

Creative Specification | Linear VPAID

Last Updated – June 12, 2018

The User Experience

	MSN & Games		
	PC Browse	Mobile Browse	Ads-In-Apps
User Experience			
Full Screen	USER CHOICE	USER CHOICE	N/A
Ad Skipping	VPAID APP	VPAID APP	N/A
Video Click Area	VPAID APP	VPAID APP	N/A
Player Controls	REDUCED	FULL	N/A
Display Area	FULL	FULL	N/A

Legend

- Full Screen
 - USER CHOICE: User may opt to view ad and/or content in full screen mode. Application code may not trigger this state without explicit user consent.
- Ad Skipping
 - VPAID APP: VPAID ad may opt to show skip ad option. Player will not present ad skipping to the user.
- Video Click Area: Area within player where click events are available to trigger a click-through or other interactive activity
 - VPAID APP: Ad controls click area within the available display area.
- Player Controls: Controls presented to user during ad experience playback
 - FULL: Full range of controls are presented as a lower 1/3 frame overlay that appears on mouse over or tap on the player area (controls include: play/pause, mute, volume control and possibly more)
 - REDUCED: Video player controls are reduced to only play/pause and mute controls presented in top & bottom frame slim, permanent overlays to avoid player UI overlap with “bug” or other interactive elements.
- Display Area: Area within player which is available to the VPAID ad

- FULL: Full frame of player is available (note: player's controls presented as overlays are not deducted from the display area; ads should take this padding into consideration when certifying ad formats on MSN)
- REDUCED: Video player will reduce the player display area to accommodate for persistent player controls. VPAID ads will be made aware of the available area through the `initAd()` and `resizeAd()` method calls.

Ad Specifications / Requirements for all versions, all formats

- Ad selector
 - Ad selectors must time out and select a default ad if no user interaction is detected. Furthermore, ad selector timeouts will count toward the maximum duration specified above and the sum of the timeout and the ad video may not exceed the max duration.
- Countdown / Time Remaining
 - The MSN player will provide a countdown to the user to indicate the time until the ad completes. VPAID ads must implement the `adRemainingTime` property and `adRemainingTimeChange` event to indicate changes to the player to ensure that the countdown is accurate and to avoid unexpected timeouts within the player from prematurely unloading the ad experience.
 - Ads are discouraged from presenting their own countdown UI to avoid a poor user experience of displaying redundant information.
 - Ads should similarly not force their content to the top -most z-index to hide the countdown and mini- control bar; this action will be periodically detected, and MSFT may opt to pull ads exhibiting this behavior.
- Error Handling
 - Per the IAB specification, all errors within the ad must not be raised to the player unless communicated through the `adError` event.
 - Furthermore, ad errors encountered during specific IAB events (`AdImpression`, `AdVideoStart`, `AdVideoFirstQuartile`, `AdVideoMidpoint`, `AdVideoThirdQuartile`, `AdVideoComplete`) should not prevent the player from receiving these events (for example, if the ad is detecting user behavior during these events and has an internal failure, the ad is still required to notify the player of the IAB events for proper tracking and metrics – ads failing to report properly may be pulled).
- Expansion/interactive ad experience
 - Ads may enter into an interactive state (video is paused, and interactive content is shown in the player window) or an expanded state (ad content has exceeded the standard max duration at the user's explicit request for more information).
 - Entrance: Accessible only on click of an interactive element not larger than 10% of the video area or on hover of an interactive element not larger than 10% of the video area with a minimum 5 seconds of hover time and visible indicator of the impending action as the user is hovering (i.e. progress bar, decreasing clock wedge, numerical countdown, etc....)
 - Exit: Exit button must be clearly displayed and distinguished in the top -right hand corner of the video frame, with the smallest edge not smaller than 32px. Ads failing to comply with this

requirement will be pulled or blocked from launch and vendors will be placed on certification review.

- Z-index
 - No z-index should be set by the ad. If one is required, the z-index value cannot exceed 100.
- Leave behind content
 - Linear VPAID ads may not leave behind any content after the ad video completes. Once the ad completes, the VPAID ad will be unloaded and all visual and non-visual objects must be removed and disposed.
- Max Duration
 - 120s (skippable after every 30 sec) - MSN ONLY - unless user explicitly chooses to enter into an interactive ad experience (see below for restrictions)
 - 30s – all other MSFT properties - unless user explicitly chooses to enter into an interactive ad experience (see below for restrictions)
- Resizing
 - Ads must respond when the `resizeAd()` method is invoked; while a 16x9 ratio is expected, it is not guaranteed, therefore ads should scale their content appropriately and not rigidly adhere to one display ratio. Ads should immediately resize, when instructed, to avoid a poor user experience and to reduce display flicker.
- Video Click Thru
 - Ads can opt to process video click events on interactive elements as they see fit; however, the following requirements must be followed for standard video click-thrus and for any navigation to pages outside of the player window:
 - If the video playback pauses on click, the ad must render a resume button over the video content so that the user can resume the ad and reach the content experience.
 - The VPAID `AdClickThru` event must be raised for video click-thrus. If the ad opts to handle the click thru directly, the destination page must open in a new (non-modal) tab/window and must not replace the current window/frame.

