

Specification for the **Over-The-Player Takeover Experience**

Abstract:

The OTP Takeover Experience is comprised of two separate parts: The initial non user-initiated takeover animation that lasts 10 seconds, followed by a static leave behind that resides under the video window while the user has **the player open.**

The initial animation completely covers all aspects of the player, with the exception of the video window. The editorial content will be at loading or “slate” state until the primary animation has completed, and has transitioned to the static leave-behind.

The static leave-behind measures 300 pixels by 60 pixels and resides directly below the video window. This background image has solid color and gradient colors may be used as a background.

The leave behind may not animate after that point.

The entire creative allows for two separate click through(s); One for the initial animation, and one for the secondary leave-behind. The click through(s) managed in the template with AS3 scripting.

All other code in the template must remain intact for communication with our servers.

F1: Player opens

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F2: Initial Animation

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Microchic *(noun)*

Those tiny touches that make up an elegant automobile.

Malibu

F3: Static 300x60 Leave-Behind



Direct Specifications:

General Execution Requirements:

Footprint (weight in kilobytes): 150K total weight, including the leave behind, with some allowances with approval up to 250K.

Framerate: No more than 18fps.

SLA Timeframe: 10 days validation required before execution launch date.

Specialized code: No third party or specialized code may be used, except that which already exists in the template.

Fonts: Please include all fonts used in execution with creative.

Platform: Windows preferred, Macintosh acceptable. Please advise which platform art was created on.

Placement: The word "advertisement" must be clearly visible on the secondary leave-behind.

Primary Animation:

Size: 1000 pixels wide x 600 pixels tall, covering all aspects of the video player *except* the actual video window.

Duration: 10 seconds, some allowances with approval up to 15 seconds.

Secondary Leave-Behind:

Size: 300 pixels wide x 60 pixels tall, residing directly underneath the video player window.

****Note:** No elements may cover the link menu that exists at the bottom of the player.

Duration: Static