Video Pop-up

Platforms

Mobile & Tablet: iOS 8+, Android 5+
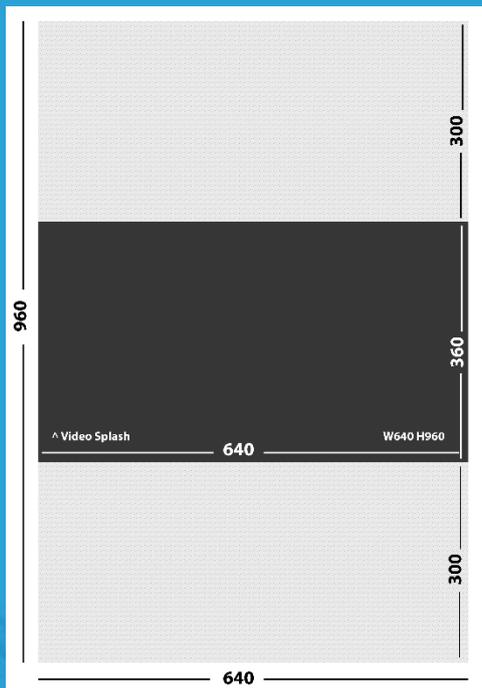
Deliverables

Materials	File Format	Dimensions (WxH) pixels		Max File Size
Background Image	.gif / .jpg	Mobile	640 x 960 (2:3)	75 KB
		Tablet (Portrait)	1536 x 2048	300 KB
Video	.mp4	1280 x 720		10 MB
Video cover image	.jpg			150 KB

Last update: 22-08-2018

Specifications

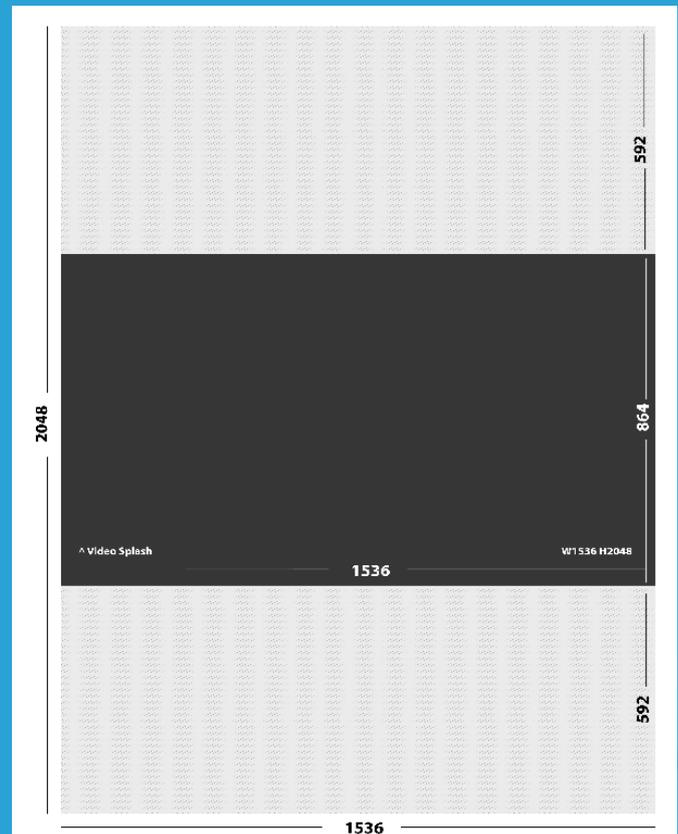|	
Video Area	(Mobile) 640x360
	(Tablet) 1536x864
Audio	Audio is permitted
3rd party Ad serving	Not Allowed
Submission Deadline	All ads must be submitted at least 10 working days prior to campaign launch.
Click-through URL	Allowed (Portrait only)
User Experience	Auto-play video and muted by default
Other Notes	No additional progressive downloads allowed

Dimensions

Mobile

Tablet

Download Photoshop PSD file (Mobile)
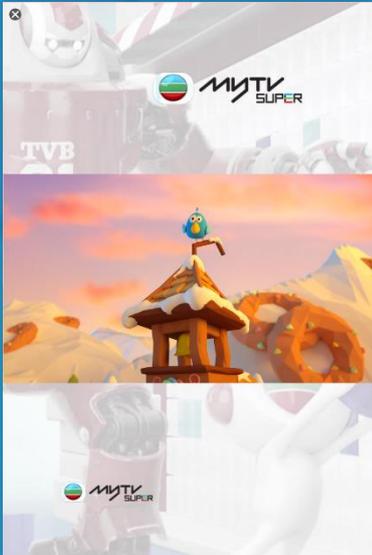
Download Photoshop PSD file (Tablet)

Layout Features

Portrait

- **Background Image Position**
  - Vertically & Horizontally centered
- **Video Position**
  - Vertically & Horizontally Centered
- **Video Feature**
  - Auto-play, muted by default[1]
  - Native video controller embedded
    - Play / pause
    - Seeking
    - Volume control (Android/ iOS11 only)
    - Full screen toggling
- **Black extra space produced by background image in unfitting screen sizes**
- **Clickable background image to a landing URL**

[1] Muted by default not applicable for iOS 8, 9.
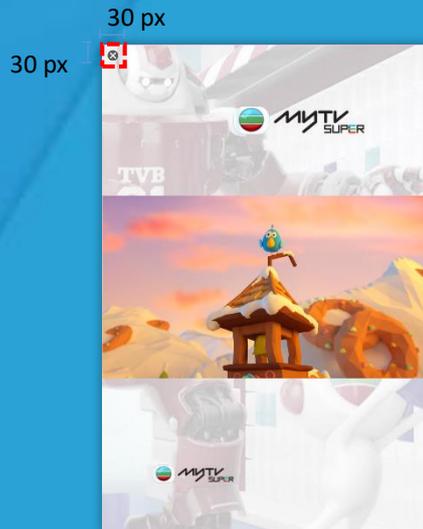
Landscape

- **No Background Image**
- **Video Feature**
  - Resize to fit screen width
  - Auto-play, muted by default[1]
  - Video controller embedded
    - Play / pause
    - Seeking
    - Volume control (Android/ iOS11 only)
    - Full screen toggling
- **Black extra space produced by background image in unfitting screen sizes**

[1] Muted by default not applicable for iOS 8, 9.

Last update: 22-08-2018

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

30 px

30 px

Click through tag/ landing page

Optional, **one** click through tag/ landing URL is allowed for background image area (portrait only).

Limitations in Operating Systems

OS	Android				iOS			
OS Version	5	6	7	8	8	9	10	11
Video muted by default	✔				✗	✗	✔	✔
Unmute manually if default muted	✔				✗	✗	✗	✔
Landscape view	✔				✔			
Picture in Picture button #	✗				✗	iPad only		

Picture in Picture button allows users to shrink the video from the creative to the corner of the iPad's screen.

Policies and Remarks

Ad Policies	All creative is subject to approval by MYTV SUPER LIMITED
3rd Party Impression Tag	MYTV SUPER LIMITED permits third-party impression tracking. Please provide it when the creative submit.