

Last update: 02/04/2014



Dailymotion

AD SPACES
TECHNICAL SPECIFICATIONS



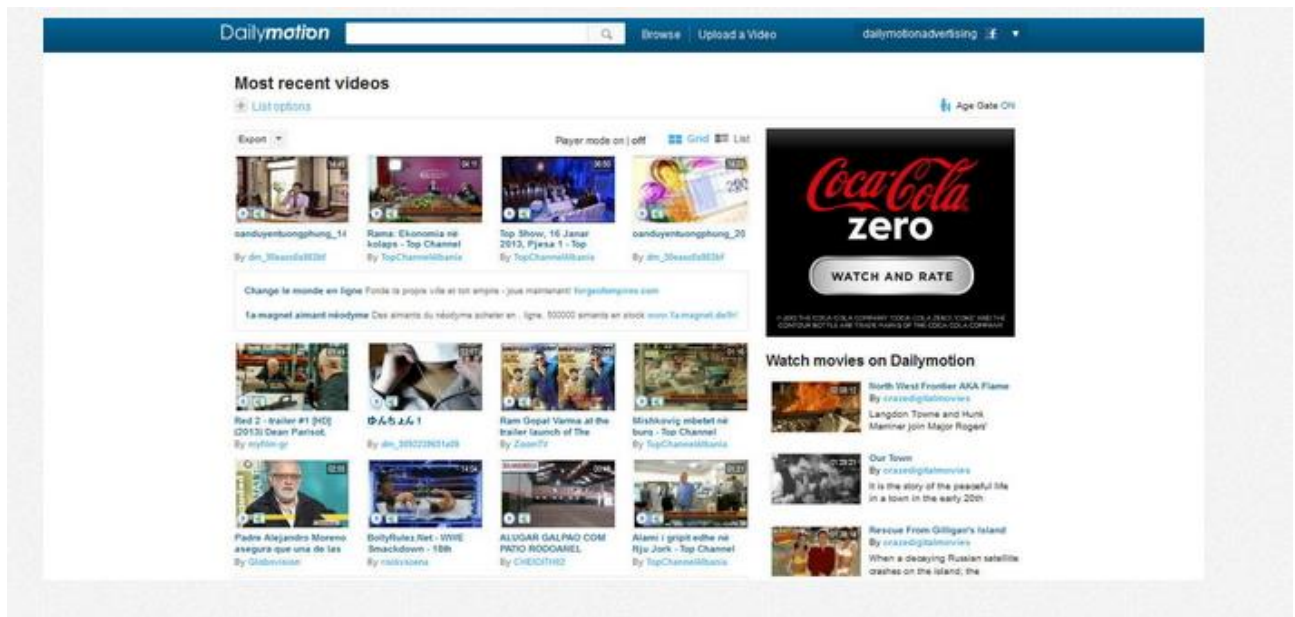
thinkdigital
Brands to Consumers

Contents

Display.....	3
300x250 Banner	3
User Experience / Important Notes.....	3
Flash requirements.....	4
Homepage Takeover.....	5
User Experience.....	5
Technical Specifications	5
Instream.....	7
Overlay Ad	7
User Experience.....	7
Needed Assets.....	7
Technical Restrictions / Additional Information.....	8
Pre-roll.....	9
User Experience.....	9
Technical Specifications	9
Interactive pre-roll	10
User Experience.....	10
Technical Specifications	10
Customized player	11
User Experience.....	11
Technical Specifications	11

Display

300x250 Banner



Ad Type / Ad Size	Download File Size	Audio Specifications/ Limit	Animation/Duration	Accepted file types
Classic 300x250	60k max	Allowed on user click/rollover; Duration: 30 sec	Allowed; Max Duration: 30 sec,	GIF/JPEG/PNG, SWF, 3rd party code
Expand Banner 300x250 (625x250 after the expansion)	60k max	Allowed on user click/rollover; Duration: 30 sec	Allowed; Max Duration: 30 sec,	GIF/JPEG/PNG, SWF, 3rd party code

