HTML5 Video Hockeystick

Build Guide

Sizmek™

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Overview

The HTML5 Video Hockeystick is an interactive expandable banner. It features an 800x600 panel that expands behind page content. When the user clicks or rolls over the panel, it comes in front of page content and plays the video from the beginning.

The ad includes a video and a close button, as well as a clickthrough area. The template can be customized and extended to include a wide array of interactive features.

Here are the available template sizes:

| Banner Size	Panel Size
728x90	800x600

These sizes can be modified as needed.

The banner is transparent and does not contain any content by default. It can serve to make space between the page content and the top of the window so that the panel is partially visible above page content.

Here is the Video Hockeystick panel behind page content:
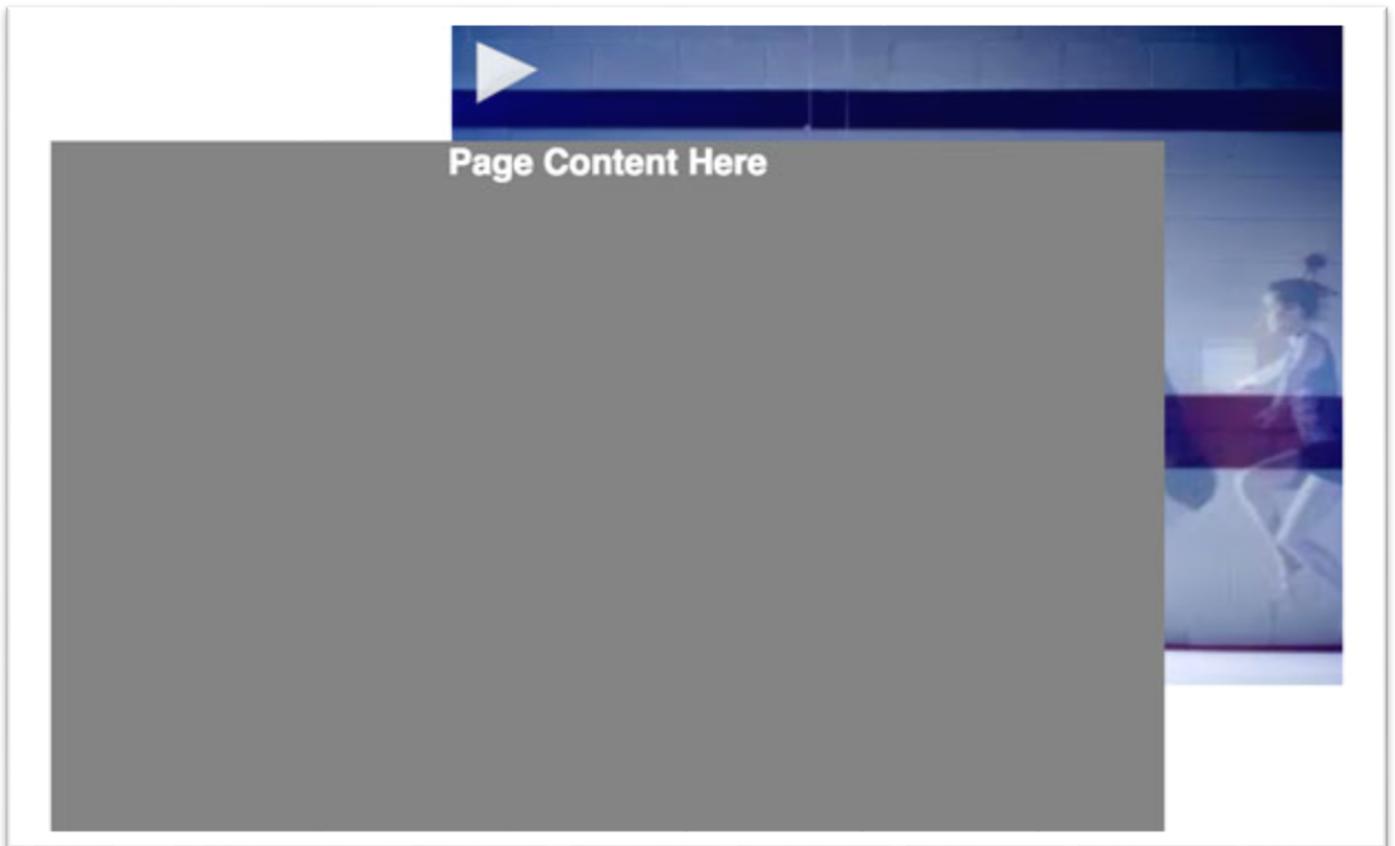
And here is the Hockeystick in front of page content:
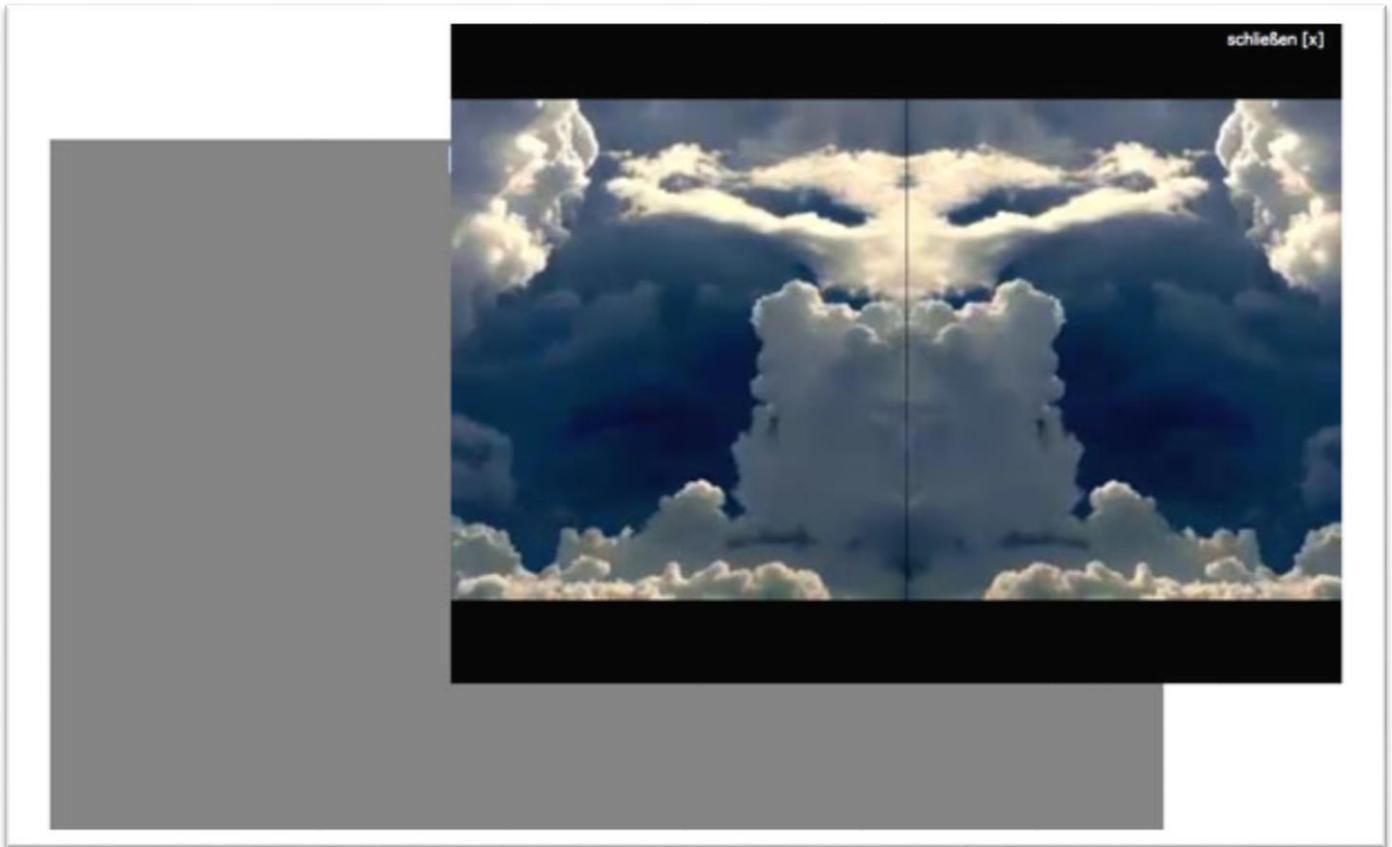
On desktop devices, video will autoplay silently in the background as soon as the ad loads. It will loop once. If the user interacts with the ad, the ad will come to the foreground and the video will start from the beginning in a muted state. Mobile devices such as tablets often do not support autoplay video, in which case they will just show an image while the ad is in the background.

