

# Pop-up

## Dimension:

- Mobile: 640 (W) x 960 (H) pixels
- Tablet Portrait - 1536 (W) x 2048 (H) pixels [For myTV SUPER only]
- Tablet Landscape - 2048 (W) x 1536 (H) pixels [For myTV SUPER only]

## File format/ size:

- Must provide (.gif or .jpg) still image
  - max. 75KB for Mobile
  - max. 400KB for Tablet

## Close button:

- A 30 x 30 pixel close button will be placed on the top-left corner of an ad by default of the app (not required in the creative)
- When the user clicks it, the app will return to the content
- Close behavior is handled by the app; please ensure that no advertiser branding or call-to-action content is present at this location

## 3rd party ad serving tag:

Third party ad-serving of any creative element is not supported;

Third party click and impression tracking is supported.

## Submission deadline:

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

# Custom HTML5 Pop-up

## Dimension

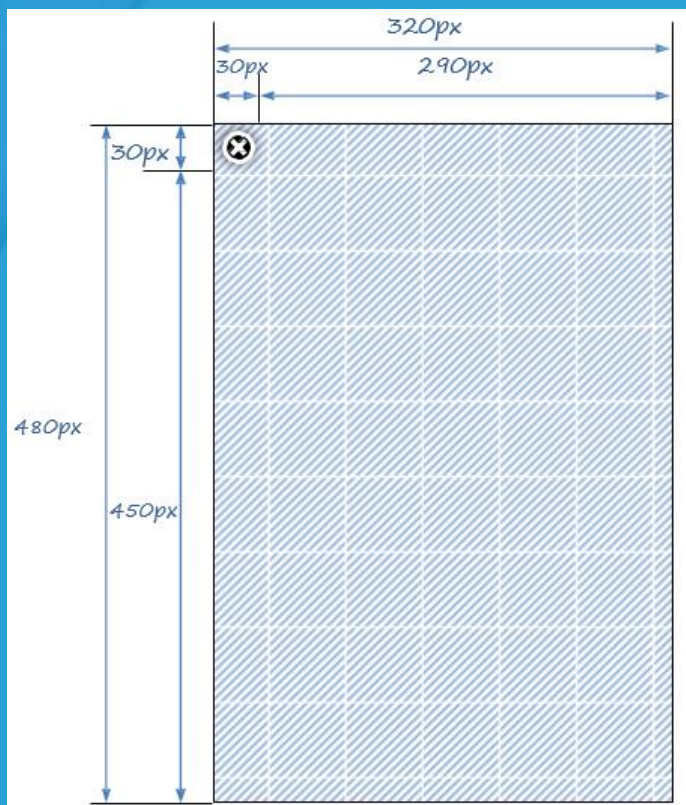
Device	Dimension	Aspect Ratio (W:H)
Phone (Portrait)	320 (W) x 480 (H)	2:3
Tablet (Portrait)	768 (W) x 1024 (H)	3:4
Tablet (Landscape)	1024 (W) x 768 (H)	4:3

## Material Submission

- Creative must be submitted as finished HTML, including images, HTML, CSS and JavaScript etc.
- Ad developer can choose one of the following ways to build their creative:
  - **Universal creative**
    - including all layouts (portrait / landscape / phone / tablet) into one creative that able to detect the dimension of container and the orientation of device with JavaScript for display corresponding layout.
  - **Separate creative**
    - build the phone and the tablet layouts into two creatives separately. For phone creative, it should only cater portrait layout while for tablet creative, it should support portrait and landscape layout and able to detect the orientation of device with JavaScript for display corresponding layout.

