

Multi Player Video Ad (MVPA)

Streaming Pre-roll ad/creative

[Site Acceptance](#)

Creative Acceptance Policy

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

Ad Specification Details

Ad Type / Ad Size	Initial Size	Download File Size (GIF/JPG)	Max Initial Download File Size
Video pre-roll	The pre-roll ad consists of three parts of creative: 300x60 (jpg or flash) 300x250 (jpg or flash) Video Stream (FLV file format)	20k for each display creative,	30k

Max Weight Secondary (Polite) Download	MarketPlace Badge Image Size	MarketPlace Text / Text Ad V2 / Breaking News in the river text ad Character Limit	Click-thru URL Limit	Audio Specifications/ Limit	Animation/ Looping Limit - Initial view non user initialed	In Banner Video Limit	Alt Text Limit	Alt Content Limit	Expansion out of area
2 MB	n/a	n/a	Max 450 characters	No audio in display units	Allowed; Duration: 15 sec, Loop Limit: 15, Video Duration: 20 sec	n/a	65 char	n/a	No

Script Calls on load	Polite script calls post load	Spawned content	Spawned content size	CPU usage	Memory usage	Wmode Opacity	Special Notes	Approved Vendors
2 or less	2 or less	None	n/a	Spike of 5 to 10% normal Over 50% revisit code and attempt to reduce use	1000k	Yes - for display units	5 day SLA	na

Note(s):

- 2mb output; advertiser should supply best quality source video greater than 2 mb
- File types 300x60 & 300x250: JPEG required, Flash optional
- Details for streaming element: Streaming ad video files can either be in 4:3 (432x320) or 16:9 (424x240) aspect ratio. Submitted video will be transcoded into WMV and FLV formats. Please check local restrictions for length of video ad.
- Please note, video duration can be up to 30 seconds.

Internal Instructions

Notes for TAMs and Vendors:

- The depreciated Standard Flash option of advertiser submitted single Flash file that contains the expand/contract behavior first introduced with the v3 video product is not supported in the Multi-Player Video Ad. That Flash file is still supported in the legacy v3 video ad template (Flash Standard option) but in that case, clickable video and the 300x250 companion are not supported.
- The schedule for depreciation and decommissioning of the Flash Standard, two image Fade and Standard Banner (Inline) ad products is still TBD, but the Multi-Player Video Ad (MPVA) is designed to provide a superset of the functionality of those legacy products.
- If an advertiser provides only SWFs (despite the fact that JPEGs are required), you will need to create a JPEG by making a screen grab of the SWF and saving it as a JPEG in your preferred image editor. Many are available, including Microsoft's own Digital Image Suite. JPEGs are necessary for users viewing the Silverlight MSN Video player as they will not be able to see the Flash ad experience.

The User Experience

The Multi-Player Video Ad delivers a growing number of player experiences. There are three required elements for submission; video and at least one of the companion ads will always display, unless creative is rotating in embedded/inline video players where only the 300x60 will show.

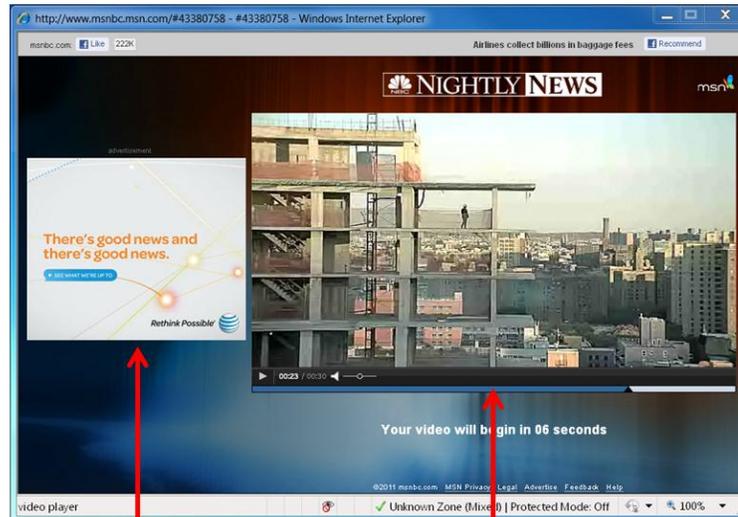
- **Video:** Streaming ad (4:3 aspect ratio or 16:9 aspect ratio) –
- **Large Companion:** 300x250 Present only on portal experiences, not on inline video.
- **Small Companion:** 300x60 Present in both portal and all inline experiences.