Important Notes

- The content of the ad is entirely in the 800x600 panel.
- The panel should be set to always auto expand in the ad settings.
- The panel should generally be inserted just before the content you want it to rest behind. Use custom variables to adjust the insertion point. Some familiarity with CSS selectors and inspecting elements on a page is required.
- Custom variables can be overridden by the publisher at the tag level.

Supported Platforms

Platform	Supported Versions
iPad	iOS 6.0 and later
Android Tablets	Android 4 and later
Internet Explorer	9.0 and later

Firefox	Recent versions
Chrome	Recent versions
Safari	7.0 and later

Demos/Downloads

Once certification is complete, to download a template, view a demo of the Butterfly templates or get the latest copy of the build guide, please visit the Formats & Features tab of the Creative Zone. For more information, contact your Creative Development Specialist.

Known Issues

- If the panel is inserted behind an element which invisibly extends to the full width of the page, the side of the panel will be blocked from clicks and rollover. Be sure to inspect the elements on page and adjust the insertion point of the panel so it is not being blocked.

Implementing a HTML5 Video Hockeystick

Before you Begin

Make sure you have the following resources available:

- A HTML5 Video Hockeystick format workspace.
  Download the workspace from Quickbase and extract it, preserving the directory structure.

Included Template Files

HTML

The following HTML5 template files are included:

File Name	Description
index.html	The HTML file for the optional companion banner
panel/index.html	The HTML file for the video hockeystick panel

Styles

The following CSS template files are included:

File Name	Description
styles/style.css	The style sheet for the invisible banner
panel/styles/style.css	The style sheet for the video hockeystick panel

Scripts

The following JavaScript files are included:

File Name	Description
panel/scripts/scripts.js	The JavaScript file for the video hockeystick panel

Images

The following image template files are included:

File Name	Description
images/backup.jpg	The image used if the ad is not displayed
images/logo.png	The Sizmek logo
panel/images/play.png	The overlay play button for the video
panel/images/poster.png	The poster image for the video
panel/images/replay.png	The overlay replay button for the video

Videos

The following video template files are included:

File Name	Description
panel/videos/video.mp4	The mp4 video
panel/videos/video.webm	The webm video

Customizing an HTML5 Video Hockeystick

All of the HTML5 Video Hockeystick functionality is programmed in the template files. At minimum, the only changes you will need to make are to the loaded image and video assets and their respective styles.

> **Note:** When updating or replacing images or videos, make sure to also update references to their filenames and dimensions found in index.html and style.css as necessary.

To update the layout, design, and functionality of a template, open the HTML, CSS, and JS files in a text editor.

EB Video Module

Templates that contain video load a video module. This module allows the video player to track video interactions and metrics. The code that loads this module looks like the code below.

```
<script type="text/javascript">EBModulesToLoad = ['Video'];</script>
```

This module already exists in the HTML5 Video Hockeystick templates with video. If you do not need this functionality, you can remove video module by deleting 'Video' from the EBModulesToLoad array.

Testing Your HTML5 Video Hockeystick

You can test the HTML5 Video Hockeystick locally by opening the panel index.html file in a browser. The best way to test whether the panel properly goes in front of and behind page content is by uploading your ad to the Sizmek platform, generating a tag, and putting it on a publisher test page. You can then adjust the ad settings and custom variables to address problems with the ad.

Setting Up a HTML5 Video Hockeystick in the Sizmek Platform

To set up a HTML5 Video Hockeystick in the Sizmek platform:

1. Archive the workspace into a new ZIP file, preserving the directory structure. You can do this with WinZip, 7Zip, or another archiving program.
1. In the Sizmek platform, under **Creative Assets**, create a new Workspace by uploading the ZIP file.
2. Under the **Ads** section, create a new ad.
3. Fill out the form. Set **Ad Format** to **HTML5 Video Hockeystick**.

