

JumpTV Overlay Video Ad Specification

Overlay ads run concurrently with content. Invitation unit ads are displayed on top of content while video is playing. If user interacts with invitation, content is paused (only for VOD content) and a click action is executed. If user does not engage with overlay it may disappear, collapse to a “leave-behind” companion ad or be persistent for entire content play.

Example:



Overlay Ads Specification	
Insertion Point	During video play
Maximum ad display duration	5-15 seconds 2. Persistent
Click Event	Open popup windows with Advertiser video ad or with an expanded version of the Ad unit or takes user to advertiser’s site.
Overlay Ad Sizes	Banner: 300x50 Logo : 90x60 (Top left of right corner)
Formats	Jpeg, png, gif, swf (Adobe Flash).
Max File size	100k
Audio	No audio allowed in overlay invitation unit; once full ad expands or begins audio should be host-initiated
Opacity	Text and image – 100% opaque; background – 70% maximum
Animation	An extra 20 additional vertical pixels can be used sparingly by the advertisers to enhance the ad message, such as for drop shadows, flying sparks, etc.