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Technical Specifications for Preparing Creatives

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Description

Allowed formats

- [ ] HTML5
- [ ] SWF
- [x] Image
- [x] Video
  - [x] MP4/OGG/Webm
  - [ ] Flv

Mobile devices

- [x] Mobile web browsers
- [ ] Mobile web applications

Behavior

When the creative (which initially is not visible) appears in the browser viewport, it pushes down the content revealing the video. Once the video has expanded, the video playback starts. The ad starts only if a specified percentage of the height is visible in the browser viewport, which can be a result of the scroll action or change in the orientation of the mobile device. The ad does not expand if it is open in a background tab or if the browser window is minimized.

Parameters

Name	Description
Width:*	The width of the creative in px or %
Maximum width	The max. width of the creative in px or %
Native video width*	The native width of the video in pixels
Native video height*	The native height of the video in pixels
MP4 file/url	The video file or URL to the video in the MP4 format
OGG file/url	The video file or URL to the video in the OGG format
Webm file/url	The video file or URL to the video in the WebM format
Poster image	The poster image displayed before the video playback (before the video is loaded)
Seeking	Specifies whether or not seeking is to be enabled
Video controls	Specifies whether or not the video controls are to be displayed
Video loop	Specifies whether or not the video is to be played in a continuous loop

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Sound	Specifies whether the video sound is enabled automatically at the start of video playback or when the mouse cursor is positioned over the ad
Expansion time	The duration of the video expansion animation. If set to 0, the animation is disabled and the video is visible instantly
Visibility threshold	The required percentage of the height that has to be visible in the browser viewport in order for the video to expand/launch. Allowed values range from 1 to 100 %
Display close button	Specifies whether or not the close button is to be displayed
Close button size	The size of the close button in pixels
Close button image	The close button image
Close ad on video end	Specifies whether or not the ad is to be automatically closed at the end of video playback
AO - Connection type recognition	In the case of mobile devices, AdOcean will check the internet connection (if cellular or Wi-Fi). If you choose this option, creatives will not be displayed if the connection is cellular or when connection type recognition is disabled
Extra JavaScript Code	Additional JS code executed when the ad creative is fully loaded
Extra HTML Code	Additional HTML code executed when the ad creative is fully loaded

* - required parameter

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