



Digital Advertising Alliance (DAA)

DAA Ad Marker Implementation Guidelines for Video Ads

October 2015

Version 1.0



DAA Ad Marker Implementation Guidelines for Video Ads

Table of Contents

- Introduction 3**
- Scope 3**
 - When to Use The Video Ad Guidelines..... 3**
 - In-Stream Video Ads 3**
 - In-Page/In-Banner Video Ads..... 4**
- Implementation Inside the Video Ad 5**
 - Sizing of the Ad Marker 5**
 - Positioning of the Ad Marker for In-Video Placement 6**
 - Duration of Ad Marker Display 8**
 - Ad Marker Clickthrough: Overlay or Linking Experiences 8**
- Implementation Outside the Video Ad 12**
 - Placement of the DAA Icon or Ad Marker Adjacent to the Video Ad 12**
 - Other Forms of Publisher Notice 12**

Introduction

The DAA's Ad Marker provides consumers with access to enhanced transparency and choice for the collection of data under the [DAA Principles](#). Through working groups that bring together expertise across the technological, creative, and operational aspects of ad delivery, the DAA has issued guidelines intended to promote a consistent consumer experience with the DAA Ad Marker. These include the [DAA Icon Ad Marker Creative Guidelines](#) and the [DAA Ad Marker Implementation Guidelines for Mobile](#). These guidelines also provide best practices for implementation to assist marketplace participants.

To help provide consumers with a consistent experience of enhanced transparency and choice through the DAA Ad Marker, the DAA is now issuing the initial version of these Guidelines (v 1.0) to address the particular aspects of Ad Marker implementation in video ad formats. Given the diversity of video players and formats across the desktop and mobile environments, the DAA recognizes that in some cases serving a clickable Ad Marker is not possible in connection with video ads.¹ However, when serving the Ad Marker is possible for participating companies, the examples presented in these Guidelines are intended to help such companies deliver a consistent consumer experience. Moreover, the DAA fully expects to revise these Guidelines and expand the implementation options for video ads as innovative new approaches emerge.

Scope

The DAA Ad Marker Implementation Guidelines for Video Ads (the "Video Ad Guidelines") supplement the existing DAA Guidelines with implementation recommendations specific to video ad formats. The Video Ad Guidelines should be read in conjunction with the DAA's previously issued guidelines; if an issue is not addressed here, it may already have been covered by the DAA's existing guidelines. For example, issues relating to companion ads for video ads are addressed in the DAA Icon Ad Marker Creative Guidelines because those guidelines address the general issues relating to display ad formats, and companion ads are served in a display environment.

When to Use The Video Ad Guidelines

Video ads currently are presented in multiple formats, most commonly in-stream as part of the delivery of video content, but also in "out-stream" formats where a video ad is presented independent of video content (for example, freestanding in-page or in-banner video ads).

These Video Ad Guidelines are intended to provide guidance for video ads in which an entity is seeking to provide a user with enhanced transparency consistent with the [DAA Principles](#). The use cases include, but are not limited to, in-stream formats (pre-roll, mid-roll, and post-roll) and other formats such as in-page and in-banner video ads.

In-Stream Video Ads

In-stream video ads typically run before (pre-roll), in the middle (mid-roll), or after (post-roll) streaming video content and may be accompanied by a companion ad.

¹ For example, video ads in VAST 2.0 format do not natively support the inclusion of a clickable Ad Marker.

Figure 1(a): Example of an In-Stream Video Ad.

