Mobile LREC

Dimension:

- Mobile: 640 (W) x 500 (H) pixels

File format/ size:

- Must provide (.gif or .jpg) still image or

  HTML5 (a ZIP file containing the completed creative)

  - max. 70KB for still image

Material guideline:

- 1 click-through URL is allowed for each Ad

- Landing page should be hosted by client

- 3rd party ad serving tag is not allowed

Submission deadline:

- All ads must be submitted at least 3 working days prior to campaign launch

  (HTML5 format must be submitted at least 7 working days prior to campaign launch)

HTML5 Mobile

General Specifications

- **HTML coding**

  - The authoring of all HTML, JavaScript or CSS code is the sole responsibility of the creative agency and must comply with HTML5 and W3C standards. Please ensure your code is run through a W3C HTML validation script before submission

  - Keep in mind that heavy JavaScript execution can consume substantial computing resources and deteriorate the user experience. MYTV SUPER LIMITED reserves the right to pull down ads that have problematic code.

  - Use relative path instead of absolute path for all external resources such as JavaScript and CSS in html file.

  - For optimum performance and readability you must ensure that external resources such as JavaScript and CSS are placed in the head tag rather than in the body of the HTML creative.

  - Creative is required to support dynamic ad size that auto fit in any views with specified aspect ratio.

    -Guideline is available for Google Web Designer & Adobe Animate CC.

- **File Extension**
  - All file resources should be complied with the following extension in deliverables:
    - *.html – the html files of the promotion site
    - *.jpg, *.png, *.gif, *.svg – the image files
    - *.mp4 – the video files
    - *.js – the javascript files
    - *.css – the css files
    - *.xml – the xml files
    - *.txt– the text files
    - *.otf– the font files

  - **Supported Video:**
    - Provide an uncompressed MP4 with H.264 codec. MYTV SUPER LIMITED may transcode various playback formats to maximize browser and device compatibility.

- **Must be SSL compliant.**
- **Restrictions**
  - Any external resource link is not allowed
  - Loading files form cross domains is not permitted for security reasons.
  - All creative is subject to approval by MYTV SUPER LIMITED

Packaging

All creative assets (images, code, etc.) should be submitted in a single .zip file. There should be only 1 .html file at the root of the package that starts the ad. The total file weight will be determined by the weight of all zipped assets.

Code and Asset Compression

- All deliverables (js, html etc.) should be in UTF-8 encoding.
- We recommended that all CSS and JavaScript be minified for optimal delivery and user experience.
- It is also recommended that lossless compression be applied to images via tools such as OptiPNG prior to base64 encoding.
- Minimize file count within the zip document to decrease the overall deliverable file size. The more files a creative needs to load in order to render will lead to increased user-perceived latency.
- Use CSS Image Sprites.

File Sizes

File Size Measurement for HTML5 Ads

- File size measured after compressing the ad to a .zip file

- The .zip file must include all referenced code such as js libraries

- Once the .zip file is uncompressed, the ad (an .html file) must be viewable without a network connection

Ad formats	File Type	Max File Size
Mobile LREC	HTML5	Mobile: 300KB
Super Mobile LREC	HTML5	Mobile: 450KB

Click Tag

All required clickTAGs and interaction calls must be placed within the HTML file without minification or obfuscation. Variables must be included in the first .html file that loads to aid the ad server in locating the variable to substitute the correct value. All clicks and interaction buttons must be instrumented before delivery of the completed ad.

- o Only one click-through URL is allowed.

- o Do not hardcode the clickTAG value in the HTML.

The JavaScript code for your clickTAGs:

```
var clickTag = window.location.search.substring(1).split("clickTag=")[1];

function clickThrough(){
window.open(clickTag);
}

//in HTML click area
<a onclick="clickThrough()">click area</a>
```

Browser support

HTML5 is supported in all modern browsers (Chrome 40 and above; Firefox 35 and above; Internet Explorer 10 and above (including Edge); Opera 20 and above; Safari 7.0 and above).   Browser Support Matrix http://html5test.com/results/desktop.html.

Backup images or Fallback Experience

HTML5 ads must be compatible with the browser to display as intended and API adoption varies by product. It is in the interest of the advertiser and user alike that something is rendered when the ad is served, regardless of the browser compatibility.

- o Ad designers must be aware of HTML5 features they use. Depending on the API usage, an ad can be compatible with all existing browsers or only a certain subset.

Last update: 28-08-2018

- o "Graceful degradation" is highly recommended. Just because one feature is not available on a given browser where the ad is rending does not mean that the ad is incompatible.

- o <noscript> Tag should be applied, this provides a path to an alternate image when users have scripts disabled in their browser, or don't support client-side scripting.

Submission Deadline

- o At least 7 working days prior to campaign launch

- o MYTV SUPER LIMITED will provide testing within 3 working days upon receipt of all creative elements built to correct specifications

- o Incorrectly submitted creative will be returned for revision and may result in scheduling delays.