> **Note:**
>
> *On the Sizmek Platform, your user account will need access to the HTML5 Video Hockeystick format in the list of available custom formats. If you do not have access to this format, please reach out to Support to gain permissions for this format*

4. Select the Workspace folder and default image.
5. Add a panel to the Panels List. Choose the index.html file in the 'panel' folder as the Creative Asset. Set the Dimensions to "800 X 600", or whatever dimensions are required by your publisher. Set "Auto Retract When" to "Never".
6. Select "Auto Expand Default Panel when Ad is Loaded" and set the "Default Panel Frequency" to unlimited.
7. Under the Advanced Features section, customize the Variables to your needs, and those of your publishers.
8. Create a new placement for the ad.

   Fill out the form. Set the **Placement type** to **In Banner** and the **Banner size** to the size of your ad. After you've saved your placement, you can then generate preview tags to test on your web site.

> **Custom Script Notice:**
>
> *Since the HTML5 Video Hockeystick format is a HTML5 Custom Format, there is no need to attach a custom script since the appropriate one will be pulled in automatically.   For reference, the following custom script is being used:*
>
> http://ds.serving-sys.com/burstingres/CustomScripts/html5_video_hockeystick.js

Custom Variables

Notes on CSS Selectors

There are a few custom variables that require additional explanation. Many custom variables allow the use of CSS selectors as values. CSS selectors are used to select elements on the publisher page. If you are not familiar with CSS selectors, please review this documentation:

https://developer.mozilla.org/en-US/docs/Web/Guide/CSS/Getting_started/Selectors

For example, if you want to select an element on a publisher page with an id of "main", you can use the CSS selector "#main". If you want to select an element on a publisher page with an id of "content", use the CSS selector "#content". If you want to select both elements (or whichever of those elements exist on the page), you can separate them with commas: "#main, #content". In this way, you can select elements across multiple publisher pages with one value.

The custom variables allow you to use CSS selectors to move the banner and panel next to specific elements on the publisher page, or raise or lower elements on the publisher page so they are behind or in front of the panel. To find the correct elements to select on the page, right click on the element on the page and click "Inspect element" in your browser. This will open a window that will allow you to explore and highlight elements on the page.

Generally you should insert the panel just before the element containing the main page content. To do this, set "mdHockeystickInsertionMethod" to "before", and set "mdHockeystickAnchor" to a CSS selector that will select the main page content. Generally, "mdElementsToRaiseSelector" should be set to the same value as "mdHockeystickAnchor" so the main page content will be above the panel when the panel is in the background.

For detailed information on z-indexes, please review the following article:

http://philipwalton.com/articles/what-no-one-told-you-about-z-index/

Variables

Name	Description	Type	Default Value	Accepted Values
mdAutoLowerElementsBlockingPanel	Lowers the z-index of elements on the publisher page that block the user from clicking on or rolling over the ad. Ignores elements specified with mdElementsToRaiseSelector	Boolean	Yes	Yes/No
mdBannerAnchor	An element ID on the publisher page that the invisible banner should be positioned near. Undefined or invalid values will position the banner where it is served. The banner will create space in the part of the page where it is inserted.	String	undefined	Any valid CSS selector
mdBannerCreatesSpace	Determines whether the banner creates space where it is inserted on the page.	Boolean	Yes	Yes/No
mdBannerInsertionMethod	Determines how the banner	String	undefined	before, after,

	should be inserted onto the publisher page. 'before', or 'b', inserts it before the element specified by the anchor ID. 'after', or 'a', will insert it after the element. 'firstChild', or 'f', will insert it inside the element, before any other elements within that element. 'lastChild', or 'l', will insert it inside the element, after all other elements inside the element.			firstChild, lastChild, or b, a, f, l, respectively
mdBringForwardOnRollover	Determines if the panel comes to the foreground when users roll over it. Not applicable to touch screen devices.	Boolean	Yes	Yes/No
mdElementsToLowerSelector	Use a CSS selector to select elements that should be pushed behind the hockeystick panel because they block clicking or rolling over the panel.	String	undefined	Any valid CSS selector
mdElementsToRaiseSelector	Use a CSS selector to select elements that should be in front of they hockeystick panel when it is in the background. This generally applies to the main publisher content.	String	undefined	Any valid CSS selector
mdHockeystickPanelAnchor	An element ID on the publisher page that the hockeystick panel should be positioned near. Undefined or invalid values will position the panel at the beginning of the page body.	String	undefined	Any valid CSS selector
mdHockeystickInsertionMethod	Determines how the banner should be inserted onto the publisher page. 'before', or 'b', inserts it before the element specified by the anchor ID. 'after', or 'a', will insert it after the element. 'firstChild', or 'f', will insert it inside the element, before any other elements within that element. 'lastChild', or 'l', will insert it inside the element, after all other elements inside the element.	String	undefined	before, after, firstChild, lastChild, or b, a, f, l, respectively
mdHockeystickPanelName	The name of the hockeystick	String	hockeystick	Any string

