Sizmek™

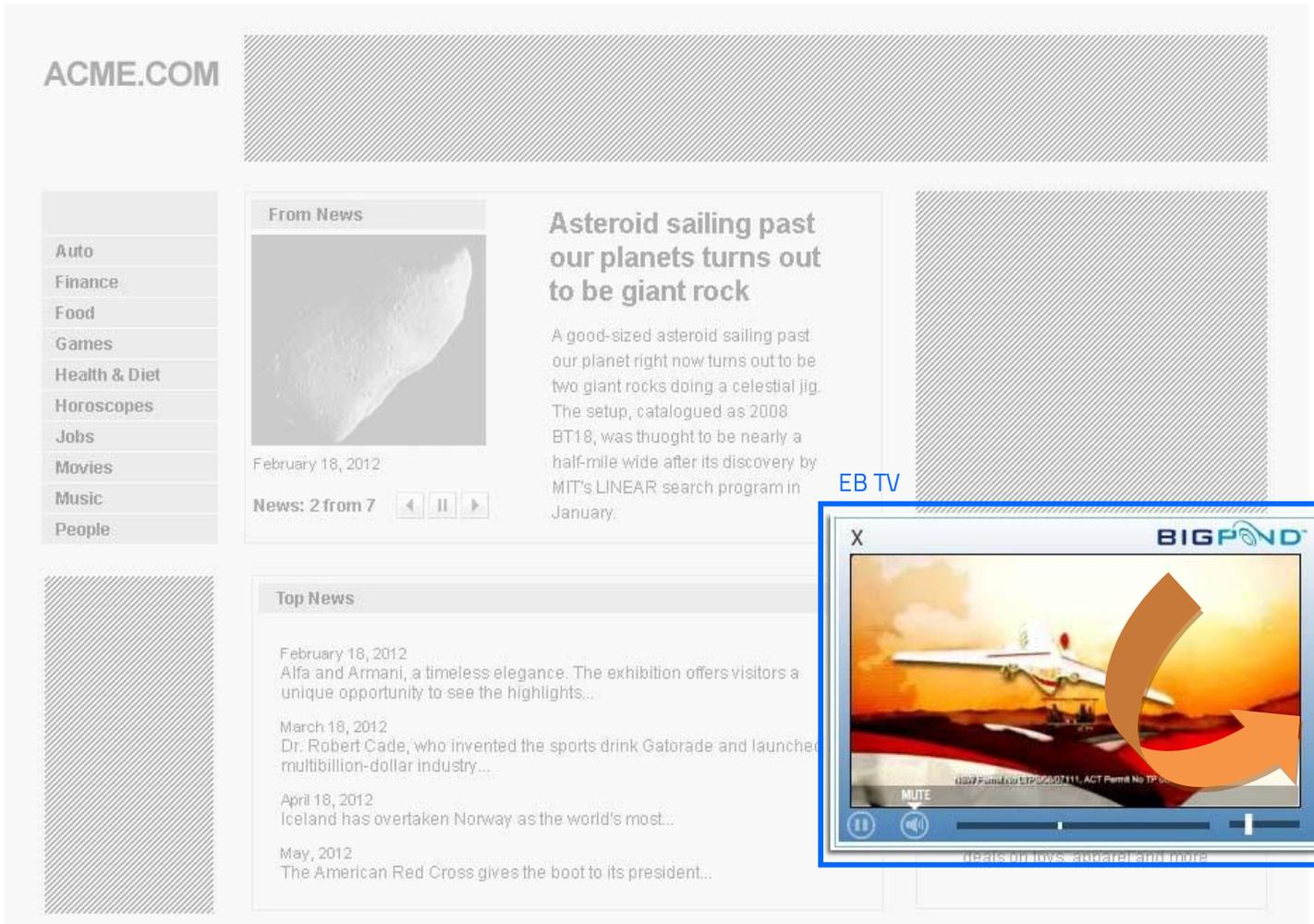## EB TV

Build Guide

OVERVIEW

User experience

❶ User visits the webpage. Upon page load, EB TV expand from middle right side of the page.

❷ User click on CLOSE to collapse the EB TV.

❸ Once collapse, display a Replay Reminder at same position.

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People

From News

February 18, 2012

News: 2 from 7   ◀   II   ▶

Asteroid sailing past our planets turns out to be giant rock

A good-sized asteroid sailing past our planet right now turns out to be two giant rocks doing a celestial jig. The setup, catalogued as 2008 BT18, was thuoght to be nearly a half-mile wide after its discovery by MIT's LINEAR search program in January.

Reminder

Replay ◀

Top News

February 18, 2012
Alfa and Armani, a timeless elegance. The exhibition offers visitors a unique opportunity to see the highlights...

March 18, 2012
Dr. Robert Cade, who invented the sports drink Gatorade and launched a multibillion-dollar industry...

April 18, 2012
Iceland has overtaken Norway as the world's most...

May, 2012
The American Red Cross gives the boot to its president...

e-Shopping: What's New?

Look Good This Holiday

Steal beauty secrets from pros, like Kimora Lee Simmons on maintaining a glow...

