



Non-Disruptive Ad Experience

The IAB New Ad Portfolio emphasizes LEAN (Light, Encrypted, AdChoices supported, and Non-invasive) ad experience and flexible size ad specifications.

LEAN ad experience for digital advertising is based on the following principles:

1. Respect: A consumer's primary objective is consuming publisher content
2. Control: A consumer has control over his/her advertising experience
3. Choice: A consumer decides what content he/she wants to experience and for how long

User Experience and Ad Content

The new ad portfolio emphasizes user respect, choice and control over their advertising experience. Revised guidance has been provided for following:

1. Animations
2. Ad expansions
3. Close Buttons
4. User initiation
5. Interstitials
6. Video and auto-play video e.g. out-stream ads
7. Audio

Non-Disruptive Ad Experiences

The new guidance provides a comprehensive list of common ad experiences that are no longer permitted as well as those that are permitted. It also has revised guidance to define how a particular allowed ad experience may be executed for non-disruptive user experience.



LEAN: User Experience and Ad Content

The new ad portfolio emphasizes user respect, choice, and control in advertising experience. The new guidance addresses the features and functions that will help create the right user experience. These experiences can be used in any of the ad units as long as the ad complies with initial load, subload, and number of file requests per the guidance in the specification of that ad unit.

Rich Media

Rich media is defined as interactive features that engage the user and initiate new content experiences. Interactive features could be animation or elements that trigger ad expansion or video play or other interactive experiences. Rich media experiences that require files or creative assets in addition to initial load and subload limits should be user initiated.

Animation

Animation is moving images or other rich experience, usually without the use of video files like mp4. They may use small video files to enhance the animation effects as long as the total file weights are within the allowed limits of initial load and subload.

1. Length of animation must not exceed **15 seconds**. No looping beyond 15 seconds.

2. Animation is recommended to be part of subload.
3. JavaScript used for animation must be executed as asynchronous load and CSS used must be inline.
4. Animation may be host initiated, i.e. user action is not required to play animation.
5. Animation is recommended to start when the ad is within view.
6. Flashing, high contrast, fast moving and bright color animation are not recommended.

Ad Expansion

Ad expansion is when an ad initiates a new experience and expands to a size bigger than its original size.

1. Ad expansion must be user initiated.
2. On expansion, it is recommended that the ad takes over the full screen and the expanded ad creative is placed in the center of the screen.
3. The action for ad expansion must be a complete discrete user action, e.g. Click and Tap are the most common and recognized user actions. Swipe or, depending on device or app's user experience to navigate from one content item to the next, another discrete, completed touch or gesture may be considered user action.
4. Hover or Rollover must not be used as actions for ad expansion.



5. Expanded ad must have a clear and discrete cancel or close button to allow user to dismiss the ad when desired.

When is auto expansion allowed?

Auto expansion while scrolling: Inline within the page expansion while user scrolls on the page is allowed with the following guidance:

1. The ad must not overlay content and must not disrupt (push down or block) the placement of content while expanding.
2. The ad must have a close button from the start of the advertisement to be able to close the ad.
3. If the ad auto collapse/close, it must not impact or move the content up or down. The alternate option is to not auto collapse.

Although auto expansion while scrolling is allowed, it is recommended to use inline ads that appear as a user scrolls down for a better user experience.

Interstitials

Interstitials are defined as ads that are before, in between, or after the primary content experience

1. Ads that overlay or cover the content after a user has started viewing content are not interstitials. They are considered Pop Up Ads.

2. For serving interstitial ads there should be a break in content experience – User navigating to and/or away from content.
3. All interstitial ads must have a close button as defined by this guidance.
4. Ads must not present a forced countdown before allowing user to dismiss an interstitial ad.

Close Buttons

Close buttons must be present for all ad experiences or ad units that interrupt or partially obstruct the publisher content experience, e.g. ad expansions, interstitials, anchored banner, or adhesion banner. The close button needs to be clear, discrete, and available from the start.

1. The close or cancel button must be on the top right corner of the ad.
2. The cancel or close button must include an “X” image of minimum size 50x50 dp. Additional language to indicate user destination on close, e.g. “Cancel” or “Close” or “Skip to Site” or “Go to Content” may be included in addition to the close button.
3. The close button must be available from the start of the ad experience.



Video

Video creatives are a popular and engaging format in digital advertising. Video files are typically large files usually in the range of 1 Mb or higher for a 15 second spot. This may incur a large cost in terms of bandwidth for the user especially those on metered plans and can also cause delays and latency in page load performance.

The scope for this video guidance covers all video creative placements in non-video environments, e.g. video in display advertisements, video-only creative in between text or image content popularly called out-stream, videos placed in feed or in between content lists. It does not apply to in-stream video advertisements popularly called pre-roll, mid-roll, or post-roll.