## Layout

### Phone – portrait

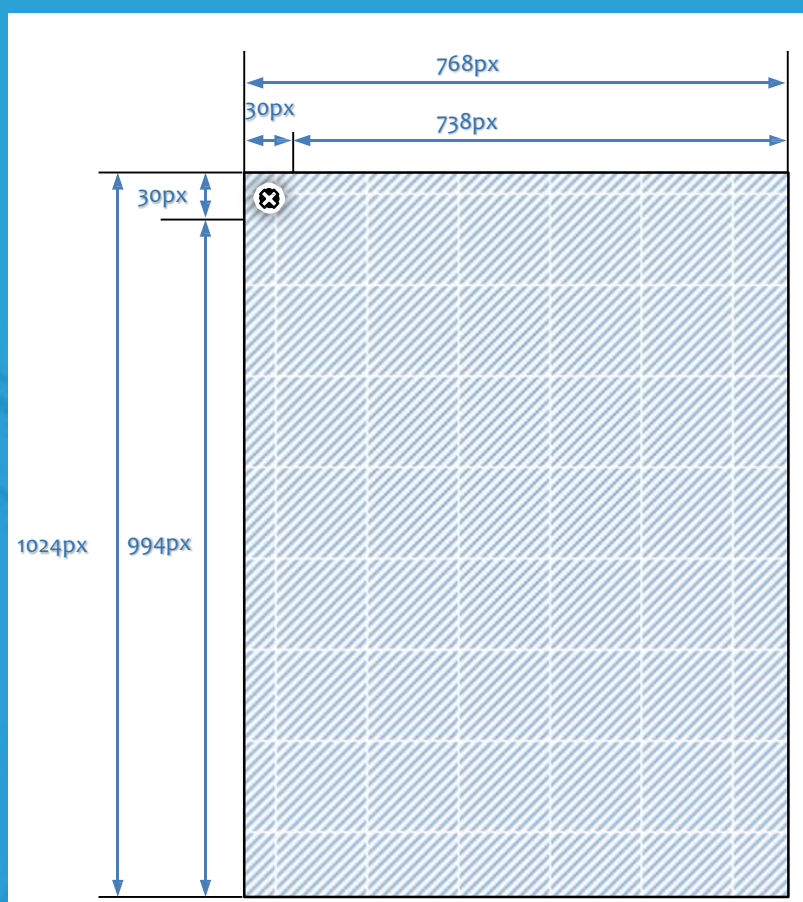


**Creative Ad area:** 320(W) x 480(H)



**Close button:** 30(W) x 30(H)

### Tablet - portrait



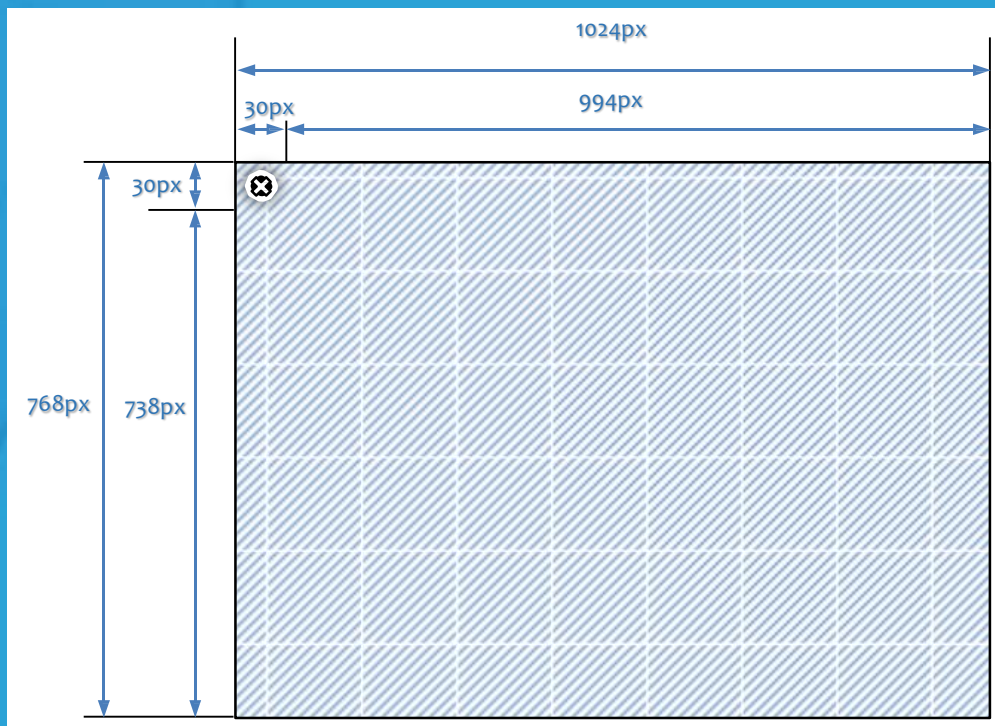
**Creative Ad area:** 320(W) x 480(H)



