

Commercial break

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Description

The Commercial Break format for the AdOcean (AO) and GemiusDirectEffect (GDE) systems. It is a full-screen overlay (position: fixed, covering the whole viewport) that displays a single creative layer with a timed close mechanism. It supports desktop and mobile versions, optional responsiveness (proportional scaling of the creative to the viewport while preserving aspect ratio), and several initialization modes (immediately after page load or after a click on a chosen element). It can present a video, an HTML5 creative, or a static image, and provides a countdown / spinner close control.

Basic supported formats

- ☒ HTML5
- ☐ SWF
- ☒ Image
- ☒ Video
 - ☒ MP4/OGG/Webm
 - ☐ Flv

Mobile devices

- ☒ browsers
- ☐ applications

Behavior

The creative is mounted into a target container that, while the ad is visible, becomes a full-screen fixed overlay rendered above the page content (z-index: 2147483647). While the overlay is visible, page scrolling is locked (body and html overflow set to hidden) and restored on close.

Creative selection priority: Video > HTML5 > Image. When both a video and an image are provided, the image is used as a full-screen background layer and the video is rendered on top of it.

Initialization modes (the "Creative initialization mode" parameter):

- Immediately after page load (1) — the overlay is shown right after the creative loads.
- After click on element tag (2) — the overlay is shown after a click on any element matching the given HTML tag name ("Trigger tag name"). When no tag is provided, it falls back to immediate.
- After click on element with class (3) — the overlay is shown after a click on any element carrying the given CSS class ("Trigger class name"). When no class is provided, it falls back to immediate.

Deferred navigation: in the click-based modes, if the clicked element is (or is nested inside) a real link (an <a> with a non-empty href that is not an anchor "#" or a "javascript:" URL), the original navigation is prevented, the ad is displayed, and the saved navigation is executed only after the ad is closed (the link target is honored: same window or new window).

Close logic (the "Close button mode" parameter):

- Counter with label (1) — a top bar with countdown text and a pill-shaped "Skip ad" close button.
- Spinner (2) — a circular countdown timer placed in the corner that turns into a close (X) button.
- Mixed (3) — counter with label on desktop, spinner on mobile.

Timing:

- Duration time — total countdown duration in seconds; when greater than 0 and the user did not interact with the creative, the ad closes automatically when it reaches 0. When set to 0, automatic closing by duration is disabled and

the countdown label is not displayed.

- Unlock button time — number of seconds before the close control becomes active. Set to 0 to make it available immediately.
- Auto close time — after a redirect interaction, the ad auto-closes after this many seconds. Empty / 0 disables auto-close.

Interaction: any interaction with the creative (e.g. video play/volume controls, link click, HTML5 ad interaction) stops the duration countdown. A redirect interaction additionally unlocks the close control (counter mode) and may start the auto-close timer when "Auto close time" is set.

Responsiveness: when the "Responsive" parameter is enabled (default), the creative scales down to fit the available viewport (minus the top bar height in counter mode) while preserving its aspect ratio; it never scales above 100% of its base size.

Video: the video player is configured from the video settings — autoplay, muted, controls, loop, and seeking. When autoplay is off, a play overlay (big play button) is shown. The aspect ratio is derived from the native video width/height (with separate optional mobile native sizes). When autoplay with sound fails, the player automatically retries muted. Video statistics are enabled and hit URLs are passed to the player.

Parameters

Name	Description
General parameters	
Width *	Base creative width in pixels (numeric).
Height *	Base creative height in pixels (numeric).
Responsive	When enabled, the creative scales proportionally to fill available space while maintaining aspect ratio (checkbox, default on).
ClickTag overlay	Enables a transparent click overlay over the HTML5 iframe creative (checkbox, default on).
Desktop creative	
Image	Desktop static image (png/gif/jpg/jpeg/webp). Used as a fallback or as a background layer in video mode.
HTML5 creative	Main HTML5 creative (desktop). Takes priority over the static image.
Desktop video creative	
MP4 file / MP4 URL	Desktop MP4 video source (uploaded file or external URL). Mutually exclusive with other video sources.
OGG file / OGG URL	Desktop OGG video source (uploaded file or external URL). Mutually exclusive with other video sources.
WEBM file / WEBM URL	Desktop WEBM video source (uploaded file or external URL). Mutually exclusive with other video sources.
Mobile creative	
Mobile width	Width of mobile creative in pixels. If empty, cover scaling is used.
Mobile height	Height of mobile creative in pixels. If empty, cover scaling is used.
Mobile HTML5 creative	HTML5 creative for mobile devices. If empty, desktop creative is used.
Mobile static image	Fallback image for mobile. If empty, desktop image is used.
Mobile video creative	