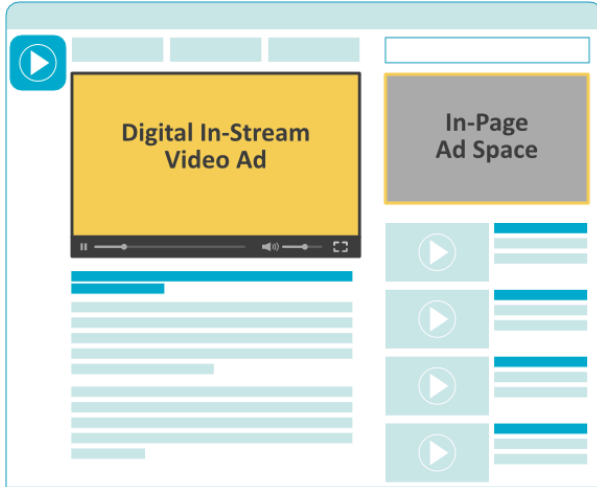


Figure 1(a)

In-Page/In-Banner Video Ads

In-page video ads can play either as part of an IAB standard-size or large format display ad unit or as a stand-alone video ad within a webpage.

Figures 1(b) & 1(c): Examples of Video Ads that Run In-Page and In-Banner.



Figure 1(b)

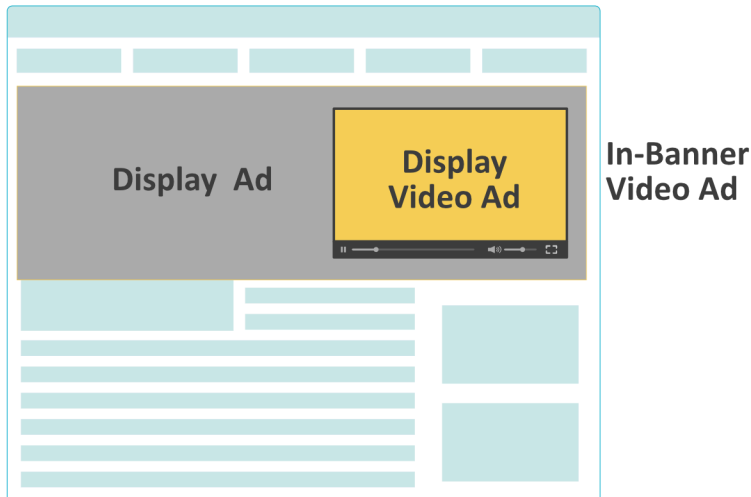


Figure 1(c)

Implementation Inside the Video Ad

Depending on the video player or ad format, the Ad Marker or DAA Icon may be served as an overlay in video ads.² When an overlay is possible, this section provides examples of appropriate implementation. In the event that a particular player format does not permit the display of an overlay, a serving entity may employ the alternative approaches covered later in these Guidelines.

Sizing of the Ad Marker

As explained in the [DAA Icon Ad Marker Creative Guidelines](#), the Ad Marker consists of the DAA Icon and accompanying approved text (such as “AdChoices”).

Figure 2: DAA Icon and DAA Icon with accompanying approved text



Figure 2

These [Guidelines](#) provide sizing information for the DAA Icon (a minimum of 12x12 pixels) and for the Ad Marker (“AdChoices,” 71x16 pixels, e.g.) and guidance on the use of an expandable version of the DAA Icon. Font and container opacity are also specifically addressed, as well as the permissible icon color palette.³

² Serving the DAA Icon or Ad Marker for in-video implementation may require integration via custom Javascript, VPAID, and/or VAST 3.0. The IAB’s VPAID specification can be [downloaded here](#). The IAB’s VAST specification can be [downloaded here](#).

³ See “Appendix A: DAA Icon Color Spectrum Wheel” within the DAA Icon Ad Marker Creative Guidelines.

Similarly, issues relating to the expansion of the DAA Icon via hover are addressed in the [DAA Ad Marker Implementation Guidelines for Mobile](#). This includes the use of an invisible touch pad area to facilitate initial user interaction with the DAA Icon.

The assumption for the use cases addressed in this version of the Video Ad Guidelines is that the user can interact with the Ad Marker or DAA icon, whether by click or screen touch.

