

▶ **SMARTINPAGE**

version 2

A GENERAL DESCRIPTION

Table of contents

1. General Description	3
2. Implementing a first test version of smartInpage	3
2.1Click to play.....	3
2.2Interacting with the smartInpage	3
2.3Configuration options.....	3
3. Fallback Ad	4
4. smartInpage Callbacks	4
5. HTML5 smartInpage	5
6. Notes.....	5

1. General Description

The smartInpage is a standalone video player designed to show video advertisement in the context of a webpage. This technical document shows how to integrate the smartInpage and describes available configuration settings including a fallback option.

2. Implementing a first test version of smartInpage

The smartInpage is loaded into a webpage using a simple ad-call as script source:

```
<script type="text/javascript">
  var rnd = Math.round(Math.random()*1000000);
  document.write('<scri'+ 'pt language=\"Javascript\" src=\"'
http://des.smartclip.net/ads?t=de&p=9372&pl=fd956565&kvp=u%3Dpub%3DMYNAME&rnd='+rnd+
d+'\"></scri'+ 'pt>');
</script>
```

This will load the latest code and initiate a video advertisement automatically. Please replace the MYNAME placeholder with the name of your company or website. Note that this is a smartInpage test ad-call only, it will show test ads, no live campaigns. You will receive a smartInpage live ad-call after the implementation has been certified.

2.1 Click to play

If the smartInpage advertisement should not start automatically but be delayed until another event is triggered, please use this alternative test ad-call as a script source:

```
<script type="text/javascript">
  var rnd = Math.round(Math.random()*1000000);
  document.write('<scri'+ 'pt language=\"Javascript\" src=\"'
http://des.smartclip.net/ads?t=de&p=9372&pl=ac0449f9&rnd='+rnd+'\"></scri'+ 'pt>');
</script>
```

This will already load the necessary code into the page and the ad can then be triggered by calling the Javascript method
`SC_InPage().run();`

2.2 Interacting with the smartInpage

The control bar can be de-activated, but by default users are able to interact with the smartInpage and can

- ▶ pause / play the video ad
- ▶ rewind the video ad with the video progress bar
- ▶ adjust volume as well as mute / unmute the video ad
- ▶ close the video ad after a pre-defined time (optional)

2.3 Configuration options

The smartInpage can be customized in a number of ways to fit into your page layout and meet technical requirements. Please get in touch with your smartclip contact to coordinate the final settings which are to be used in the live service.

No border is set by default, but width and color could be defined for better integration into the website layout.

Width and height of the player can be configured; test uses 640x388 pixels.

Header text can be set; for example: Content follows after this advertisement...

3. Fallback Ad

In case a video advertisement cannot be shown due to technical or ad serving limitations (frequency capping, geo targeting, and so on), the smartInpage will not initiate a video player but it could write an iframe into the page:

```
<iframe width="SOMEWIDTH" height="SOMEHEIGHT" src="SOMEURL"></script>
```

If a fallback ad is to be used, both dimensions and a source URL for the iframe need to be configured. Get in touch with smartclip's Ad Technology about this.

Note that the smartInpage exits after writing a fallback iframe. If the fallback advertisement is to disappear after a fixed time or should trigger any other actions, this has to be set on the page and/or inside the iframe source. The smartInpage can only initiate a fallback iframe, not influence any subsequent events.

4. smartInpage Callbacks

At certain points in operation the smartInpage will call a Javascript function in order to communicate with the webpage. Use the pre-configured callback function names by simply adding suitable JS-function definitions to the webpage. Please note that these callbacks are suppressed by default in the live version unless explicitly requested (this is done to not add any script errors in case the callbacks are not utilized).

`sc_smartInpageStart();`
called upon the start of a video ad

`sc_smartInpageNoAd();`
called if no video advertisement will be shown due to technical or ad serving limitations.

`sc_smartInpageEnd();`
called upon the end of the smartInpage code. No matter whether some video ad has started or whether no video ad could be shown, the End event is always called (it can be relied upon to start a next action).

Again, please note that these callbacks are only used in the live version if requested explicitly.

5. HTML5 smartInpage

If no flash is available (because the plugin is not installed, or on iPad for example), there is a HTML5 fallback player integrated within the smartInpage. Video advertisement in HTML5 is still limited when compared to video ads in a flash environment, therefore smartInpage uses flash by default.

6. Notes

- ▶ Autostart is not available on iOS, video ads have to be started manually via the play button. The same applies for Android devices in conjunction with the Chrome browser.
- ▶ Most browsers which support the video element also support the canvas element. Nonetheless, there could still be a minor risk of running an HTML5 version in (experimental) browsers which support the video tag only. In those browsers the user interface would not be rendered correctly.

The parent element which contains the smartInpage must not be hidden or invisible during the initialization of the page. To detect the browser's flash or HTML5 capabilities, at least a tiny 1x1 SWF file must be allowed on the stage, so there can be a check for communication between flash and JavaScript.

If there are any questions or if you need more information, please contact adtech@smartclip.de.