doubleclick rich media
by Google

Creative Agency Implementation Guide
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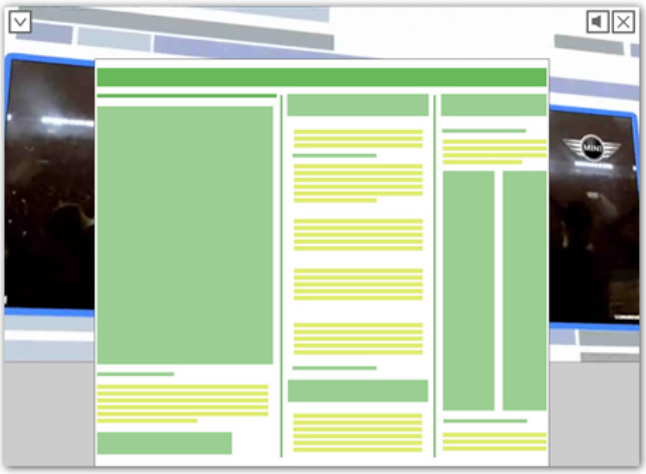
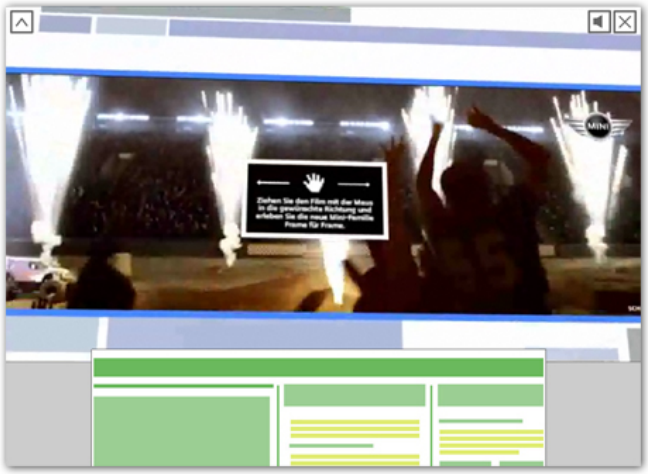
VideoSkin Build Guide

Introduction.

Create a high impact and visually engaging creative format by using the DoubleClick Rich Media Videoskin. The DoubleClick Rich Media Videoskin format sits seamlessly around the left, right and top gutters of a page which would normally include just a generic background image and instead replaces these with video content . If a user becomes truly engaged with the format, then with a click of their mouse, they can then slide the entire page content downwards in order to create a large, almost fullscreen, video experience, driving brand awareness engagement and interactivity even further.

Use the DoubleClick Rich Media Videoskin format to revamp page design, replace those static backgrounds and add instant visual appeal by filling them with video content and what's better is that the basic implementation doesn't even require any Flash development, simply just add your own video and then sit back and enjoy the show!





A demo of this format can be found here:
http://www.richmediagallery.com/videoskin

Build & Delivery

To make things easier, we have prepared a Basic Implementation which is a fully working, ready-to-go simple version of the VideoSkin, where you'll just need to replace the background image and the video file with your own. Nevertheless, you will also be able to customize this solution, as you will read in the Advanced Implementation section.
In both cases, start downloading the latest VideoSkin template files from here
NOTE: This solution is **ONLY** available in **AS3**.

Here you have a breakdown of the files you can find inside the package:

1. **videoskin_1x1.fla \ videoskin_1x1.swf** (In-Page file)
   > This is the invisible, in-page file. For the basic implementation of the VideoSkin you won't need to open the source (.fla) file and can directly use the compiled (.swf) file. Otherwise, see "Advanced Implementation" if you want to know what you can achieve editing this file.
2. **videoskin_background.fla \ videoskin_background.swf** (Floating file)
   > This is the actual skin\wallpaper. It includes the video player and the buttons to control sound on\off, replay and close functionalities and the movement of the website content. If you are not willing to change the buttons layout or to add other functionalities\animations to the skin (basic implementation) you can use the compiled (.swf) file without opening the source (.fla) file. Otherwise, see "Advanced Implementation" if you want to know what you can achieve editing this file.

NOTE: As this creative will be uploaded in Studio as "InPage + Floating", both files are considered as main files and therefore both have an Enabler. Find out more about "In-Page + Floating" creatives here

3. **background.jpg** (Background image)
   > Background image in JPG format, of size 1200x675 px. This image will be visible to the user while loading the video, after the video has finished playing and when the user manually closes the video player. The size of the image must be the same of the videoplayer creative (videoskin_background.swf) so if you need to change the videoplayer proportions\dimensions amend the background image accordingly, and viceversa.
4. **1x1.jpg** (Backup image)
   > This is just an empty, 1x1 backup image you'll need to upload to Studio, as it asks for a backup image for every In-Page file.

IMPORTANT: The only other file you will need to add (not included in the template package) is obviously the video file:
The Video file should be in .FLV format. In the template files (the "basic implementation") the video player is 1200px wide and 675px tall, so your video file should reflect these 16:9 proportions. Nevertheless, you can easily change the size of the player to fit other proportions (i.e. 4:3) → see the Advanced Implementation section.
NOTE: You don't need to upload a full-resolution video (1200x675px), but as best practice you should use at least a 600x388px resolution (as lower resolutions might give a low-quality experience when stretched to fit the player dimensions).

Steps

Basic Implementation

1. Unzip the template files package
2. Rename file videoskin_1x1.swf using the Hexadecimal RGB code of the color you want to set the background of the page to. Examples: 000000.swf (black), FFFFFF.swf (white), FF0000.swf (red), and so on. If you don't rename it, the background will be set to white by default

NOTE: If you want to use an online colour picker in order to choose this value click here

3. Replace "background.jpg" with your background image (1200px x 675px), keeping the same filename.
4. Name your video file "video.flv" (in 16:9 proportions).

