

SizmekTM

In-Stream VAST

Build Guide

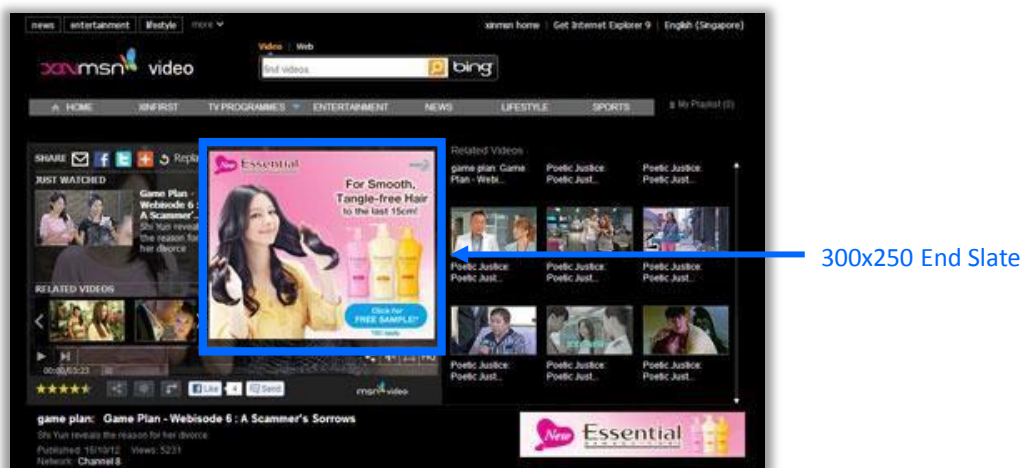
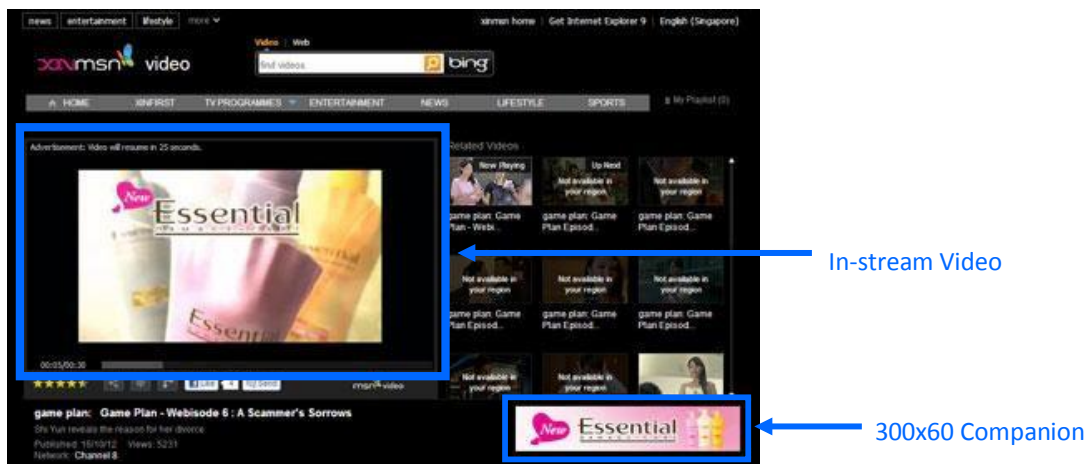
IN-STREAM VAST

OVERVIEW

User experience

The VAST Video Ad delivers a growing number of player experiences. There are three required elements; video and at least one of the companion ads will always display.

- ❶ The user chooses to view streaming content.
- ❷ The streaming ad plays and the 300x60 companion ad displays in close proximity to the player. The player will hide the control buttons during the streaming ad play which will not allow the user the opportunity to stop the stream during the ad. The only option the user will have to close out of the advertisement is by closing the player completely.
- ❸ If the advertisement is closed, the user will not see the selected content stream.
- ❹ The selected streaming content plays. The 300x60 companion ad remains present during the first piece of content played. If the user changes to a new piece of content, the companion ad will change.
- ❺ Click through details: VAST ads feature clickable video.
- ❻ After the video content is finished, the corresponding 300x250 end slate companion ad will display.