IAB VPAID 2.0

Technology: JavaScript Only

Linear/Non-Linear: Linear Only

File Specifications

JavaScript VPAID 2.0 File

JavaScript (.js file extension). Script content must not be wrapped in HTML, XML, or any other container

IAB VPAID 2.0 Support Limitations

- Only VAST 2.0 delivery is supported at this time (see related linear video spec for more details), therefore features that require VAST 3.0 are not supported at this time (i.e. ad icon, player driven ad skipping control)
- `AdCompanions` property support is limited and may not function consistently, use at your own risk. Preferred companion delivery method is via VAST companion elements.

VPAID Vendor Certification

All VPAID vendors must submit test assets for certification prior for running VPAID ads on Microsoft Advertising properties. Please work with your account team representative to submit for VPAID vendor

certification. VPAID vendors are expected to VAST deliver their VPAID ad content. If the VPAID vendor will also serve linear video through the same ad server to Microsoft Advertising, they should submit for both VAST and VPAID vendor certification. Otherwise, if the VAST payload is mostly static and does not vary by advertiser, only VPAID certification is required.

VPAID Interface Requirements:

- All functions and properties on the VPAID object interface MUST be present even if their return values are NULL or methods are not implemented.
- VPAID ad must respond to the initAd() method call within a reasonable time or risk being unloaded due to a timeout. Timeouts can vary by player, but common limits are between 5 -10 seconds.
- VPAID ad must respond to the startAd() method call within a reasonable time or risk being unloaded due to a timeout. Timeouts can vary by player, but common limits are between 5 -10 seconds.
- VPAID ad must update the adRemainingTime property with the actual duration of the ad or clearly indicating an unknown value within the first second after the video start event.
- AdStarted event and AdImpression event must fire as simultaneously as possible.

Cross-Domain Data Requests

Vendor ad servers, CDNs, and all server -side resources referenced in the VAST tag and VPAID ad must allow Microsoft & Microsoft partner domains (*msn.com; *.fwrmr.net; *.s-msn.com) to access cross-site data via the following method:

- **CORS HTTP Headers:** Server response headers must contain 'allow origin' CORS HTTP headers as documented at: <http://www.w3.org/TR/access-control/#access-control-allow-origin-response-header>. Allow origin headers can reply with a wild card or by echoing the source origin. Please refer to the w3 documentation for details on the benefits/risks for both options.
 - Example CORS response header:
Access-Control-Allow-Origin: *

IAB Specifications

Digital Video Player-Ad Interface (VPAID): <http://www.iab.net/vpaid>
 VPAID 2.0: <http://www.iab.net/media/file/VP AID 2.0 Fi nal 04-10-2012.pdf>

Video Product Matrix

Video ad products vary on the type of ad formats or capabilities supported. Please refer to the table below for more details:

	MSN & Games		
	PC Browse	Mobile Browse	Ads-In-Apps
Ad Types			
Linear Video	YES	YES	YES
Linear Video VPAID	YES	YES	N/A
Player Skin	YES	YES	N/A
Linear Video Ad Slots			

Pre-Roll	YES	YES	YES
Mid-Roll	N/A	N/A	N/A
Post-Roll	N/A	N/A	N/A
Ad Serving Capabilities			
1 st Party Ad Serving	YES	YES	YES
3 rd Party Tracking	YES	YES	YES
3 rd Party Ad Serving	YES	YES	YES
Survey Script URL	YES	LIMITED ¹	N/A
Standard Video Metrics ²	YES	YES	YES
Clickthrough URL	YES	YES	YES
IAB Ad Standards			
VAST 2.0	YES	YES	YES
VAST 3.0	N/A	N/A	N/A
VPAID 1.0 (Flash)	N/A	N/A	N/A
VPAID 2.0 (JS)	YES	YES	N/A

¹Given the nature of the mobile environment, this capability may or may not function properly or consistently. Failures must shutdown gracefully and cannot interrupt normal player/page behavior.

²Standard Video Metrics: Impression (Ad video start), First-Quartile, Mid-point, Third-Quartile, Complete

Privacy Policy

Video advertisements played on all Microsoft properties and partner properties will comply with the [Microsoft Advertising Privacy Policy](#)

Data Reported

The following events are supported across the video product portfolio for first-party and third-party served ads.

Video Events

- Play (Impression)
- Video Click¹
- First Quartile
- Midpoint
- Third Quartile
- Complete
- Pause¹
- Mute¹
- Unmute¹
- Close¹

¹Where this creative behavior is supported on the platform.

Note: Microsoft does not provide guarantees relating to 3rd party served discrepancies but will commit to investigate discrepancies that exceed accepted industry standard discrepancy rates.

Data Collection

- Microsoft permits advertisers to collect user -provided personal information (for example, through web forms embedded in ads).
- Advertisers may be required to modify ad units or provide additional disclosure in order to be acceptable for advertising on Microsoft sites.
- Advertisers wishing to collect personal information within advertisements (according to specifications above) must follow these guidelines:
 - Clearly identify organization
 - Provide link to privacy policy (usually adjacent to the web form's "submit" button)
 - Identify purpose for collecting information

Policies and guidelines

Creative Acceptance Policy

All creative must meet the requirements of the MSA [Creative Acceptance Policy](#)