

Sizmek Formats

HTML5 Swipe Gallery

Build Guide

SizmekTM

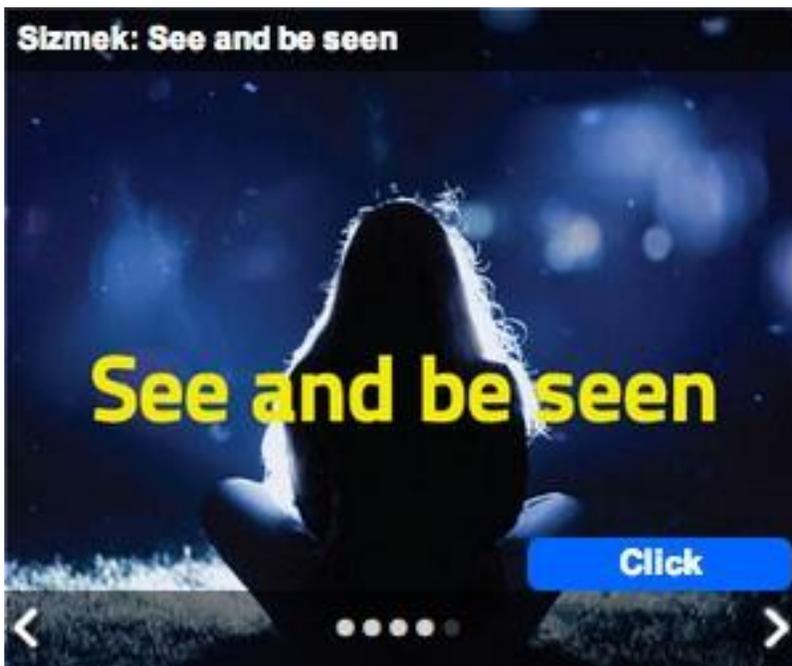
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Overview

The HTML5 Swipe Gallery format enables a user to navigate through a series of images or videos by either swiping left or right on an image, or by tapping on the navigation arrows. Each image has its own customizable caption, as well as an individual Clickthrough. As you reach the end of the gallery and continue to swipe in the same direction, you'll wrap around to the beginning of the gallery.

The following illustration shows the Swipe Gallery feature. A user is able to swipe between different images, or use navigation buttons to advance through them. There are also UI indicators at the bottom of the gallery to show the total number of images as well as the image in the sequence currently being selected. The "Click" button is a Clickthrough link that enables the user to click through to the specific landing page.



The format will expand to fit the size of the iframe into which it is served. It requires no changes in the workspace HTML or JavaScript depending on the tag/iframe size, you simply need to ensure you have the right backup image available to satisfy the platform's requirement. You can keep multiple backup images in the workspace and choose the appropriate one when creating the ad in the platform. The default template size is 320x320.

- ! You must have beginner knowledge of HTML5 and JavaScript to implement this feature. If you know how to author HTML creatives, then you should have no problems creating this ad.

Supported Platforms

Platform	Supported Versions
iPhone/iPad	iOS 5.0 and later
Android	Android 2.3 and later (including tablets)
Windows Phone	8.0 and later
Internet Explorer	9.0* and later
Firefox	18.0 and later
Chrome	26.0 and later
Safari	6.0 and later

* Internet Explorer 9 does not offer a full HTML5 experience. Although the format may be viewed on that browser, it will not be as polished an experience as on other browsers or newer versions of Internet Explorer itself.

Known Issues

- If you have the animation speed custom variable set higher than 300ms then someone who is swiping from image to image quickly and repeatedly may manage to prevent the wraparound of the gallery to start again from the beginning. By doing that, they can prevent the wraparound logic from getting a chance to see that it's reached the end and jump back to the beginning. It's only something you can do if you have an animation speed well above 300, which you would be unlikely to want because it would seem so slow. The key is that if you choose a value between 100 and 300 then it's difficult to recreate this minor issue.
- Some versions of iOS or Android may require a second press of a video play button to start a video playing. This is due to the OS-makers measures to prevent auto-playing video extending beyond the scope it's meant to. It's only seen on a few combinations of OS/Device.
- If, whilst playing a full-screen video, you play around too much with orientation change, rotating the device between portrait and landscape continually, then some devices can fail to keep up and may fail to dispatch the appropriate events. This can result in an incorrect state, and potentially a misaligned close or play button.
- This is a generic known issue for any HTML5 format : In Internet Explorer 9 expanding, collapsing, animating maybe an immediate action rather than an attractive transition.
- When an external video player is used, the rewind feature (see Custom Vars) may not successfully resume playing from the same point in the video.
- When a user is scrolling up/down on the host page, as they reach the ad, we try our best to ensure they can continue scrolling up/down, rather than stopping dead on the ad. It may occur that on some rare OS/Device combinations, a slight interruption to your scrolling/swiping may occur. Basically though, we do support vertical page swiping even on the ad.

