
smartAD Video

1. Overview

smartAD is an advertisement network with its own information system for creating and managing online ad spaces. Therefore the technical requirements of banners are dictated by smartAD, not individual web sites. The smartAD Video is a banner type that is overlaid on top of the participating web site and is fixed to a certain location in the browser window (usually the bottom right corner). As such, it is not bound by strict space requirements and leaves much flexibility for the designer. smartAD information system supports banners incorporated with video files and also banners which would be containers for video file loaded and played on the website.

The flash video banner:

- Video clip should not be up or downscaled in video banner, as it is not pleasant to view for website visitor if video is up or downscaled.
- Small size in order not to disturb the user; height up to 250 pixels and width 250 pixels. If video uses widescreen aspect ratio then banner width can be up to 280, height must maintain aspect ratio the video is using.
- Background is not transparent
- A button to turn sound on and off.
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smartAD information system does not put any restrictions upon the capacity of the banner but it should be optimized for the use on web. Banner with capacity to 50 kB respects webpage visitor, up to 100 kB is tolerable. In case banner capacity exceeds 100 kB it should be clarified and agreed on with smartAD team.

smartAD information system does not put any restrictions upon the capacity of the video file, but it should be optimized for the use on web. Video file with capacity to 500 kB respects webpage visitor, up to 1 MB is tolerable. In case video file capacity exceeds 1 MB it should be clarified and agreed on with smartAD team. In case video file will not be hosted on smartAD server, then hosting server has to have at least 10 Mbps bandwidth.

2. Technical requirements

2.1 Flash version

Flash clip has to be exported as SWF version 8 in order to use ExternalInterface API through which banner will communicate with smartAD system. SmartAD script checks that webpage visitor would have at least flash player of version 8 installed.

2.2 ActionScript

Due the limitations of smartAD solution banner code should be written using ActionScript 2.0. Examples provided in this guideline are also considered to be used with ActionScript 2.0.

2.3 Allowing JavaScript control

Because smartAD's JavaScript is executing in the context of the participating web site, it does not have control over Flash clips due to cross-site scripting restrictions. To bypass these restrictions, flash clip must explicitly allow control from other domains immediately after loading:

ActionScript code example:

```
System.security.allowDomain("*");
```

2.4 Responding to clicks

The flash clip must recognize four parameters passed in 'flashvars':

- "clickTAG" specifies the destination URL of the click. URL can be unsecure (http) or secure (https);
- "target" specifies the target browser window, similar to the HTML target attribute;
- "videopath" – url of the video file, which will be loaded into container, in case external video file is used. This variable can be accessed through `_root.videopath` in flash clip;
- "videopath1" – url of the secondary video file, which will be loaded into container, in case additional external video file is used. This variable can be accessed through `_root.videopath1` in flash clip;
- "videopath2" – url of the third video file, which will be loaded into container, in case three external videos will be used. This variable can be accessed through `_root.videopath2` in flash clip;
- "id" specifies which banner is used.

The banner must respond to the users click by opening up the given URL in "clickTAG" in the "target" browser window. Also banner has to launch JavaScript function "smartad_click" right after opening landing page. "smartad_click" function will let JavaScript know that clicking has occurred and will remove banner from website or make some additional actions. Parameter "id" is passed to flash through flashvars.

In ActionScript this can be implemented simply using:

```
on (release){
    getURL(_root.clickTAG, _root.target);
    flash.external.ExternalInterface.call("smartad_click", _root.id);
}
```

2.5 Sound settings

After the loading video file sound has to be muted. Webpage visitor can turn sound on using button on the banner. Visitor has to have opportunity to turn sound off again using a button on the banner.

NB! Banner has to turn sound off after the user click.

3. Additional possibilities

3.1 Passing variables

smartAD system has ability to send variables from banner to landing page. Variables which are passed should be added to clickTAG variable. Variables are passed by GET protocol as POST is not supported.

ActionScript example where var1 is flash variable which would be passed to landing page as custom_var1 variable:

```
var path = _root.clickTAG + "?custom_var1=" + _root.var1;
```

Responding to clicks code with custom variables

```
on (release){
    var path = _root.clickTAG + "?custom_var1=" + _root.var1;
    getURL(path, _root.target);
    flash.external.ExternalInterface.call("smartad_click", _root.id);
}
```

3.2 More than one landing page

In case there is more than one landing page campaign manger should be notified and landing page should be added dynamically to clickTAG by banner creator. This is very useful if landing page depends on the action done with banner.

ActionScript example – visitor will be redirected to address website.com

```
var path = _root.clickTAG + "http://website.com";
```

Responding to clicks code with custom landing page

```
on (release){  
    var path = _root.clickTAG + "http://website.com";  
    getURL(path, _root.target);  
    flash.external.ExternalInterface.call("smartad_click", _root.id);  
}
```

4. Sending banner

Banner should be sent to smartAD team for testing purposes at least 2 days before campaign start.

In order to put the banner to the smartAD information system, the following information must be sent to smartAD together with the flash clip:

1. Dimensions of the SWF file (height and width in pixels)
2. Does video file be hosted on the server or is already in the banner. Location of the video file, if it is not hosted on the smartAD server.