

EBTV format specs

Each EBTV ad comprises the following:

- 1 x 100Kb max SWF 'Intro movie' with an Eyebalster video loader component
- 1 x 1.2Mb FLV Video Package created using Eyebalster Video Studio, to the correct dimensions depending on video ratio.
- 1 x 30Kb SWF Reminder / Retracted bar

Common controls to either size

Close button will close the intro movie and open the reminder/ retracted bar

Play/Pause, Mute and Progress bar should be present

Sound will be automatically *on set to a medium volume. (TBC)*

Please note: if you are sending creative to MCN for an EBTV ad, you can send it in any format as long as it is a soft copy.

Flash and video elements for videos in 4:3 ratios.

The **video** file must be an **FLV** compressed to **240x180** pixels
 The **maximum file size** for the source video asset is **1.2Mb**
 Packaged using Eyebalster Video Studio

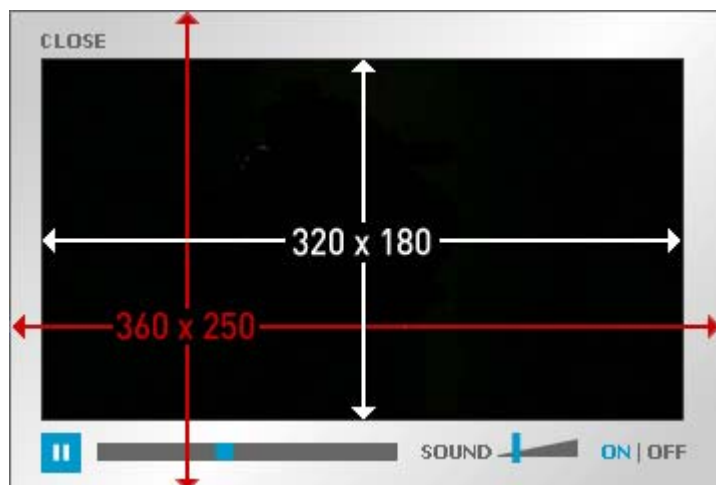
The **maximum file size** for the 'Intro movie' SWF is **100Kb**
 Flash dimensions are **330x250**, with a **5 pixel transparent edge** on the left, top and bottom for drop shadow*



Flash and video elements for videos in 16:9 ratios.

The **video** file must be an **FLV** compressed to **320x180** pixels
 The **maximum file size** for the source video asset is **1.2Mb**
 Packaged using Eyebalster Video Studio

The **maximum file size** for the 'Intro movie' SWF is **100Kb**
 Flash dimensions are **360x250**, with a **5 pixel transparent edge** on the left, top and bottom for drop shadow*



Reminder / Retracted bar.

The **maximum file size** for the 'Reminder / Retracted bar' SWF is **30Kb**

The **dimensions** for the reminder / retracted bar are **24x250 pixels** , with a **5 pixel transparent edge** on the left, top and bottom for drop shadow*

The '**Replay**' button should cover the entire area and activate the intro movie on click.



*When the ad is anchored to the right side of the browser

Eyeblaster System Ad set up.

- **Ad format** is a **Floating ad with reminder**.
- **Content type** will be either video up to **2.2Mb** or **10Mb**
- **Intro movie** max size **100Kb**
- **Reminder / Retracted bar** max size is **30KB**

The following settings should be selected on the '**positioning tab**' of the ad:

- Position intro as: **Percentage** (must be selected)
- Intro X-Position: **100**, Intro Y-Position: **100** (for example) will align the intro movie to the bottom right corner of browser
- Reminder position type: **Floating Banner** (must be selected)
- Position Reminder As: **Percentage**
- Reminder X-Position: **100**, Reminder Y-Position: **100** (for example) should be exactly same settings as for intro movie
- Reminder always appears when intro closes: **must be selected**
- Leave reminder on page: **Optional**. The alternative is to assign a time period for the reminder to display
- Ignore Scrolling: **must be selected (very important)**

The X & Y positioning settings will vary depending on the location of the ad on the page.

Behaviour of the ad.

This type of ad will load politely by default, meaning that after the web page has finished loading the 'Intro movie' will load and begin to load the video from the video package*, playing the buffering animation until play begins.

At the end of the video play through the Intro movie will close and the reminder / retracted bar behind will appear.

*Depending on the bandwidth of the end user, the most appropriate version of the video will load into the Intro movie from the video package, associated with the ad.

Step by step:

- The Intro movie containing the Eyeblander video component loads politely.
- The video package loads the appropriate video from package and begins play
- When the video is finished play through the video component is set to jump to the close sequence that contains an Eyeblander ebQuit FSCCommand on the main movie timeline.
- The reminder / retracted bar should be set to display whenever the floating element closes.

Template Flash files are available from Eyeblander creativeau@eyeblander.com