Implementing a HTML5 Swipe Gallery

Before you Begin

Make sure you have the following resources available:

- A HTML5 Swipe Gallery format workspace. Download the workspace from the Creative Zone and extract it, preserving the directory structure.

Included Template Files

HTML

The following HTML5 template files are included:

File Name	Description
index.html	The ad file, with the ad configuration and initialization code.
style.css	The style sheet for the ad and its elements.

Scripts

The following JavaScript files are included:

File Name	Description
scripts/script.js	Code required for the format.

Images

The following image template files are included:

File Name	Description
images/backup.jpg or .png	This image is shown if the ad is not displayed, such as on older unsupported browsers.
images/backup*.jpg or .png	You may have multiple backup images (suitably named) for use in different tag sizes.
images/*.jpg or .png	Any other images found there are for demo purposes

Videos (when applicable)

The following image template files are included:

File Name	Description
videos/video.mp4	The mp4 video for most browsers

videos/video.webm	The webm video for Firefox
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Image Gallery Folder

File Name	Description
image_gallery.js	Javascript file core to the image gallery functionality
image_gallery.css	Style sheet for customizing the look of the image gallery block
Image_gallery_ui_images/sprite.png	Contains navigate ui icons
Image_gallery_ui_images/loader.gif	The loading icon when image loading is in progress

Customizing a HTML5 Swipe Gallery

All of the HTML5 Swipe Gallery functionality is programmed in the template files. At minimum, the only changes you will need to make are to the loaded image and video assets and their respective styles.

Note: When updating or replacing images or videos, make sure to also update references to their filenames and dimensions found in index.html and style.css as necessary.

To update the layout and design of a template, open the index.html and style.css files in a text editor.

The index.html also contains JavaScript that can be modified to change or extend functionality. The properties available include:

Property Name	Description
videos	An array of objects that define the videos available for use.
imageGalleryConfig	An object that contains the definitions of the images and videos contained within the gallery.
actionRegister	This contains the definitions of the user actions and clickthroughs. You won't see a reference/call to this anywhere in the workspace. It's used only by the ad platform when

you upload your workspace.

The functions available include in the HTML and in scripts/script.js are:

Function Name	Description
init	All of the initialization occurs here.
setCustomVars	Defines the default values for how the ad behaves. These are overridden by the custom vars that are optionally entered in the ad platform.
getVideoPath	Takes an index into the videos array and tries to determine which video types the browser can play and returns a path to the video with that extension (replacing the poster's .jpg extension that's found in the videos array).
stopVideos	Loops through all videos and pauses them all.
loadVideo	Creates the HTML tags for the video and puts them on the page, accounting for sizes and positions. It will not auto-start.
playVideo	Will call the play method on the chosen video and make sure it's visible. Beware: if you call this via setTimeout, then a lot of mobile/tablet platforms will see that as an auto-play attempt and ignore the call to play. This is best called from within the context of a click/touch handler. Only then will the browser believe it was a genuine user action.
setCustomVar	A function that will choose between the default value and the optional value entered in the platform for a custom var.
scale	Used to scale an image to fit within the gallery size to the largest size possible without affecting aspect ratio. The image will not look stretched when using scale, but there will (in most cases) be black bars either above/below or to the left/right of the image. This function chooses which.

EB Command Module

Some ad networks require the ability to externally expand and collapse Sizmek ads, particularly when the ad is being used in a mobile application. The EB Command Module facilitates this requirement by sending events that call the `expand()` and

`collapse()` functions in the creative container to update its content appropriately. The EBCMD module, included in the following code, enables this functionality.

```
<script type="text/javascript">EBModulesToLoad = ['Video',  
'EBCMD'];</script>
```

Video

The video component tracks video metrics and interactions in your ad. It is included with the following code:

```
<script type="text/javascript"> EBModulesToLoad = ['Video',  
'EBCMD'];</script>
```

The `initVideo` function registers your video element for tracking later in the code:

```
function initVideo() {  
    var videoTrackingModule = new EBG.VideoModule(video);  
}
```

If you want to track video metrics, your video elements must be initialized in this fashion.

