

## Final Broadband Ad Creative Guidelines

### Summary:

In an effort to improve online as an advertising medium, the IAB's Broadband Committee is announcing a set of guidelines for broadband video commercials online. Our ongoing objective is to be consistent with On Demand Video guidelines for all platforms including wireless, IPTV, VOD and DVR. These guidelines will allow advertisers and their agencies the ability to develop advertising content with consistent specifications to be accepted by many of the leading interactive publishers. The purpose of this set of guidelines is to lend efficiency to the online ad creation and media buying communities and to foster an environment of open dialogue on outstanding issues and concerns.

### Announcement:

The IAB is recommending a set of guidelines for in-stream video advertising units. The goal is to enable advertisers and agencies the ability to create online broadband video advertising to these specifications usable across the majority of publishers.

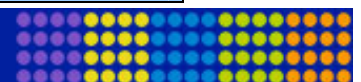
### Guideline Overview:

Guideline	Recommendation
Placement	<p>The following placements may be available (publisher specific):</p> <ul style="list-style-type: none"> <li>• Pre Roll = Before Content*</li> <li>• Mid Roll = During Content*</li> <li>• Post Roll = After Content</li> </ul> <p>* Content may include streaming video, animation and gaming in an interactive environment</p>
Panel Size	Recommended minimum of 300 x 225
Panel Aspect Ratio	4:3 aspect ratio (e.g. 400x300) or 16:9 ratio (e.g. 720x480)
Encoded Bit Rate	Recommended minimum of 200 Kbps
Commercial Length	<ul style="list-style-type: none"> <li>• Pre &amp; Mid Roll = up to 30 seconds</li> <li>• Post Roll = No Minimum or Maximum</li> </ul>
Frequency Capping	Since these are user-initiated content experiences, no capping
Content-to Commercial Ratio	Publisher specific
Commercial Interactivity	Available, publisher specific
Controls	<ul style="list-style-type: none"> <li>• Host-initiated Play &amp; Audio</li> <li>• Start/Stop &amp; Volume On/Off Controls Required</li> <li>• Fast Forward disabled through ad play</li> </ul>
Surrounding Advertising	Synchronized banners or text links may appear in close proximity to commercial. IAB Standard ad sizes recommended ( <a href="http://www.iab.net/standards/adunits.asp">http://www.iab.net/standards/adunits.asp</a> )

### Proposed Industry Compliance Program

The IAB will develop a compliance program for IAB Members that subscribe to the above standards. Self-attested compliance can be achieved by both publishers and technology providers, as follows:

Compliant Participant	Applicable Definition
Publishers	<b>If an agency or advertiser provides creative executions following the specifications as described in the overview above, my company will accept these advertisements.</b>
Technology Providers	<b>My company's ad serving system will support the serving of all ads conforming to specifications described in the overview above and we will highlight or indicate those units which are IAB compliant.</b>



## COMPLETE GUIDELINE

### 1. **Definition:**

Many names have been used to describe the TV-like “video ad” units in the marketplace. Some of the many names that have been used for this ad placement include: in-stream commercials, in-video commercials, streaming commercials, video commercials, multimedia adjacencies, and many others. So as to have a standard term for these ad units, the IAB broadband committee recommends using the name “**Broadband Video Commercial**” We chose this term because “Broadband Video Commercials” may appear before (pre-roll), during (mid-roll) and after (post-roll) content.

### 2. **Scope:**

This recommendation focuses on streaming video based advertising. This guideline does not address streaming audio only commercials, video within in-page ad units or broadband ad measurement.

### 3. **Location:**

Broadband Video Commercials” may appear before, during, and after a variety of content including, but not limited to, streaming video, animation, gaming, and music video content in a player environment. This definition includes Broadband Video Commercials that appear in live, archived, and downloadable streaming content.

### 4. **Panel Size:**

The recommended minimum video panel size should be 300x225, which will allow Broadband Video Commercials to fit into the IAB’s 300x250 standard ad unit (with room for a 25 pixel tall control bar). In terms of other sizes, we recommend either a 4:3 aspect ratio (400x300) or 16:9 aspect ratio (720x480), which follows NCTA guidelines.

### 5. **Encoded Bit Rate:**

We recommend a minimum encoded bit rate of 200 Kbps. Since “broadband” is often considered to start at 200 Kbps, our objective here is to ensure minimum quality by setting a minimum encoded bit rate. This should be set as a recommendation. There will be pre-cached or streamed video encoded at a faster bit rate, but the customer (advertiser) should be given some minimum constant that can allow them to ensure a minimum quality ad. The Committee will consider a higher recommended minimum encoded bit rate in the future as DSL, cable and other broadband services evolve.

### 6. **Commercial Length Standards:**

We recommend that in-stream commercials should be up to :30 long for pre and mid-roll commercials. Publishers may offer custom lengths for post roll.

### 7. **Frequency Controls And Capping Standards:**

Since these ads are only displayed when a user opts-in to view broadband content, it is recommended that all Broadband Video Commercials are

- host-initiated (automatic)
- absent of any user experience related frequency caps

### 8. **Interactivity of Broadband Video Commercials:**

Each publisher may dictate the options for Interactivity. These options may include:

- Clickability – Broadband Video Commercials may include in-stream video interactivity
- Video Hot Spot – Broadband Video Commercials may include a cursor that becomes a “hand” over the video window to indicate an interactive area within the video experience.
- Additional Info – Broadband Video Commercials may link to more advertiser / product information

### 9. **Controls and Control Actions:**

Our objective here is to balance ad views while minimizing user annoyance. As stated above under Frequency Controls, all Broadband Video Commercials will play automatically (set as host-initiated). The minimum player controls present should be Start/Stop and Volume On/Off and Softer/Louder Control. Other recommended and acceptable buttons include Fast Forward/Rewind, Pause, Zoom and other Interactive buttons as needed. The following guidance will be accommodated during play. All buttons should be enabled throughout the play, *with the exception of Fast Forward*.



## 10. Around Stream Standards for Interactive Broadband Video Commercials:

Broadband Video Commercials can be used in conjunction with or surrounding non-interactive or interactive ads. “Static video plays” are not the only option for advertisers. For example, persistent, synchronized banners, buttons, or text links may appear in close proximity to the Broadband Video Commercial. It is recommended that these Banners or sponsor buttons be of an IAB standard size. External iconography may be used as a “hot link”, as follows:

- a. Highlighted frame around video
- b. Blue line under video window
- c. Verbiage/icon alerting user to clickability of video window

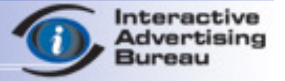
## 11. Areas of Further Examination:

The Broadband Committee acknowledges that there are areas of further examination, not thoroughly addressed in this document, and continues to work diligently to explore and clarify these issues for the benefit of the industry. Such issues may include:

- Optimum length and ad effectiveness per content category
- User vs. host-initiated content experience
- Broadband video commercial serving and tracking
- Third-party reporting
- Content
- Frequency capping



# STANDARDS & GUIDELINES



FOR MORE VISIT [WWW.IAB.NET](http://WWW.IAB.NET)

