



CREATIVE SPECS

V-Interstitial+ 1/3



HTML5 V-Interstitial+

V-Interstitial+ is developed in-house by Gameloft

ASSETS TO PROVIDE:

3 elements

- **Interstitial**
- **Video**
- **Video Endscreen (optional)**

1. Interstitial (with Call to Action)

Portrait Resolutions to provide: **1536x2048** (4:3) & **1080x1920** (16:9)

Landscape Resolutions to provide: **2048x1536** (4:3) & **1920x1080** (16:9)

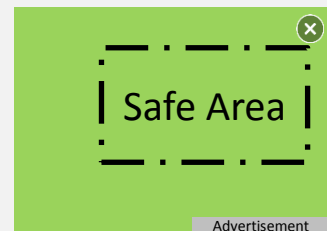
Extension: jpg

File size limit: 120 KB, max 150 KB

Web optimized compression to have low size but high quality

Design Requirements

- Close button will be applied automatically by our ad server (please do not add any to your creative)
 - Close button will be located in the top right corner
- Include a clear Call to Action zone in creative, away from the Close button area
- “Advertisement” label will be applied automatically by our ad server (please do not add any to your creative)
 - Label will be located in the bottom right corner
- Please leave a safe area on the interstitial for the in-lined video placement
 - Portrait: 806x1433
 - Landscape: 1225x690





ASSETS TO PROVIDE:

3 elements

- **Interstitial**
- **Video**
- **Video Endscreen (optional)**

2.a Video

Resolution: **640x360**

Extension: mp4

Framerate: 25-30

Weight: 1mb per 10 secs.

Length: 30 sec

Audio: 48kHz, stereo

Peak framerate (VFR): on

Aspect ratio: 16:9

Web optimized: on – for progressive download

Play Mode: Auto-play or click-to-play (please specify preference)

Codecs

Video Encoder: H.264

- up to 1.5 Mbps
- Low-Complexity version of the H.264
- Baseline Profile with AAC-LC audio up to 160 Kbps

Video Encoder: H.264

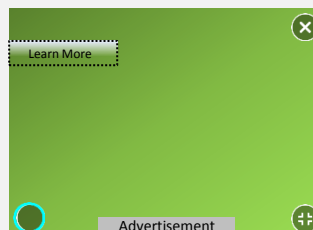
- up to 2.5 Mbps
- Baseline Profile up to Level 3.0 with AAC-LC audio up to 160 Kbps per channel

Video Encoder: MPEG-4 video

- up to 2.5 Mbps
- Simple Profile with AAC-LC audio up to 160 Kbps

Design Requirements for Expanded Full Screen Mode

- The following buttons & features will be applied automatically by our ad server (please do not add any to your creative)
 - Timer will be located in the bottom left corner of video
 - Player Expand/Collapse button will be located in the bottom right corner of video
 - “Advertisement” label will be located in bottom centre section
 - Additional Call to Action text Box will be located at the top left section of video
 - Close button will be located in the top right corner of video





ASSETS TO PROVIDE:
3 elements

- Interstitial
- Video
- Video Endscreen (optional)

2.b YouTube Video (only available on Android)

Available only for Android 4.0 firmware and upwards

Please disable the following beforehand :
YouTube Ad Banner

The video will not display any of the following features (we will disable the following) :

- Annotations (recommendations)
- Info at the top
- Mosaic of Recommended Videos at the end
- Play button in the middle of the video at the end

3. Optional - Video Endscreen (with Call to Action)

Resolutions to provide: **2048x1536 & 1920x1080** (only in landscape)

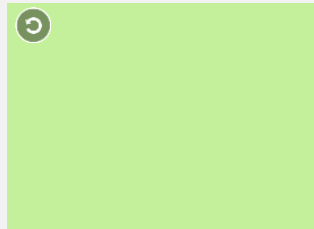
Extension: jpg

File size limit: 120 KB, max 150 KB

Web optimized compression to have low size but high quality

Design Requirements

- Replay button will be applied automatically by our ad server (please do not add any to your creative)
 - Replay will be located in the top left corner



OTHER REQUIRED ELEMENTS

Assets in other Languages if to be supported.

Redirection link

3rd party tracking (if any)

PLATFORM (Gameloft Hosted Video)



PLATFORM (YouTube Video)