IN-STREAM VAST

Demo

[JOHNSON'S Baby](#)

Specification

Required video formats WMV, FLV, MP4 Web and MP4 Mobile.

- Video file ratio where possible should be 16:9. 4:3 is acceptable but not preferred.
- Sound is required.
- Check with MSN in your local market for restrictions on duration of video ad.

Creative Assets	Dimension (W x H)	Format	File size	Requirement
Streaming Video (WMV)	640 X 360 (16:9) 480 X 360 (4:3)	WMV	2MB	Total Bitrate : 500k Frame Rate : 29.97fps (NTSC) 25fps (Pal) Key Frames : 10 Buffer Time : 8 Quality Setting : 75 Complexity : Main Audio Settings : 64kbps, 44kHz stereo CBR Video Bitrate : 434K Video Codec : Windows Media Video 9.2 Audio Codec : Windows Media Audio 9
Streaming Video (FLV)	640 X 360 (16:9) 480 X 360 (4:3)	FLV	2MB	Total Bitrate : 500k Frame Rate : 29.97fps (NTSC) 25fps (Pal) Key Frames : Every 150 frames Codec : On2 VP6 Pro, 2-pass CBR Auto Key Frames : Enabled (default setting) Drop Frame Setting : Enabled Audio Settings : MP3 64kbps 44kHz, stereo CBR Video Bitrate : 434K
Streaming Video (MP4 Web)	640 X 360	MP4 Web	2MB	Total Bitrate : 664k Frame Rate : 29.97fps Audio Settings : 64kbps, 44kHz stereo CBR Video Bitrate : 600K Video Codec : H264 Baseline Audio Codec : AAC
Streaming Video (MP4 Mobile)	320 X 240	MP4 Mobile	2MB	Total Bitrate : 432k Frame Rate : 29.97fps Audio Settings : 32kbps, 44kHz stereo CBR Video Bitrate : 400K Video Codec : H264 Baseline Audio Codec : AAC
Companion Ad	300 X 60	JPG	20Kb	SWF, GIF or animated GIF images are not supported
End Slate (Companion Ad)	300 X 250	JPG	20Kb	SWF, GIF or animated GIF images are not supported

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Notes:

- It is imperative that creative developers using this guide refer to the MSN Spec information available from the link below regarding the exact specifications for this ad and follow the process outlined in this document to create the In-Stream VAST ad and associated companion ads within the Sizmek MDX Platform.
http://advertising.microsoft.com/ForAdvertisers/CreativeSpec.aspx?CS_CreativeSpecID=164
- Ads built outside MSN and or Sizmek specs can cause delays and additional costs to the creative agency.
- Please contact your local Sizmek office if you have difficulties with any of the steps contained in this document, refer to page 8 for contact details.

SUBMISSION

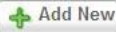
Submit 5 working days before live date. All submission of creative is to be done via Sizmek MDX platform into your company account. Please contact your local Sizmek account manager if you do not have an account.

CREATIVE SUBMISSION TO SIZMEK MDX PLATFORM

① Basic Introduction

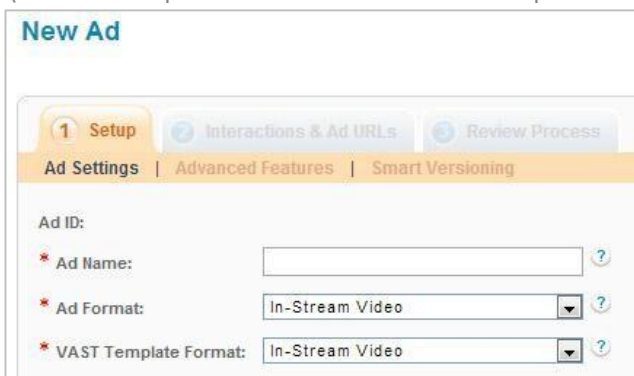
- [Overview of Sizmek MDX Platform](#)
- [Edit an Ad](#)