Host Initiated Video Auto Play

1. Max duration: 15 seconds.
2. Max File size: 1.1 Mb.
3. File quality: Recommended 24 fps minimum. For lower bandwidth (less than 2 mbps) 18 fps may be used.

15 seconds is currently the predominant video length for video ads. However, shorter-form videos (6-8 second range) are showing promising results - especially on mobile. Although it is too early to conclude whether shorter-form videos satisfy advertisers' needs, this working group will perform more testing in order to revisit this guidance using a data-centric approach.

User Initiated video Play

1. Recommended duration: Unlimited.
2. File quality: Recommended 24 fps minimum. For lower bandwidth (less than 2 mbps) 18 fps may be used.

Additional Video Guidance

To ensure page performance and to avoid unnecessary download of heavy files on user's device, the additional guidance below must be followed for all ads with video creatives:

1. All video ads must have 50% of pixels in view before video play start.
2. Auto play video ads must automatically pause/stop when 50% or more of the ad pixels are no longer in view of the user.
3. All video ads with 100% share of screen must provide Close button from the start of the ad for user to exit the ad experience.
4. Video ads which do not have 100% share of screen must provide user controls to pause/stop the video play or close button.
5. Video file download to user device must start as part of subload as defined in this specification.
6. Video ad placements that need the ad container to expand must follow LEAN expansion guidelines, e.g. no auto expand or overlay on parts of content.
7. Ads that appear or expand as user scrolls must not auto collapse after the video play. This causes the content to be displaced and fall out of user's view.



8. Pre-caching or preloading is a popular practice to resolve latency issues in displaying ads. It is recommended that lighter weight non-video assets like images within LEAN file weight limits be pre-loaded and video assets downloaded only when ad is displayed to the user.

Share of Screen Definition

- Share of screen is 100% when the ad and only the ad is present on the user's screen and there is no other content or media active on the user's device. E.g. a full page interstitial ad on a mobile device will have 100% share of screen whereas a full screen advertisement on a desktop browser can never have 100% share of voice as other tabs and other applications on user machine can be active.
- Anything less than full screen advertisement will not be considered to have 100% share of screen. E.g. ads in between text content or image lists or video lists.
- Ads served in desktop browsers are never 100% share of screen as other tabs may be open and other content may be active on desktop.
- Ads served in mobile browsers can be considered 100% share of screen if ad is the only content on the browser page and no other content is present on that page. E.g. Mobile interstitials will have 100% share of screen

Auto-Play Definition

An ad is considered to be "auto-playing" if it begins to show video frames or send audio signal without user interaction.

User interaction includes clicks or taps or other discrete action by the user to start interacting with the ad as defined in the new ad portfolio guidance.

Audio

All video ads have accompanying audio. In addition, animation and other content can be enhanced with sounds. Yet ads that play audio automatically can be very disruptive to end users under most experiences. Hence it is recommended that sound in the ads must be muted at the start.

However, sound in ad may be played at the start of an ad when the following conditions are met:

1. User has sound on their device turned on.
2. Ad placement has 100% share of screen.

The above two conditions are possible only on mobile devices for full page ads, i.e. mobile interstitials or on mobile devices when user is consuming audio only content.

In all other cases ads must start in muted state. This includes:

1. Ads placed in desktop browsers.
2. Ads placed in mobile browsers or mobile device apps when other content is also present on screen, e.g. in between paragraphs or in between lists of content.

If the ad or the publisher environment does not have the capability to measure the sound volume then it must start the video play in muted state.



LEAN: Non-Disruptive Ad Experience

Disruption of the content consumption by advertising has been a major complaint from users as well as a motivation to use ad blocking tools. This guidance lists current ad experiences and identifies **disruptive ad experiences that MUST NOT** be used as well as provides guidance on **acceptable experiences**. These are aligned with **Coalition for Better Ads** recommended Standards.

Ad Experience	Use	Description and Guidance
Pop Up Ads	Not Allowed	Ads that cover or overlay the content or obstruct users from viewing the content. It Includes all ads that pop up on the user's screen and cover the content as well as ads that "float in", "slide in", "fly in" to the screen and obstruct the full view or partial view of the screen's primary content. Any ads that automatically take user to an interstitial or overlay ad without user initiation or user action to navigate content.
Auto Expansion	Not Allowed	Ads that expand from their original size to a bigger size without user initiation MUST NOT be used. Expansion while scrolling is allowed. Please see LEAN Guidance for details.
Hover or Rollover Expansion	Not Allowed	Hover MUST NOT be considered a substitute for a click, for the purpose of ad expansion. On hover, no ad function that changes the form or size of the ad from its original size is allowed, e.g. expansion.
Sideways Ad Expand that Overlays Content	Not Allowed	No directional or sideways expansion of an ad is allowed. All ads must expand to cover full screen. If expanded creative size is not full screen, it must be placed in center of screen.
Auto Play Video with Audio	Not Allowed	Auto play defines automatic initiation of media by the ad. These ads auto play audio on desktop and mobile devices. Video play is defined as the execution of specific files, e.g. mp4, that are used to play video. Audio is allowed to auto play only under specific conditions. Please see video under LEAN user experience and ad content guidance for details.
Forced Countdown	Not Allowed	Forced countdowns to dismiss or skip ads e.g. interstitials or expanded part of the ad MUST NOT be used. User should have immediate option to "Close" or "Dismiss" the ad from the beginning of the ad experience.
Pages with High Ad Density	Not Allowed	Pages that have ad covering more than 30% of pixels are considered high ad density pages. Pages should have less than 30% ad density.