**Close button:** 30(W) x 30(H)



## Tablet – landscape



**Creative Ad area:** 320(W) x 480(H)



**Close button:** 30(W) x 30(H)

## Appearance & Flexibility

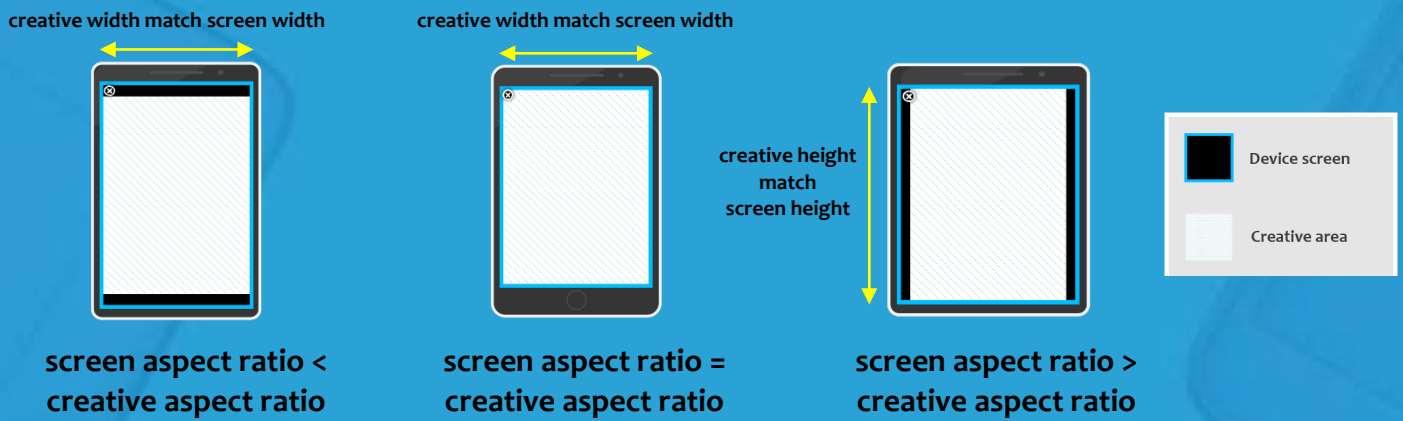
- The creative is required to support dynamic device screen sizes and orientations with suggestions below:

### 1. responsive design

Creative should be able to detect the dimension of the screen and display the corresponding design or scale the creative accordingly.

#### o Scaling with specific aspect ratio

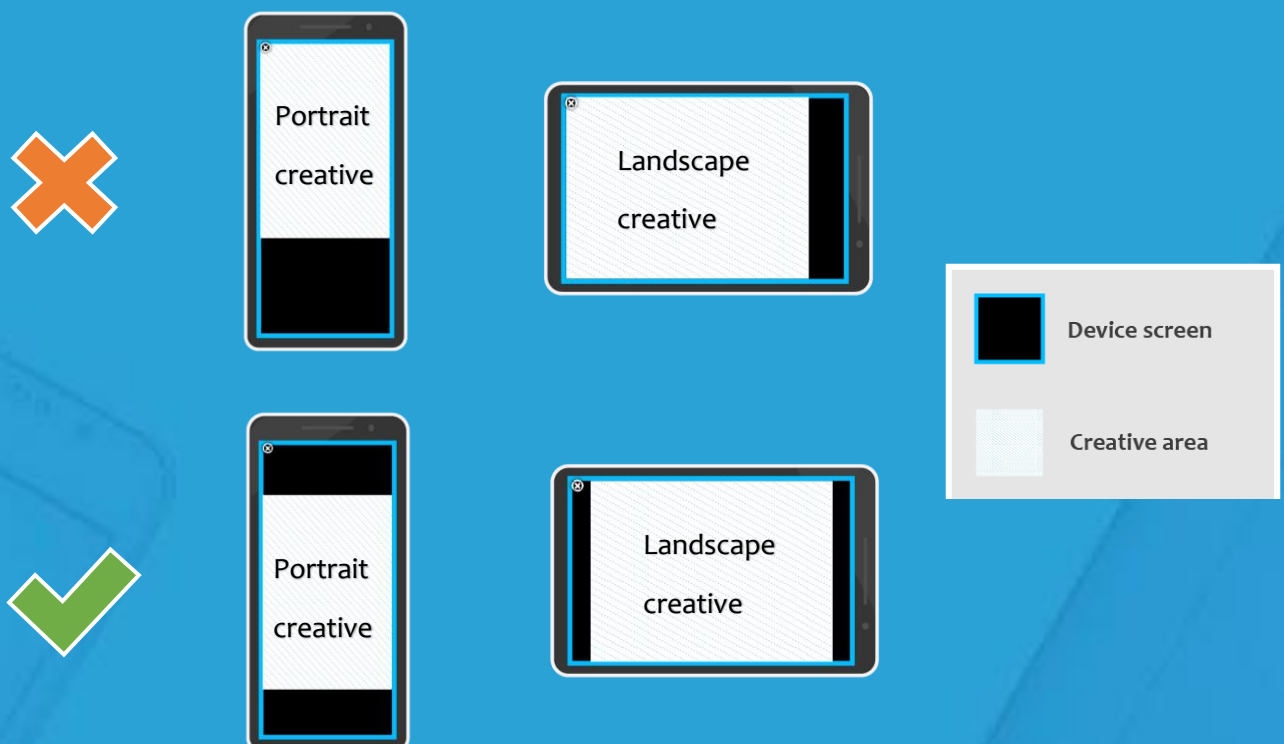
- devices screen aspect ratio **equal to or smaller than** the creative aspect ratio
  - the creative **width** should be scaled to match the screen width, while its **height** is scaled with the **corresponding aspect ratio** from the dimension table above based on the screen width
- devices screen aspect ratio **larger than** the creative aspect ratio
  - the creative **height** should be scaled to match the screen height, while its **width** is scaled with the **corresponding aspect ratio** from the dimension table above based on the screen height