Positioning of the Ad Marker for In-Video Placement

The Ad Marker or DAA Icon should not cover player controls or other elements of the player. When either the Ad Marker or DAA Icon is placed inside the video ad unit, it may be placed by the serving entity in any of the four corners of the video ad unit. This flexible approach is necessary because of the following considerations:

- The DAA's display guidelines generally advise that companies default to the upper right hand corner of the creative so as to minimize the possibility of duplication or visible collision in Ad Marker delivery by multiple entities. However, given that player formats and the positioning of player controls may vary among video ads, implementing companies may choose alternative corners so as to avoid conflicts in user interaction.
- Other factors, such as the coloring of the video ad creative and avoiding conflict with embedded calls to action, may similarly necessitate flexibility for the serving entity in choosing which corner to provide the Ad Marker.

The Ad Marker or DAA Icon should not "float" within the video ad. Consistent with the DAA's prior guidance, the Ad Marker or DAA Icon is placed directly in the corner of the ad with no spacing. Similarly, when the DAA Icon is used in conjunction with approved text, the DAA Icon should be placed in the immediate corner of the ad with the approved text adjacent to the Icon.

Figures 3(a) & (b): Examples of Icon placement: Upper left-hand corner of pre-roll video, showing both (a) collapsed display (DAA Icon only) and (b) expanded (full Ad Marker using “AdChoices”)

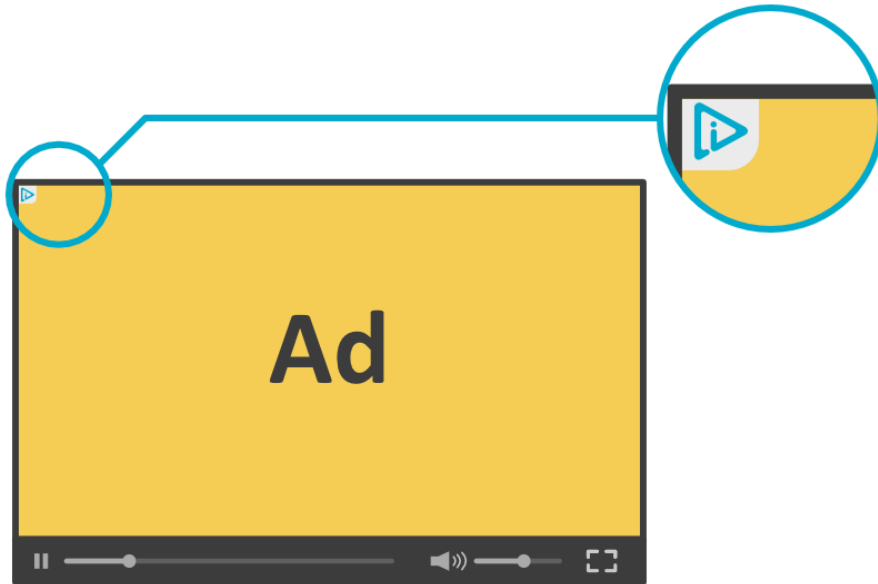


Figure 3(a)

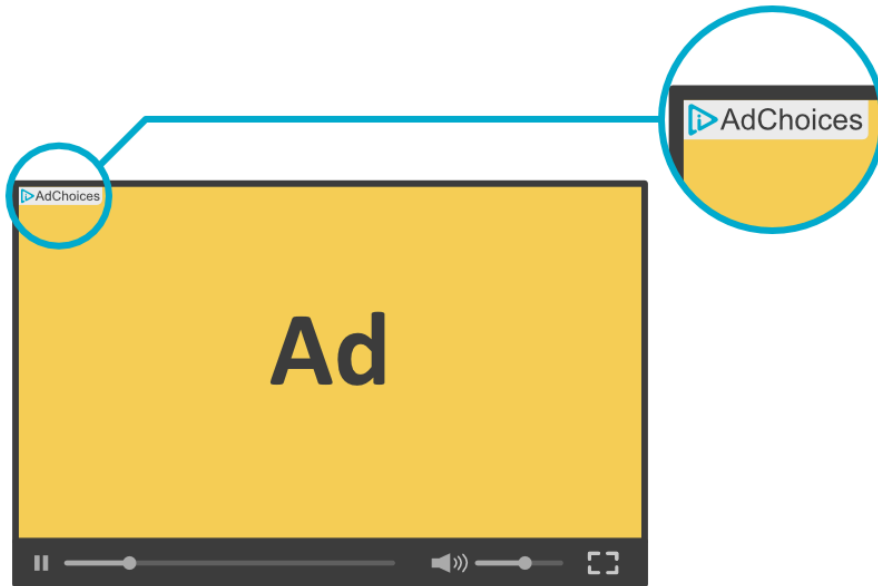


Figure 3(b)

To accommodate other interactive elements within the video ad, one possible approach is to allow for 16 pixels of space at the top or bottom of the video ad to allow for the placement of the DAA Icon or Ad Marker.