Ad Experience	Use	Description and Guidance
		<p>Sometimes an ad may have more than 30% of pixels of user's viewport but not more than 30% of pixels on the page. Such ads are allowed under the following guidance:</p> <ol style="list-style-type: none"> 1. An ad is allowed to occupy more than 30% of the viewport at a time, e.g. a 1:1 ad on mobile phone, BUT overall on the page (as user scrolls down) the combined ads must not have more than 30% of pixels on page. 2. If an ad that has more than 30% ad density of the viewport is to be shown it must start with partial viewability (no more than 30% of height screen) on screen and gain full viewability as user scrolls through the page.
Scroll Over or Scrolling Overlay	Not Allowed	<p>Ads that appear while scrolling and auto expand to cover the content or screen. Ads that do not expand inline but overlay the content.</p> <p>Ads that expand against the user scroll direction.</p>
Flashing Animation	Not Allowed	<p>Flashing animation is described as having one or more of below content types:</p> <ol style="list-style-type: none"> 1. High contrast colors. 2. Very bright colors. 3. Fast moving images or content.
Adhesion or Sticky Ads	Allowed	<p>Ads that are anchored to the bottom or top of the screen. They are allowed under the following guidance:</p> <ol style="list-style-type: none"> 1. Ad height MUST be less than 25% of the screen height. 2. The ad MUST have a clear boundary to separate it from the content. 3. The ad MUST cover the full width of the screen edge to edge. 4. The ad MUST have a 'close button' above top right corner of the ad as defined in LEAN User Experience and Ad Content.
Expand while Scrolling	Allowed	<p>The expansion MUST be inline on the page. Expansion MUST not overlay or cover any part of the content on the page. When out of view the ad MUST NOT auto collapse – that causes the page content to move and disrupt user experience.</p>
Underlays Ads	Allowed	<p>Underlay ads appear to be under the page content and reveal ad content in between page content while scrolling.</p> <p>The content MUST appear scrolling over the ad. The ad MUST not cover or overlay any part of the content.</p>



Delisted Ad Formats

The following ad experiences or ad formats are either 'in transition' or have been delisted from the IAB New Ad Portfolio.

Ad Unit / Experience	Delist / In Transition*	Guidance
Rising Stars	In Transition	All ads must follow the LEAN guidance. Rising Stars are under evaluation and will be delisted soon
Mobile Rising Stars	In Transition	All ads must follow the LEAN guidance. Rising Stars are under evaluation and will be delisted soon
Pop Up Ads/ Floating Ads	Delist	The ad format is no longer part of the IAB Ad Unit Portfolio
Auto Expand Ad Functionality	Delist	Expansion without user initiation is not allowed. Please see the LEAN guidance for ad expansion
UAP (Universal Ad Package)	Delist	All ads are now LEAN ads so no need for separate UAP
Rich Media	Delist	All ads are now LEAN ad so no need for separate Rich Media ad units
300x50 or 320x50	In Transition	To be replaced by 6x1 horizontal banner
970x250	In Transition	To be replaced by 4x1 horizontal banner
970x90	Delist	The ad format is no longer part of the IAB Ad Unit Portfolio
728x90	In Transition	To be replaced by 8x1 horizontal banner
300x1050	In Transition	To be replaced by 1x3 vertical portrait
300x600	In Transition	To be replaced by 1x2 vertical portrait
300x250	In Transition	To be replaced by 1x1 vertical portrait
160x600	In Transition	To be replaced by 1x4 vertical portrait
Full Page Flex Square	In Transition	To be replaced by Full Page 9x16, 10x16, 2x3, and 4x3 aspect ratios
180X150	Delist	The ad format is no longer part of the IAB Ad Unit Portfolio
120x60	In Transition	To be replaced by 2x1 small size ad
88x31	Delist	The ad format is no longer part of the IAB Ad Unit Portfolio

***In Transition:** The ad format is allowed for now, but will be replaced by the ad format provided in guidance

***Delist:** The ad format or the specification is no longer part of the IAB Ad Unit Portfolio