- implement by Javascript/CSS or configs in animation programs such as [Google Web Designer](#) and [Adobe Animate CC](#)

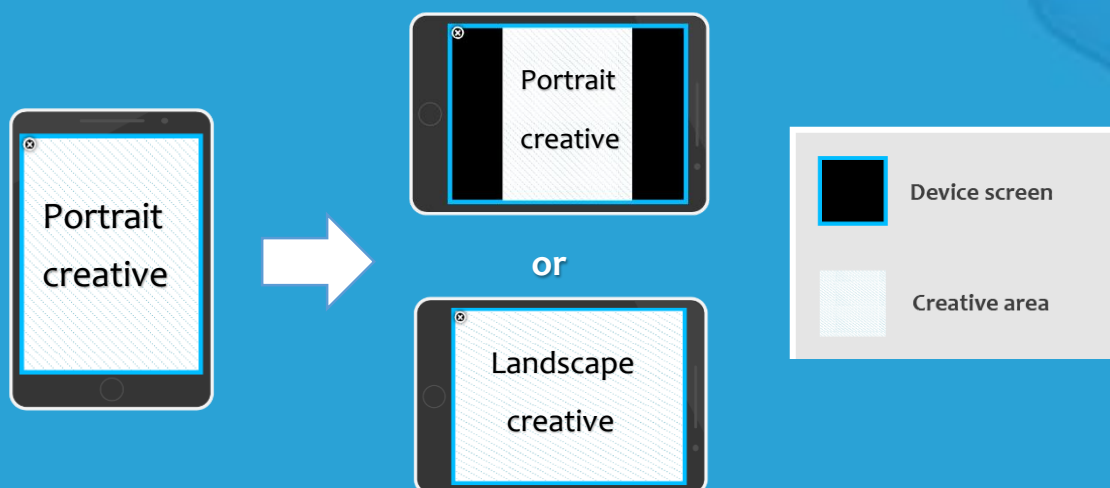
## 2. horizontally & vertically centered

- when the creative is designed in a specific aspect ratio instead of filling up the ad container, empty space may present on screen with different aspect ratios than that of the creative. For better appearance, it is recommended to **center** the creative both horizontally and vertically as below. ([Guideline for Adobe Animate CC](#))
- the color of empty space could be adjusted as the background color of the outmost container in the creative



### 3. orientation handling

- the creative should be able to detect device orientation changes and display accordingly, such as turning to a full-screen design or shrinking to center when change from portrait to landscape and vice versa
  - **Example: Tablet portrait to landscape:**



## File Size

- 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
Universal creative	HTML5	800kb
Mobile	HTML5	300kb
Tablet	HTML5	700kb

## 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 – the image files
  - \*.js – the javascript files
  - \*.css – the css files
  - \*.xml – the xml files
  - \*.txt– the text files
  - \*.otf– the font files
- No flash / audio / video creative.