	panel. Must match the name in the ad settings			
mdSendBackwardOnRollOut	Determines if the panel goes to the fbackground when users roll over it. Not applicable to touch screen devices.	Boolean	Yes	Yes/No
mdXOffset	Determines the x offset of the hockeystick panel from its parent div.	Integer	0	Any integer
mdYOffset	Determines the y offset of the hockeystick panel from its parent div. Many times you will want to use the negative height of the banner (e.g. -90) to make the hockeystick panel flush with the top of the page.	Integer	-90	Any integer
mdZIndexBackground	Determines the z-index of the hockeystick panel when it is in the background. We recommend using a value of 1 or greater. This way, if other elements on the publisher page need to be lowered, they will have a z-index of at least 0.	Integer	1	>= 0
mdZIndexForeground	Determines the z-index of the hockeystick panel when it is in the foreground.	Integer	10000	>= 0

Tag Level Variables

Custom variables can be overridden on the tag level. This allows publishers to override the values of custom variables to make specific adjustments for their page. Any variables they do not want to override should be deleted (delete the entire line) or commented out (add '//' in front of the line, with no apostrophes). This script should be placed before the ad script tag generated by the platform. Be careful copying the code as it is set to line-wrap, and the lines should not wrap in your tag.

```
<script>
    (function() {
        var customVariables = {
            mdAutoLowerElementsBlockingPanel: true,
            mdBannerCreatesSpace: true,
            mdBannerAnchor: undefined,
            mdBannerInsertionMethod: undefined,
```

```
                mdBringForwardOnRollOver: true,

                mdElementsToLowerSelector: undefined,

                mdElementsToRaiseSelector: undefined

                mdHockeystickPanelAnchor: undefined

                mdHockeystickPanelInsertionMethod: undefined,

                mdHockeystickPanelName: "hockeystick",

                mdSendBackwardOnRollOut: true,

                mdXOffset: 360,

                mdYOffset: -90,

                mdZIndexBackground: 1,

                mdZIndexForeground: 500

            };


            if (JSON) {

                for (var property in customVariables) {

                    if (customVariables.hasOwnProperty(property) &&
customVariables[property] === undefined) {

                        customVariables[property] = "undefined";

                    }

                }


                window.gfEbInlineBanner = JSON.stringify(customVariables);

            }

        })();
</script>
```

Interactions

General

Name	Description
ebAdDuration	Total time that the ad was shown in the current impression
ebUserInteraction	User interacted with the ad (unique per impression)

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ebAboveTheFold	Ad was displayed on screen without scrolling (unique per impression)
ebAboveTheFoldDuration	Time that the ad was above the fold

Video

Name	Description
ebUniqueVideoStarted	Video playback has started (unique)
ebVideoStarted	Video playback has started (sent every time)
eb25Per_Played	Video has played up to the 25% position
eb50Per_Played	Video has played up to the 50% position
eb75Per_Played	Video has played up to the 75% position
ebVideoFullPlay	Video has played up to completion
ebVideoUnmuted	Sent when video playback begins if video is unmuted
ebVideoPause	User has paused the video playback
ebVideoReplay	Video is being replayed after being played at least once before
ebVideoPlayDuration	Total time all videos played within the ad
ebUserInitiatedVideo	User has initiated viewing the video
ebVideoAssetDuration	Total reported playback time for each individual video

Custom

Name	Description
expand	Tracks when the user clicks or rolls over the panel to bring it to the foreground.

Change Log

Release: December 3, 2014

- First release

Notice

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