

Vertical Video Pop-up



Platforms

Mobile Phone: iOS 8+, Android 5+

Deliverables

Materials	File Format	Dimensions (WxH) pixels	Max File Size
Video	.mp4	720 x 1280 (9:16)	10 MB
Cover image	.jpg / .png		75 KB

Specifications

Video Area	720x1280
Audio	Not Allowed
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
User Experience	Auto-play video and muted by default
Other Notes	No additional progressive downloads allowed

Layout Features




Portrait



- **Video Position**
 - Vertically & Horizontally Centered
- **Video Feature**
 - Auto-play, muted by default¹

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

Black extra space on different mobile screen ratio

Mobile screen aspect ratio		
Less than 9:16	Around or equal to 9:16	Larger than 9:16
		

5-seconds countdown timer and Close button

- A 30 x 30 pixels non-clickable 5-seconds countdown timer will be placed on the **top-left corner** of an ad by default of the app (not required in the creative)
- After the timer reaches zero, it will be replaced by a clickable close button of 30 x 30 pixels
- When the user clicks the close button, 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



Timer



Close button

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.