## File Structure Reference

- All file resources should be structured as follows:
  - [project/] – html file
    - index.html – default page
  - [project/images] – images files
  - [project/js] – JavaScript files
  - [project/css] – css files
  - [project/font] - font files
  - [project/] readme.txt – ad setting description

## 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 need to load for rendering will lead to increased user-perceived latency.

## Restrictions

- Must be SSL compliant
- Any external resource link is not allowed
- Loading files from cross domains is not permitted for security reasons
- All creative is subject to approval by MyTV Super Limited

## Close button

- A 30 x 30 pixel close button will be placed on the top-left corner of an ad by default of the app (not required in the creative)
- When the user clicks it, the app will return to the content
- Close behavior is handled by the app; please ensure that no advertiser branding or call-to-action content is present at this location

## 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.

- Only one click-through URL is allowed.
- 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>
```



## 3rd party ad serving tag

Third party ad-serving of any creative element is not supported;

Third party click and impression tracking is supported.

## Submission Deadline

- At least 7 working days prior to campaign launch
- MyTV Super will provide testing within 3 working days upon receipt of all creative elements built to correct specifications
- Incorrectly submitted creative will be returned for revision and may result in scheduling delays.

## HTML Coding Remarks

- 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 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.

## External resource links

- missing links error, any external resource link is not allowed except the following approved white list:
  - [code.jquery.com](http://code.jquery.com)
  - [ajax.googleapis.com](http://ajax.googleapis.com)
  - [media.admob.com](http://media.admob.com)

## Browser support

- In general, all ads should be followed system requirements of apps to compliant different native browser of OS.
- System requirements of MYTV SUPER LIMITED apps table:

OS	myTV SUPER	TVB News	TVB Finance	TVB Zone
Android	2.2+	2.2+	2.2+	4.0+
iOS	4.0+	5.0+	5.0+	5.0+

- It is difficult for development to compliant all version of native browser on different OS (targeting which OS to un the ad is allowed). However, it is highly recommended test the ad on Android 4.0+ and iOS 6.0+ environment because there are majority OS versions for MYTV SUPER LIMITED apps.

## 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.
- 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.
- “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.
  - <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.

## Compatibility

- It is important for developer to understand the compatibility of HTML5 APIs and CSS3 on mobile platform.
- Recommended online resources:
  - [When can I use ...](#)

- Mobile HTML

- Key HTML5 APIs compatibility table

Feature	Safari on iOS	Chrome on Android
Platform	iPhone & iPad	Phones & Tablet
Versions tested	3.2 to 9.3.2	1.5 to 5.1
Canvas API W3C API 2D Drawing API	✓	✓
SVG W3C Working Group Scalable Vector Graphics	✓	✓ 3.0+
Motion Sensors W3C Standard Accelerometer, Gyroscope, Magnetometer	✓ 4.2	✓ 3.0+
Touch Events W3C API touchstart, touchend, touchmove, touchcancel	✓	✓ 2.1+

Source: [mobilehtml5.org](http://mobilehtml5.org)

- Key CSS3 compatibility table

Feature	iOS	Android Phones (2.0+)	Android Tablets (3.0)
<b>CSS3 Transforms</b> rotate, translate, scale, skew, matrix	✓	✓ *	✓
<b>CSS3 Transforms 3D</b> scale3d, translate3d, perspective, backface	✓	✓ 4.0+	✓
<b>CSS3 Transitions</b> Animations between two states	✓	✓ *	✓
<b>CSS3 Animations</b> Keyframe Animations	✓	✓ *	✓

\* Android <= 2.3.3 - not support animating multiple properties, only single properties.

Source: [media.admob.com](http://media.admob.com)

## Device testing / Debugging

- Testing on the actual device with different platforms is the best solution for checking. However, it is not available to everybody. For ad testing, it can break down into the following four tiers:
  1. Test build of the application: load the ad with [AdMob SDK](#) test app on the device.
  2. Native web browser on the device: Mobile Safari and Android Chrome browser.
  3. Device simulator: [Xcode SDK: iOS Simulator](#) (Mac only), [Device Anywhere](#), [BrowserStack](#), [Adobe Edge Inspect](#).
  4. Desktop browser: running on a similar rendering engine (Webkit) as the mobile web, using Chrome DevTools to preview the html file in different device pixel ratios