User Experience / Important Notes

- Sound must be "off" by default (may be activated on rollover or on click as long as it can be deactivated in the same way)
- At expandable banners a close button is required

Flash requirements

A ClickTag needs to be inserted on a button:

- **If ActionScript2:**

```
On(release)
{
    getUrl(clickTag, '_blank') ;
}
```

- **If ActionScript3:** the occurrence of the transparent symbol (button type) need to be name buttonClick.

```
buttonClick.buttonMode=true;
buttonClick.addEventListener(MouseEvent.CLICK, redirectionPartner);
function redirectionPartner(evt:MouseEvent):void
{
    var url:String = root.loaderInfo.parameters.clickTag;
    var request:URLRequest = new URLRequest(url);
    try
    {
        navigateToURL(request, '_blank');
    }
    catch (e:Error)
    {
        trace("Oops!");
    }
}
```

Homepage Takeover



User Experience

A Homepage Takeover uses all available ad space of the homepage and has a direct impact on our visitor. You can transform the whole appearance of the website with your brand and message.

Technical Specifications

Composition of the creative

- Background image (1615x2125):
 - The space between either sides of the takeover must be 970 pixels.
 - Important information must be inserted into the 1024 pixels of the center zone.
- Top Banner (970x120):
 - Static creative or animated creative.
 - Assets need to perfectly fit the background image.
- Bottom Banner (970x120):
 - Static creative or animated creative.
 - Assets need to perfectly fit the background image.
- MREC (300x250)
 - IAB 300x250 Format

Needed assets:

- Background image:
 - File name : body (i.e. body.jpg)
 - Dimensions : 1615x2125px
 - Accepted formats: gif, jpg or png
 - Max weight: 150kb Max

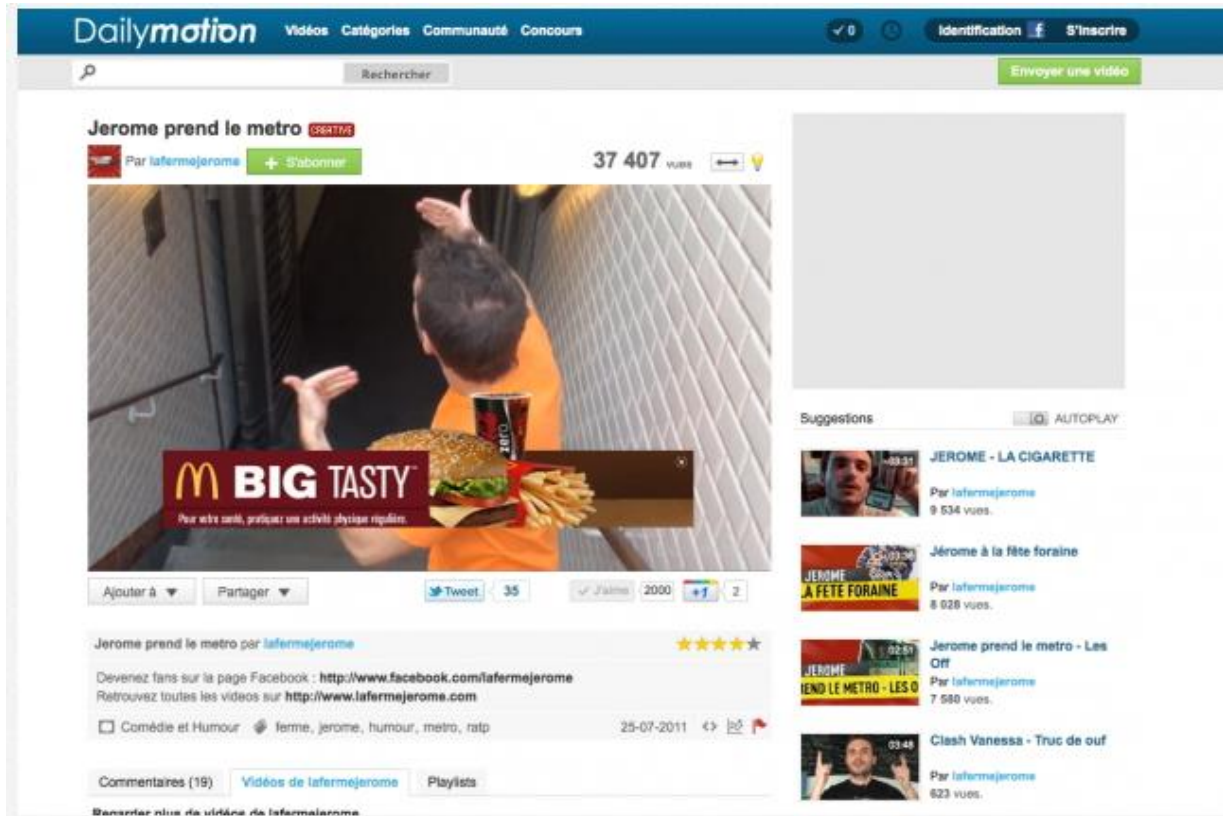
- Redirection URL for the background image **Top Banner** :
 - File name : top_banner (i.e. top_banner.jpg)
 - Dimensions : 970x120px
 - Accepted formats : gif, jpg, png or swf
 - Max weight: 75 kb Max
 - Redirection URL for the Top Banner if it is a static image (optional)

