

HTML5/Rich Media

SSL
COMPLIANCE*

HTML5 is a markup language used for structuring and presenting content on the World Wide Web. With HTML5 it is possible to show videos and animations or users can interact with elements within the browser. HTML5 enables the browser to process video, audio, vector graphics and animations, storage within the browser, embed special fonts and many more functionalities.

Opera Mediaworks D-A-CH supports the following features:

<http://mobilehtml5.org>

General Guidelines:

<http://www.iab.net/html5>

In case the rich media ad units are not built by Opera Mediaworks we need a „ready-to-go“ JS-Tag.

For this 3rd Party JS-Tags it is important, that the tag is supporting the usual HTML5 standards and that it is according to the mraid-specifications.

If your tag works on mraid, can be tested here:

ios - <https://itunes.apple.com/us/app/mraid-ads-sdk-tester/id1020526422>

android - <https://play.google.com/store/apps/details?id=com.iabtech.lab&hl=de>

Please note the following requirements:

- Lead time three days
- Add our placeholder click command [RM_REDIRECT_LINK]. The click command is able to redirect to any url
- If mraid is available „mraid.open“ should be used
- Recommended dimensions for interstitial 320x480px
- Filesize: static banner max. ~200KB / rich-media ~1.5MB / video ~3.2MB
- Max. loading-time ~200 milliseconds
- Please do not apply cappings and/or targetings that could interfere with our settings
- Please do not implement a close button (will be set by Opera Mediaworks)
- Please do not create any iframe since our ad will be delivered through an iframe
- Please be aware a close button will be added in the upper right corner, please do not position any logos, texts or other important content in this area (Click able area of the close button 40x40px or 80x80px on retina display)



*Important: Apple announced its "ATS Enforcement", which will require HTTPS connections for iOS apps by the end of 2016.

At the same time publishers are also moving toward default use of HTTPS on their mobile websites. These changes require ad units to use secure connections for assets, tracking and redirects in order to work and track properly.

Please provide all assets like click commands, redirects, third party trackings, links to images, etc. SSL compliant.