Figure 4: Example of Icon placement combined with 16-pixel space below or above the interactive element.



Figure 4

Duration of Ad Marker Display

Display of the Ad Marker should persist through the entirety of the video ad, as permitted by network performance.

If the video ad contains an interactive element (such as a microsite), when the user suspends the video ad to engage with this element, it is not necessary to display the Ad Marker within the interactive element provided that the Ad Marker remains displayed in the video ad itself when the user resumes engagement with the video ad.

Ad Marker Clickthrough: Overlay or Linking Experiences

When a user clicks the DAA Icon or Ad Marker, the preferred approach is that the serving entity opens an overlay, as this maintains the user's direct interaction with the video content or in-page video ad. However, if this implementation is not feasible, serving entities may link to disclosure in a new window.

Overlay Approach

The serving entity may pause the video ad once the user engages with the Icon or Ad Marker to open an overlay, and resume playing the video ad when the user clicks or otherwise activates a resume function, or closes the overlay. Alternatively, as long as the in-ad overlay does not cover the majority of the player interface, the serving entity may elect to have the ad continue to play behind the overlay.

When the user clicks the Icon or Ad Marker, the overlay opens and the video will either pause or continue to play if a partial screen overlay is presented.

Figures 5(a) & (b) – Examples of overlays for paused ads.

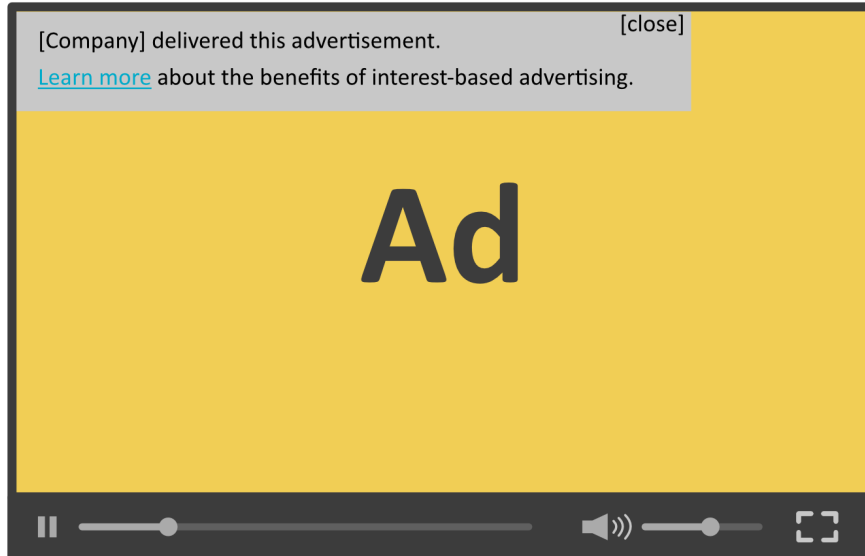


Figure 5(a)

