolean" use="optional"> <xs:annotation> <xs:documentation>Whether it is acceptable to scale the image.</xs:documentation> </xs:annotation> </xs:attribute></pre>

Attribute NonLinear_type / @maintainAspectRatio

Namespace	No namespace
Annotations	Whether the ad must have its aspect ratio maintained when scales
Type	xs:boolean
Properties	use: optional
Used by	Complex Type NonLinear_type
Source	<pre><xs:attribute name="maintainAspectRatio" type="xs:boolean" use="optional"> <xs:annotation> <xs:documentation>Whether the ad must have its aspect ratio maintained when scales</ xs:documentation> </xs:annotation> </xs:attribute></pre>

Attribute NonLinear_type / @minSuggestedDuration

Namespace	No namespace
Annotations	Suggested duration to display non-linear ad, typically for animation to complete. Expressed in standard time format hh:mm:ss
Type	xs:time
Properties	use: optional
Used by	Complex Type NonLinear_type
Source	<pre><xs:attribute name="minSuggestedDuration" type="xs:time" use="optional"></pre>

	<pre> <xs:annotation> <xs:documentation>Suggested duration to display non-linear ad, typically for animation to complete. Expressed in standard time format hh:mm:ss</xs:documentation> </xs:annotation> </xs:attribute> </pre>
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Attribute NonLinear_type / @apiFramework

Namespace	No namespace
Annotations	The apiFramework defines the method to use for communication with the nonlinear element
Type	xs:string
Properties	use: optional
Used by	Complex Type NonLinear_type
Source	<pre> <xs:attribute name="apiFramework" type="xs:string" use="optional"> <xs:annotation> <xs:documentation>The apiFramework defines the method to use for communication with the nonlinear element</xs:documentation> </xs:annotation> </xs:attribute> </pre>

Attribute Creative / Creatives / InLine / Ad / VAST / @id

Namespace	No namespace
Type	xs:string
Properties	use: optional
Used by	Element VAST/Ad/InLine/Creatives/Creative
Source	<pre> <xs:attribute name="id" type="xs:string" use="optional"/> </pre>

Attribute Creative / Creatives / InLine / Ad / VAST / @sequence

Namespace	No namespace
Annotations	The preferred order in which multiple Creatives should be displayed
Type	xs:integer
Properties	use: optional
Used by	Element VAST/Ad/InLine/Creatives/Creative
Source	<pre> <xs:attribute name="sequence" type="xs:integer" use="optional"> <xs:annotation> <xs:documentation>The preferred order in which multiple Creatives should be displayed</xs:documentation> </xs:annotation> </xs:attribute> </pre>

Attribute Creative / Creatives / InLine / Ad / VAST / @AdID

Namespace	No namespace
Annotations	Ad-ID for the creative (formerly ISCI)
Type	xs:string
Properties	use: optional
Used by	Element VAST/Ad/InLine/Creatives/Creative
Source	<pre> <xs:attribute name="AdID" type="xs:string" use="optional"> <xs:annotation> <xs:documentation>Ad-ID for the creative (formerly ISCI)</xs:documentation> </xs:annotation> </xs:attribute> </pre>

Attribute ClickTracking / VideoClicks / Linear / Creative / Creatives / Wrapper / Ad / VAST / @id

Namespace	No namespace
Type	xs:string

Properties	use: optional
Used by	Element VAST/Ad/Wrapper/Creatives/Creative/Linear/VideoClicks/ClickTracking
Source	<xs:attribute name="id" type="xs:string" use="optional"/>

Attribute Creative / Creatives / Wrapper / Ad / VAST / @id

Namespace	No namespace
Type	xs:string
Properties	use: optional
Used by	Element VAST/Ad/Wrapper/Creatives/Creative
Source	<xs:attribute name="id" type="xs:string" use="optional"/>

Attribute Creative / Creatives / Wrapper / Ad / VAST / @sequence

Namespace	No namespace
Annotations	The preferred order in which multiple Creatives should be displayed
Type	xs:integer
Properties	use: optional
Used by	Element VAST/Ad/Wrapper/Creatives/Creative
Source	<xs:attribute name="sequence" type="xs:integer" use="optional"> <xs:annotation> <xs:documentation>The preferred order in which multiple Creatives should be displayed</xs:documentation> </xs:annotation> </xs:attribute>

Attribute Creative / Creatives / Wrapper / Ad / VAST / @AdID

Namespace	No namespace
Annotations	Ad-ID for the creative (formerly ISCI)
Type	xs:string
Properties	use: optional
Used by	Element VAST/Ad/Wrapper/Creatives/Creative
Source	<xs:attribute name="AdID" type="xs:string" use="optional"> <xs:annotation> <xs:documentation>Ad-ID for the creative (formerly ISCI)</xs:documentation> </xs:annotation> </xs:attribute>

Attribute Ad / VAST / @id

Namespace	No namespace
Type	xs:string
Properties	use: required
Used by	Element VAST/Ad
Source	<xs:attribute name="id" type="xs:string" use="required"/>

Attribute VAST / @version

Namespace	No namespace
Annotations	Current version is 2.0. The 2.0.1 version corrects an error in the Wrapper section related the Linear node's TrackingEvents and VideoClicks elements.
Type	xs:string
Properties	use: required
Used by	Element VAST

Source	<pre><xs:attribute name="version" type="xs:string" use="required"> <xs:annotation> <xs:documentation>Current version is 2.0. The 2.0.1 version corrects an error in the Wrapper section related the Linear node's TrackingEvents and VideoClicks elements.</ </xs:documentation> </xs:annotation> </xs:attribute></pre>
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