That's it! You're ready to go! Skip to "Setup in DoubleClick Studio" if you don't need to customize anything else.

Advanced Implementation

It is also possible to customize various parts of the basic implementation, extra information as to what you can change and what's contained within the FLAs are below:

1. **Videoskin_background.fla** - This is the file which includes the video player and the buttons, as well as the instructions to "move" the content of the website. In the first frame of the higher layer ("parameters") you can easily set a few basic parameters:

> **autoplayFullscreen**: set to *true* if you want to start the creative moving the website content down to show the whole player, leave *false* otherwise. Default: *false.*

Example API Usage:

```
var autoplayFullscreen : Boolean = false;
```

> **autoplaySoundon**: set to *true* if you want the video to start unmuted, leave *false* otherwise. Default: *false*.

Example API Usage:

```
var autoplaySoundon : Boolean = false;
```

> **initialOffset**: the creative can push the content of the website down of a few pixel to show the upper part of the video. Specify here the number of pixel for this initial offset from the top, leave 0 if none. Default: 100.

Example API Usage:

```
const initialOffset: Number = 100;
```

> **pushOffset**: the length (in pixel) of the movement of the content of the website when the user clicks to watch the video. Default: 550.

Example API Usage:

```
const pushOffset: Number = 550;
```

> **backgroundFilename**: the filename for the JPG file to use as background when the video is not shown.
Default: *background.jpg*.
Example API Usage:

```
const backgroundFilename: String = "background.jpg";
```

In the other layers of this file you can see how the videoplayer and the functionality of the buttons are implemented. For more information about how you can take advantage of the Advanced Videoplayer, such as how to add different videos for different bandwidths visit our help centre here

You can also change the dimensions\proportions of the video player and of the whole creative (the basic implementation has a 1200x675px dimension optimized for websites with a typical centered 900-to-1000px wide content). If you do that, remember to change the background image dimensions accordingly.

You can also change the aspect\position of the buttons, or add more interactions\animations: for example, in the basic implementation you have just one main Exit ("VideoSkin Exit"), while editing this file you can add as many Exits, Counters and Timers as you want. More information about the use of our Invisible Exit Component here

2. **Videoskin_1x1.fla** - this file simply sets up the skin for the webpage (which will use videoskin_background.swf). It uses the DoubleClick Clickable Skin Component, and in most cases you won't need to change this set-up; nevertheless, you're free to customize its parameters, for example if you have some issues displaying the skin on a specific website (you can change the "div" object the skin should be build into through the *appendTo* property). More info about the component and the link to download it can be found here

This file also automatically sets the background color of the webpage reading its own filename (it recognizes correct Exadecimal RGB codes like 000000 or FFFFFF, or sets to the default white color otherwise).
NOTE: This file is set to have a 1x1 dimension to keep just the skin actually visible to the user. But you can change its dimensions if you plan to have an inpage placement to go with the skin. Just be sure to keep the code you find in this file, and change all the rest to make it become a normal 728x90 or 300x250 (or any other size) inpage creative. You can also have it communicating with the background skin through our local connect component

Setup In DoubleClick Studio

Follow these steps to correctly upload and setup the files you have prepared to the DoubleClick Studio platform, so that you can preview the creative and publish it!

1. Create a new creative inside of Studio as an **In-Page with Floating**

NOTE: At the moment this is the only format which fully supports the VideoSkin solution

2. In the *Details* tab, set the Format Dimensions to User Defined - 1x1px

NOTE: The dimensions may be different if you have changed the size of the videoskin_1x1.fla file, as described in "Advanced Implementation"

3. In the *Files* tab upload: the inpage SWF, the skin SWF, the video file, the background image, the backup image.

NOTE: The filenames have to be "FF0000.swf" (or with a different color code), "videoskin_background.swf", "video.flv", "background.jpg", "1x1.jpg", respectively.

4. In the Events tab you can check the list of Exits, Counters and Timers used in the creative, and eventually set destination URLs

NOTE: Destination URLs can also be set at a later stage by the Media Agency

5. In the Preview tab click on the Display Options button, select the "videoskin_background.swf" file and set Start Time to 0. This is very important for a correct visualization of the skin!

You should now see your creative fully working. Due to the specific structure of the preview tool, you might not be able to preview the creative on other websites through the "Preview On" option with the VideoSkin solution (so keep it to "Default site"), and you wil also not see the background color of the page changing. This will not affect the final result when the creative is live.

NOTE: Keep in mind that changing the background of a website can be different and tricky depending on the structure of the destination page, so always keep some time to put a live tag of your creative on a *real* test page to check that everything works properly. See the "advanced implementation" chapter above to find out how you can quickly solve some issues due to the HTML structure of the target website.

6. In the Publish tab you're now ready to send your creative to our QA team to be checked and approved!

Resources

> Demo page
> Template files - FLAs and SWFs
> Clickable Skin solution - for more info and to download the component
> DoubleClick Rich Media Help Centre
> DoubleClick Rich Media Studio
> DoubleClick Rich Media Gallery
> @rmgallery - DoubleClick Rich Media Gallery Twitter Account

Contact Us

If we haven't quite covered everything in this document, please contact your local Rich Media Campaign Manager or email dclk-drmtechnical@google.com with any follow up questions.

About DoubleClick

For advertisers and publishers who need to reach a target audience, the DoubleClick product suite is an advertising platform that maximizes revenue growth and return on advertising spend through a unique and innovative ad targeting process. The experience and innovative spirit at DoubleClick drives a constant evolution of products and solutions, ensuring the best, most effective advertising tools are always at our customers' command.

www.doubleclick.com

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