② Create Video Package *(only applicable to ad with standard video)*


- Select **Manage > Video Studio**
- Click on  and select **Create Manual Package**
- Enter a package name then click on Add Stream
- Once “Select a new Video Stream” interface loads, select the 4 video streams required.
- Once the WMV, FLV and MP4’s have been added, click **Create Package** in the lower right corner.
- Link the additional assets to the video package in **Video Packages** folder.

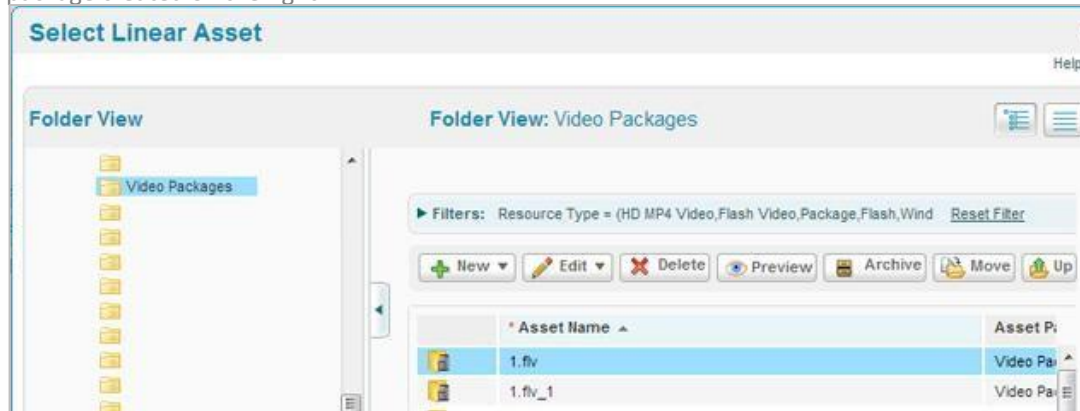
③ Create In-Stream Video ad


- Select **Manage > Ad > Edit Ad**
- Change Ad Format to **In-Stream Video**
- Select VAST Template Format to **In-Stream Video**
(Note: If this option is not available from the drop down list contact Sizmek creative support.)




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- Under **Linear** tab click on  and in the folder view navigate to the **Video Packages** folder and select the video package created on the right.




- All companion ads are to be added under **Simple Companion** tab. Click on  select the assets for each companion asset required (300x60, 300x250).
- Add the **Clickthrough URL** and click on **Save**.

4 Publish Ad

- Select **Manage > Ad**
- Select the ad and click on **Attach** to attach the ad to the correct placement. The ad icon will change to . Click [here](#) to learn more about attaching ad to placement.

Note: Publisher and Campaign Trafficker can only preview ad attached to the placement.

- Select the ad and click on **Review > Publish**. The ad icon will change to .

Note: Publisher can only test on published ads.

SUPPORT

MSA Ad Submission Guidelines

All creative must meet the [MSA Ad Submission Guidelines](#)

MSA Creative Acceptance Policy

All creative must meet the requirements of the [MSA Creative Acceptance Policy](#)

Contact your local yield representatives to find out the availability and price of this ad product in your market.

Browser Support

Please refer to [Sizmek's support matrix](#) for more information.

Sizmek Support Contacts

For questions and assistance please contact:

- South East Asia creative support : sea.creative@sizmek.com

Online Sizmek training:

[More training material can be found in the Sizmek Training Zone](#)

A login is required to be able to access this material. **Please contact your local Sizmek office for support.**

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