Testing Your HTML5 Swipe Gallery

To test your ad locally, open `index.html` in a web browser and walk through the ad experience. You can use a web-debugging tool to view the source code and any data being sent or received by the ad.

Setting Up an HTML5 Swipe Gallery in the Sizmek Platform

To set up a HTML5 Swipe Gallery in the Sizmek MDX platform:

1. Archive the workspace into a new ZIP file, preserving the directory structure. You can do this with WinZip, 7Zip, or another archiving program.
2. In the Sizmek MDX platform, under **Creative Assets**, create a new Workspace by uploading the ZIP file.
3. Under the **Ads** section, create a new ad.
4. Fill out the form. Set **Ad Format** to **HTML5 Swipe Gallery**. If you do not have access to this format, ask your client services or support representative to help you gain access.
5. Save the ad.
6. [Create a new placement](#) for the ad.
 - a. Fill out the form. Set the **Placement type** to **In Banner** and the **Banner size** to **the size of your ad**.

After you've saved your placement, you can then generate preview tags to test on your web site.

General Ad Interactions

Name	Description
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ebAdDuration	Total time that the ad was shown in the current impression
ebUserInteraction	User interacted with the ad (unique per impression)
ebAboveTheFold	Ad was displayed on screen without scrolling (unique per impression)
ebAboveTheFoldDuration	Time that the ad was above the fold

General Video Interactions

Name	Description
ebUniqueVideoStarted	Video playback has started (unique)
ebVideoStarted	Video playback has started (sent every time)
eb25Per_Played	Video has played up to the 25% position
eb50Per_Played	Video has played up to the 50% position
eb75Per_Played	Video has played up to the 75% position
ebVideoFullPlay	Video has played up to completion
ebVideoUnmuted	Sent when video playback begins if video is unmuted
ebVideoPause	User has paused the video playback
ebVideoReplay	Video is being replayed after being played at least once before
ebVideoPlayDuration	Total time all videos played within the ad
ebUserInitiatedVideo	User has initiated viewing the video
ebVideoAssetDuration	Total reported playback time for each individual video

Custom Vars

The following custom vars can be set in the platform in the Advanced Features/Custom Vars section when editing the ad:

Name	Description
mdTransitionTime	Default: 300 . This is the number of milliseconds for the swipe animation used to complete the swipe. Once you reach the threshold point whilst swiping and take your finger off the screen, it takes this long for the animation to continue the movement until the next image is aligned. Avoid using a number much larger than 300 (see Known Issues).
mdIncludeBorder	Default: yes (true). This Boolean defines whether the ad contains a one-pixel border around the edge of the ad. It means that if your ad tag/iframe is 300x300 and this is

true, then your images/videos will be 298x298 due to this border.

mdLoopContent	Default: yes (true). This Boolean defines whether the gallery should wraparound when you try and swipe beyond the last image.
mdImageScale	Default: 2 . If your gallery is 300x300 and border is on and all your images/videos are 298x298 then you won't see any effect from this property. If your images/videos are of a different size though, then this number determines how the image will be resized. A value of 0 means do nothing to the image/video, it will either be too small or too large, but that's what you decided you want. A value of 1 means "scale" the image without changing aspect ratio (see the scale function in this document for more info). A value of 2 means "stretch" the image, which will just set the width/height to the maximum possible in the gallery (distortion is possible unless images are the same aspect ratio as the gallery).
mdRewindVideoOnClose	Default: yes (true). This Boolean determines whether the video should rewind after you close it. If you don't rewind, then upon replaying the video, it will continue from the point at which you closed it. Leave this as true if you always want to start the video from the beginning each time you show the video. Note: see Known issues.

Custom Interactions

The following custom interactions are reported by an ad with the HTML5 Image Gallery Block and can be reviewed in Sizmek reporting:

Interaction Name	Description
Image_Gallery_Navigated_To_#	User navigate to image #
Image_Gallery_ClickThrough_#	User clickthrough on image #

Change Log

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