- Bottom Banner (optional):
 - File name : bottom_banner (i.e. bottom_banner.jpg)
 - Dimensions : 970x120px
 - Accepted formats : gif, jpg, png or swf
 - Max weight: 75 kb Max
 - Redirection URL for the Bottom Banner if it is a static image (optional)

- Source file of the mock up (optional)
 - Accepted format : psd

Instream

Overlay Ad



User Experience

The overlay ad is a banner which appears over the video 5 or 10 seconds after it started, and proves to generate high CTRs. An "ad" button allows the user to see the banner again if he wants to.

Needed Assets

File Type	Weight	Dimensions	Animation/Duration	Accepted file types
Compiled File	60k max	480x70 px	Max Duration: 10 sec, Framerate : 25fps	.swf
Image File	60k max	480x70 px	Max Duration: 10 sec	.jpeg, .png

The toaster must be in ActionScript 3.0, no older versions.

Technical Restrictions / Additional Information

- Only VAST / VPAID redirects accepted.
- The origin must be fixed in the top left-hand corner
- Other elements must be opaque
- The closing button does not have to be in the source file. It is adsserved directly during the campaign.
- Format Flash 480x70:
 - Animation with an 80% opacity background
 - Sound off
 - No closing button

Pre-roll



User Experience

Video commercial at the start or end of the video content. Targeting is available by content type (music, news ,sports, etc.).

Technical Specifications

- **Max video duration** : 30 sec max
- **Video format** : .flv, .mpeg4
- **Definition** : standard or high resolution
- **Third-party tracking** : Vast 1, 2 & 3 / VPAID 1 compliant

Interactive pre-roll



User Experience

With this format, brands benefit fully from the interactivity of the web. The user can interact with the ad and surf on the mini-site without leaving the player environment which allows a high engagement score.

[Demo link](#)

Technical Specifications

- **Max video duration** : 30 sec max
- **Video format** : 3rd party served
- **Definition** : standard or high resolution
- **Third-party tracking** : Vast 1, 2 & 3 / VPAID 1 compliant

Customized player



User Experience

The video player can be entirely customized to a brand's image. In order to make the brand experience complete the Dailymotion player can be adapted to the advertiser's colours and logo.

Technical Specifications

- **Logo** : .png or /ai format
- **Background colour**: [Demo link](#)