● Holidays Simplified: Great Gift Ideas

● Discover how & where to find great deals on toys, apparel and more

Template
Click to download

Tutorial
Creating Floating Ad with Reminder

SPECIFICATION

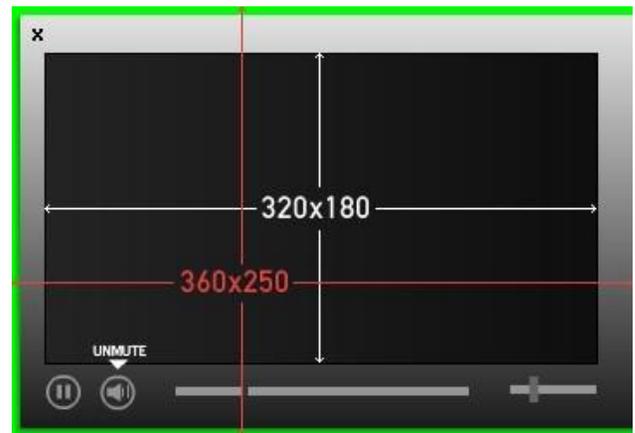| Creative Assets	Dimension (W x H)	Format	File size	Requirement
EBTV	a. 330 X 250 b. 360 X 280	SWF*	100Kb	- Turn on sound by default. Set to a pre-determined volume level - Require close button - Play, Stop and Mute button should be present - 5 pixel transparent edge on the left, top and bottom for drop shadow (recommended) - Position on middle right of the page - Ignore scrolling
Reminder	a. 40 X 250 b. 40 X 280	SWF*	30Kb	- Always appear on the screen after EBTV closed - 5 pixel transparent edge on the left, top and bottom for drop shadow (recommended) - Position on middle right of the page - Ignore scrolling
Video	a. 4:30 ratios b. 16:9 ratios	FLV	2Mb	- Max video duration 30 seconds - Video data rate: 300kbps approximately - Audio: Mono 48kbps approximately

* Support Flash version 8 and below. 18 frames per second.

Video Layout

Video Loader:
240 X 180
Flash Dimension:
330 X 250

Video Loader:
320 X 180
Flash Dimension:
360 X 250

SUBMISSION

Submit 7 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.

FLASH GUIDELINE

❶ Setup Sizmek Workshop *(only install once)*

- [Download](#) the Flash Plugin (MXP)
- Click here for [installation guideline](#)

❷ Create new ad

- Open Sizmek Workshop in Flash.
  Select **Window > Other Panels > Sizmek Workshop**
- Create an ad using template (EBA).

❸ EB code in Flash

- Leave the first frame BLANK. Include the following script:
  EB.Init();

- Close Intro and open Reminder
  EB.HideIntro();

- Start playing Intro again:
  EB.ReplayAd();

- Use this script on close floating ad:
  EB.CloseAd();

- Click Through and redirect user to ad URL:
  EB.Clickthrough();

- Custom Click Through for additional ad URL. (if any):
  EB.Clickthrough("*targetName***");**
  Example of *targetName*: BlogURL, OrderURL, FacebookURL

- Track user initiated interaction:
  EB.UserActionCounter("*interactionName***");**
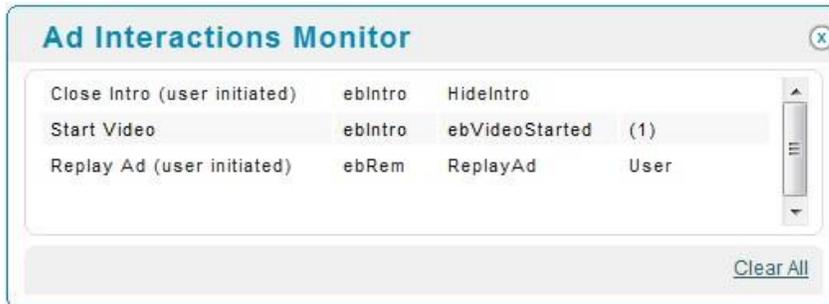 Example of *InteractionName*: ReplayAd, StartGame

- Track automated event.

    EB.AutomaticEventCounter("*eventName***");**

   Example of *eventName*: DisplayedProduct, LoadedGame

❹ Setup ad

- Select ![icon] on Sizmek Workshop
- Select the file for default image (backup image)
- Setup Reminder type: **Floating**
- Select Ad URL to enter the Target URL. eg: http://www.sizmek.com
- Select ![icon] on Sizmek Workshop set the position of Intro & Reminder on the correct page percentage. **X: 100 Y:50**
- Set "Ignore Scrolling" in Ad Positioning Window ☑ Ignore Scrolling   ?

❺ Testing & Upload

- Preview the ad and test the ad using Interactions Monitor.

Ad Interactions Monitor			
Close Intro (user initiated)	ebIntro	HideIntro	
Start Video	ebIntro	ebVideoStarted	(1)
Replay Ad (user initiated)	ebRem	ReplayAd	User

Clear All

- Make sure that all the scripts are tracked.
- Submit the ad to Sizmek MDX platform from Sizmek Workshop.

CREATIVE SUBMISSION TO SIZMEK MDX PLATFORM

❶ Basic Introduction

- [Overview of Sizmek MDX Platform](#)
- [Edit an Ad](#)
- [Setup for Custom Click Through (if any)](#)

❷ Create Video Package

- Select **Manage > Video Studio**
- Click on ➕ Add New to create new video package
- Follow through the wizard.
- Link the additional assets to the video package in **Video Packages** folder.

❸ 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 🖼️ Note: Publisher and Campaign Trafficker can only preview ad attached to the placement.
- [Setup for Custom Click Through](#) (if any)
- Select the ad and click on **Review > Publish**. The ad icon will change to ✅ Note: Publisher can only test on published ads.

SUPPORT

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.**