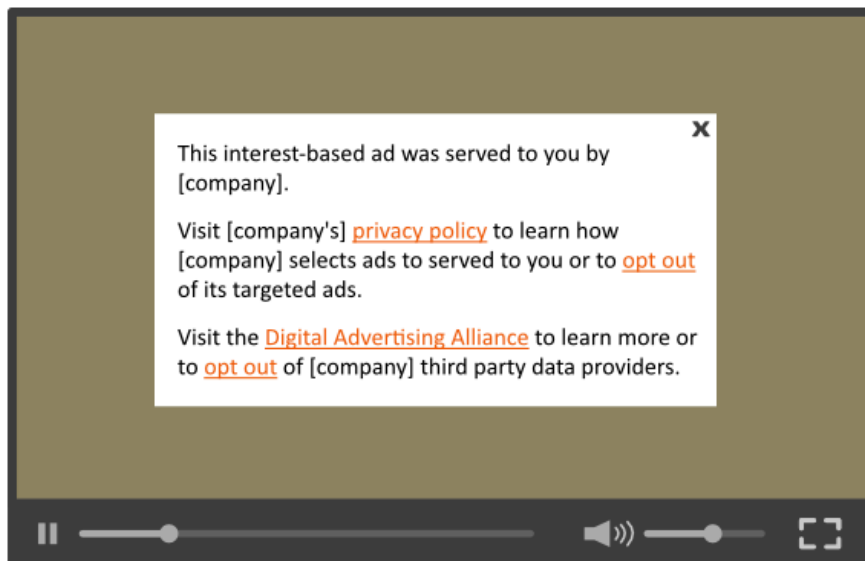


Figure 5(b)

The overlay may fill the entire space occupied by the video ad. The text of the overlay may include the following elements:

- A link or button that links to the preference manager page
- Disclosures and other information relating to the serving entity or the advertiser, consistent with the DAA Principles
- Links to pertinent privacy disclosures
- Link to an industry-developed choice tool

The overlay should also provide an action button that allows the user to close the overlay and resume ad playback.

In certain circumstances, the implementing entity may elect not to pause the video ad while serving the overlay. If the video ad is not paused, the overlay should cover less than 50% of the video ad creative. However, in mobile formats where viewer legibility of the overlay may be an issue, an overlay that covers a substantial portion of the video may be implemented to accommodate the text of any consumer-facing disclosure and call to action to the user to exercise choice.

Figure 6: Example of an overlay displayed in mobile format where the video continues playing.

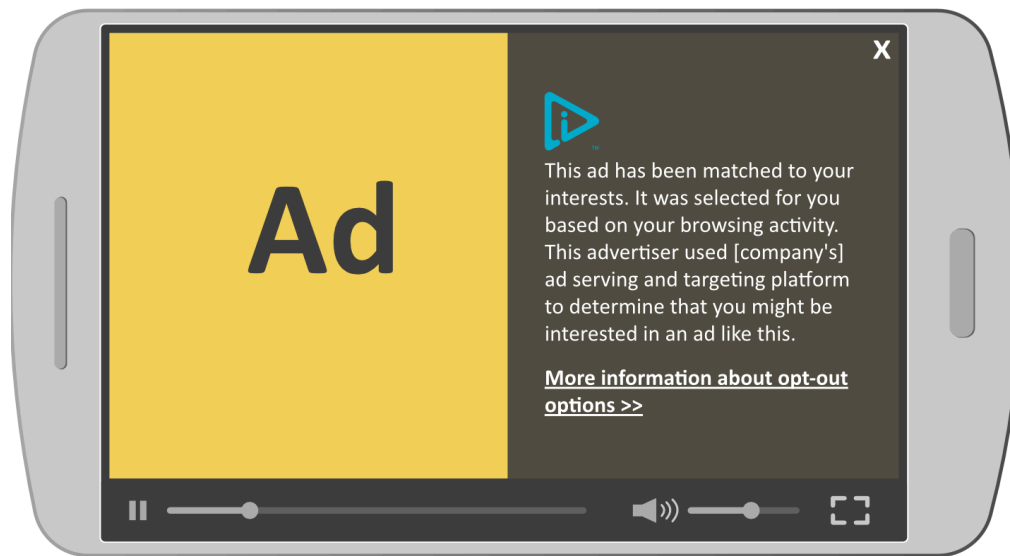


Figure 6

Similar to the overlays served upon video pause, the overlay in this scenario may include the following elements:

- A link or button that links to the preference manager page
- Disclosures and other information relating to the serving entity or the advertiser, consistent with the DAA Principles
- Links to pertinent privacy disclosures
- Link to an industry-developed choice tool

The overlay should also provide an action button that allows the user to close the overlay and resume the playing of the video ad.