The End-User Experience

1. The user chooses to view streaming content.
2. The streaming ad plays and the 300x60 companion ad displays in close proximity to the player. The Player will hide the control buttons during the streaming ad play which will not allow the user the opportunity to stop the stream during the ad. The only option the user will have to close out of the advertisement is by closing the player completely. The video streaming ad and the 300x60 share the same click through URL.

3.

4.



300x250

Stream

5.

6. If the advertisement is closed, the user will not see the selected content stream.
7. The selected streaming content plays. The 300x60 companion ad remains present during the first piece of content played. If the user changes to a new piece of content, the companion ad will change.



300x60 leave behind

1. This combined ad experience appears after three minutes and can be of any number of short clips totaling three minutes which would trigger the next pre roll, or after a single piece of content longer than the three minute duration will trigger the next pre roll.
 - b. In the case where a clip exceeds the minimum content duration, an ad will be played immediately after the clip is complete.
8. Click through details: The ads feature clickable video. The video and any companion ads share the same click through URL.

Pre-roll in embedded player

1. The user chooses to view streaming content.
2. The streaming ad plays and the 300x60 companion ad displays below the player.



advertisement



Only the 300x60 is displaying in embedded video players

3. The Player will hide the control buttons during the streaming ad play which will not allow the user the opportunity to stop the stream during the ad. The only option the user will have to close out of the advertisement is by closing the player.
4. If the advertisement is closed, the user will not see the selected content stream.
5. The selected streaming content plays. The 300x60 companion ad remains present during the first piece of content played. If the user changes to a new piece of content, the companion ad will change.
 1. This combined ad experience appears after three minutes and can be of any number of short clips totaling three minutes which would trigger the next pre roll, or after a single piece of content longer than the three minute duration will trigger the next pre roll.
6. Click through details: MPVA ads feature clickable video. The video and any companion ads share the same click through URL.

Ad Specifications

Streaming Ad Requirements

Accepted video formats (note: these formats will be re-encoded into WMV and FLV file formats)

- Windows Media Format (preferred), QuickTime, MPEG, AVI
- Sound is required
- Max file size = 2MB output. Advertisers are requested to supply the highest quality source video possible, greater than 2MB.
- Digital files should be built to fit either 4:3 (w432x320h) frame dimensions or 16:9 (w424x240h) frame dimensions
- Please check local market restrictions on length of video ad.

300x60 Companion Ad Requirements

There are 2 options for submitting the companion ad units:

- 300x60 JPEG – required
- 300x60 Flash file – optional (Flash files require that an FSCommand is embedded in the file. For detailed [Flash guidelines](#), visit advertising.microsoft.com.)

300x250 Companion Ad Requirements

- 300x250 JPEG file - required
- 300x250 SWF file – optional (Flash files require that an FSCommand is embedded in the file. For detailed [Flash guidelines](#), visit advertising.microsoft.com.)
- Unable to support .gif or animated .gif images
- Max file size = 20k per each file

Limitations:

- Only .jpg images can be submitted (cannot use .gif)
- Steaming video can be Third-party served. For further investigation, please discuss with the sales team in charge of the account.
- One click through URL is used as the CT for video, the small and large companion ads. Different click through URLs for the small and large companion ad are not supported.

Certified Rich Media Vendors

None

Data Reported

- Impressions
- Click-through (there is one CT URL for the whole ad)
- On Load (video play started)
- Duration Track (7.5 second mark)
- End Track (end of video reached)

Ad Submission Guidelines

All creative must meet the MSA [Ad Submission Guidelines](#)