MP4 file / Mobile MP4 URL	Mobile MP4 video source (uploaded file or external URL). Mutually exclusive with other mobile video sources.
OGG file / OGG URL	Mobile OGG video source (uploaded file or external URL). Mutually exclusive with other mobile video sources.
WEBM file / WEBM URL	Mobile WEBM video source (uploaded file or external URL). Mutually exclusive with other mobile video sources.
Video settings	
Video width	Video container width (px or %). Default 100%.
Max video width	Optional maximum video width (px or %).
Min video width	Optional minimum video width (px or %).
Native video width *	Original width of video file, used to calculate aspect ratio. Default 1920.
Native video height *	Original height of video file, used to calculate aspect ratio. Default 1080.
Mobile native video width	Original width of mobile video file for aspect ratio. If empty, desktop native width is used.
Mobile native video height	Original height of mobile video file for aspect ratio. If empty, desktop native height is used.
Muted	The video starts muted when enabled (checkbox, default off).
Loop	Loops the video playback (checkbox, default off).
Controls	Shows the video player controls (checkbox, default on).
Seeking	Enables timeline seeking (checkbox, default on).
Autoplay	Starts the video automatically when enabled (checkbox, default off). When off, a play overlay is shown.
Behavior	
Creative initialization mode *	Immediately after page load (1), After click on element tag (2), After click on element with class (3). Default 1.
Trigger tag name	Used only with mode 2. HTML tag name (e.g. a, button, div); case-insensitive.
Trigger class name	Used only with mode 3. CSS class name without the leading dot (e.g. open-ad, cta-link).
Duration time *	Total countdown duration in seconds. After this time the ad closes automatically (unless user interacted with the creative). Default 10.
Unlock button time *	Time in seconds before the close button becomes active. Set 0 to make it available immediately. Default 3.
Auto close time	Post-interaction auto-close timeout (in seconds). Set to 0 to disable auto-closing entirely (requires manual close).
Button appearance	
Close button mode *	Counter with label (1), Spinner (2), Mixed - desktop counter / mobile spinner (3). Default 1.
Countdown label	Text displayed during countdown. Use {time} as placeholder for remaining seconds (e.g. "Ad closes in {time} s"). Default "Closing in {time} s".

Close button text	Text on the close button (counter mode only). Default "Skip ad".
Advanced styling	
Overlay background color	Background color behind the creative (#hex / rgba / color name). Default #fff.
Top bar color	Background color of the top bar with the countdown (counter mode only). Default #f6f6f6.
Top bar height	Height of the top bar in pixels (counter mode only). Default 50.
Close button background	Background color of the pill close button (counter mode only). Default #ff6600.
Close button text color	Text color of the pill close button (counter mode only). Default #000.
Spinner color	Color of the circular countdown timer and the X icon (spinner mode only). Default #ff6600.
Extra code	
Extra JavaScript Code	Optional additional JS code.
Extra HTML Code	Optional additional HTML code.

* - required parameter

Height/width parameter values vs. behavior (responsiveness)

Note: Width and Height are both required numeric (px) parameters; the editor validation accepts digits only. Proportional scaling is controlled by the separate "Responsive" parameter.

Height	Width	Behavior
px	px	Supported. The base size is defined; with Responsive enabled the creative scales down to fit the viewport while preserving the aspect ratio (never above 100%).
px	%	Not supported for the main Width parameter (numeric/px-only validation). Percentage width applies only to the separate "Video width" setting.
%	%	Not supported for the main Width/Height parameters (numeric/px-only validation).
- none -	px	Not allowed - height is a required parameter.
- none -	%	Not allowed - height is a required parameter (and width must be numeric).
- none -	- none -	Not allowed - height and width are required parameters.

Configuration

Configuration is done through the creative parameters described above. Width and Height are required; a creative layer must be provided as a video source, an HTML5 creative, or a static image (resolved by the Video > HTML5 > Image priority). Mobile

assets, mobile dimensions, and mobile native video sizes are optional and inherit the desktop values when empty.

The close behavior is regulated by the close button mode, the duration / unlock / auto-close times, and the related styling parameters. Initialization is controlled by the initialization mode together with the trigger tag or trigger class. While displayed, the template locks page scrolling, runs optional inscreen measurement, and sends display and close interaction hits; for video creatives, statistics and hit URLs are forwarded to the video player.