New Window Approach

If an overlay approach is not feasible, serving entities can open a new window on user click through. Similar to the overlay approach, the disclosure may include the following elements:

- A link or button that links to the preference manager page
- Disclosures and other information relating to the serving entity or the advertiser, consistent with the DAA Principles
- Links to pertinent privacy disclosures
- Link to an industry-developed choice tool

Figure 7: Example of new window disclosure

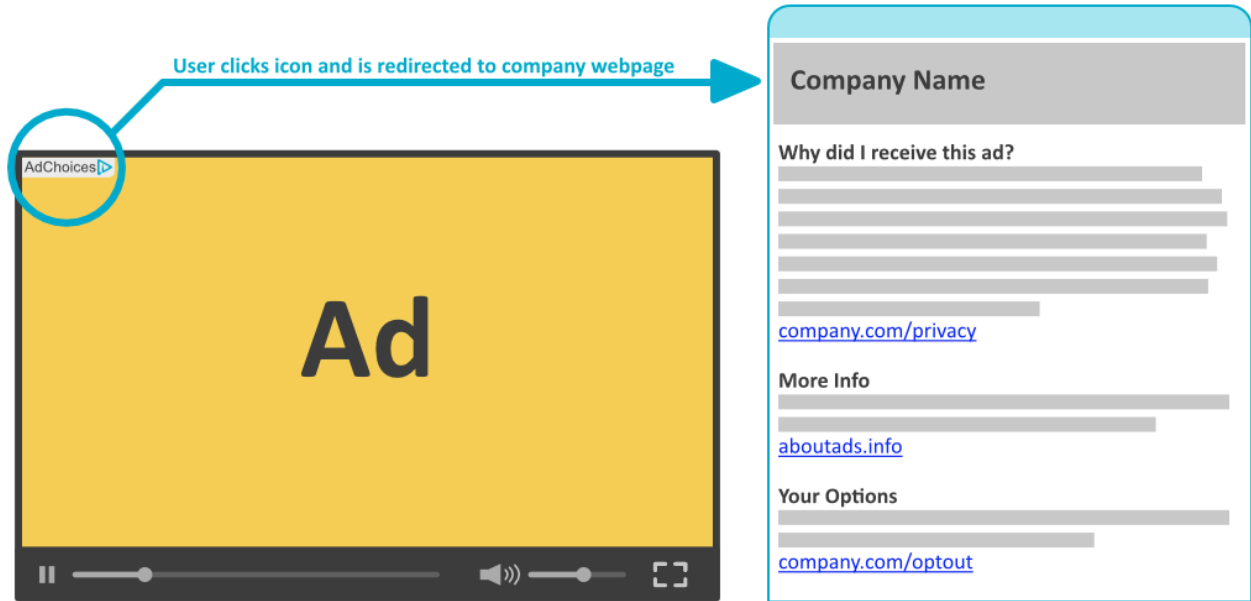


Figure 7

Serving entities may also link to a preference mechanism selected by the serving entity, provided the consumer receives the disclosures otherwise required by the DAA Principles.

Implementation Outside the Video Ad

Placement of the DAA Icon or Ad Marker Adjacent to the Video Ad

Entities that wish to serve the DAA Icon or Ad Marker adjacent to the ad may use the same approaches previously recommended in the Ad Marker Creative Guidelines, working with publishers to secure such placement. This approach may be needed when there are limitations on the placement of overlays for the video ad unit.

Specific examples of such implementation in connection with video ads will be presented in subsequent versions of this document.

Other Forms of Publisher Notice

Publishers seeking to provide alternative placement of the DAA Icon or Ad Marker in connection with video ads may employ the additional forms of DAA Icon/Ad Marker placement covered in the prior guidelines, including footer placement and in-app implementation approaches covered in the Mobile Guidelines (which include, for example, the placement of the DAA Icon at the point of app download and within settings menus for apps).