

Sizmek Formats

# In-Stream TimeSync

Build Guide

# Sizmek<sup>TM</sup>

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## Overview

The IAB Digital Video TimeSync provides a series of interactive elements presented as overlays timed to the video to enable targeted interactions with the ad—all while keeping the viewer firmly in control.

This is an In-Stream linear ad format that plays in VPAID-compliant video players. The ad consists of a shell container and several modular units such as a panels (product1, product2, product3) and clickthrough links. Since it is a linear format, it can play before, after, and during commercial breaks between publisher content.

The shell container loads in as an overlay in a Flash video player (e.g. IAB video player etc.). Ad's base ad component will appear on first cue point event. Base ad component content will change based on subsequent cue point events. User can navigate base ad component details using navigation arrow buttons. Base ad component has option to open "expand ad component" either clicking on base ad component content area or clicking on expand arrow button.

VPAID is an IAB protocol that standardizes the communication between video players and In-Stream video advertising. You can use the standardized In-Stream template to easily create your ad and make use of the same creative across multiple VPAID-compliant video players and publishers.

When the commercial break begins, the video player loads a VPAID shell SWF. The shell is a wrapper that initiates the required VPAID API and loads the creative content that you build using this template. The VPAID shell SWF handles the countdown to resume the publisher's content. However, the countdown is cancelled if the user interacts with the ad, such as launching a clickthrough or pausing video.

## Specifications

- Version 1.0
- Supports ActionScript 3.0
- Supports Flash Player 9 and above
- Included templates
  - Linear Ad 640x360
- Base ad component: Best practice is to use no more than 1/10 of the available player screen for each free-form annotation and no more than 1/5 for a fixed panel of annotations.
- Recommended video aspect ratio is 16:9.

## Known Issues

Cue point doesn't work on the Sizmek Workshop version 5.0.5.6.1.  
Please use the Sizmek Workshop version 5.0.5.4.

## Ad Behavior Screenshots



## Template Included Files

Filename	Description
TimeSync_vid_linear.fla	640x360. The main fla file.
video.mp4	The default video.
TimeSync.as	AS file with initial settings. <i>(Do not modify)</i>

### DEMO

[Click here to view](#)

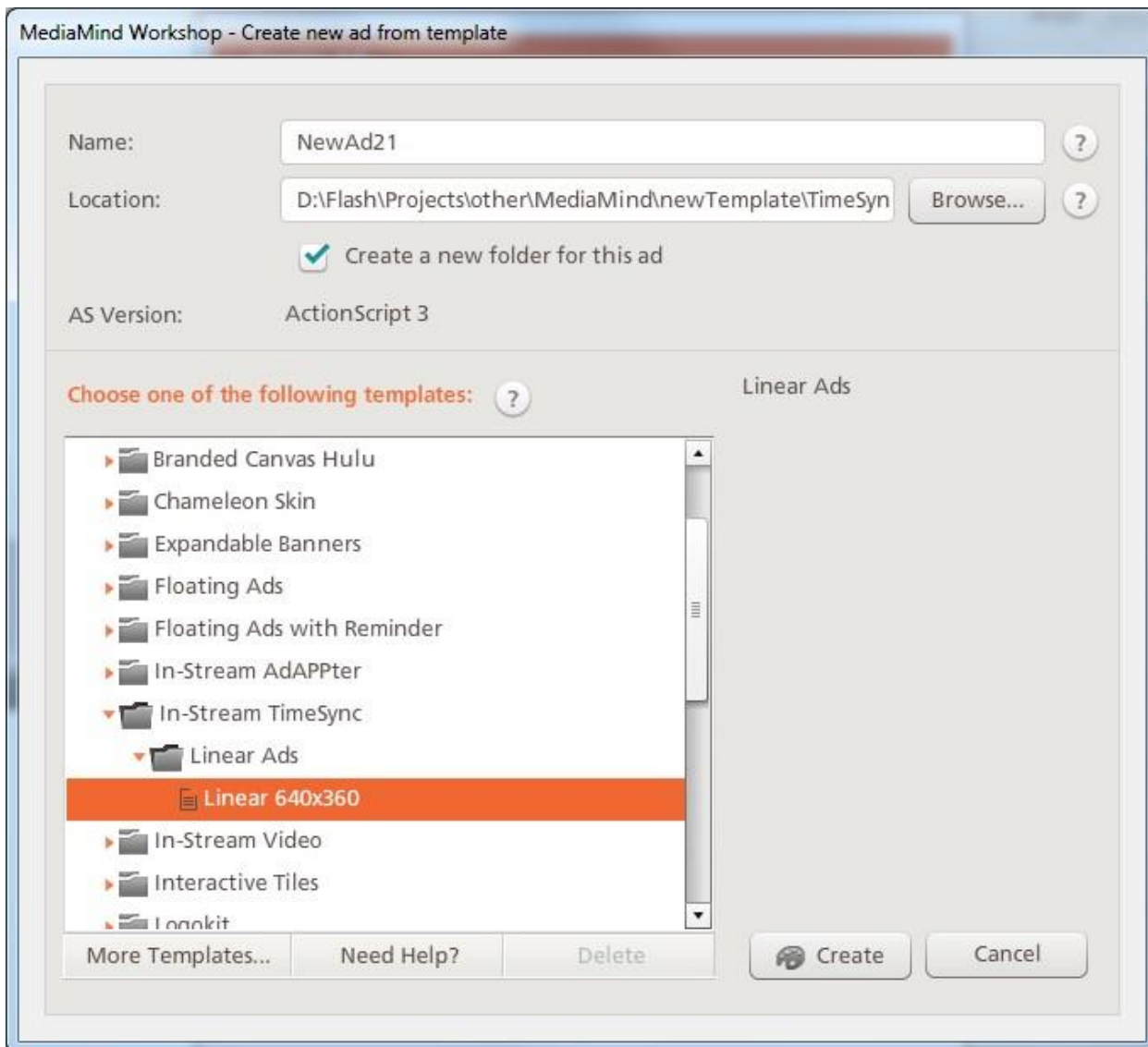
### Template

[Click here to download](#)

## Setting up in the Sizmek Workshop

To set up the In-Stream TimeSync in the Sizmek Workshop:

1. In your file browser, browse to and run the In-Stream TimeSync MXP (In-Stream TimeSync.mxp), and then follow the prompts in the Adobe Extension Manager to install the extension. You can skip this step if you have already installed the MXP.
2. In the Sizmek Workshop™ for Flash, Select New from template.
3. Expand the Sizmek Templates > In-Stream TimeSync folder, and select the template you want to use.



4. Click Create.

## Configuring in Flash

TimeSync.fla

The banner panel contains all of the ad's contents.

## Format Events

Following shell events can be used as and when needed.

**EBBase.addEventListener("startAd", shellEventHandler)**

Fired when player instructs ad to start.

**EBBase.addEventListener("pauseAd", shellEventHandler)**

Fired when player instructs ad to pause.

**EBBase.addEventListener("resumeAd", shellEventHandler)**

Fired when player instructs ad to resume playing.

**EBBase.addEventListener("stopAd", shellEventHandler)**

Fired when player instructs ad to stop.

**EBBase.addEventListener("setAdVolume", shellEventHandler)**

Fired when player instructs ad to retrieve the volume value.

**\_videoScreenInst.addEventListener(EBVideoEvent.MOVIE\_END, onMovieEnd,false,0,true)**

Fired when the video in the ad ends.

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