



HTML5

Integration Guide

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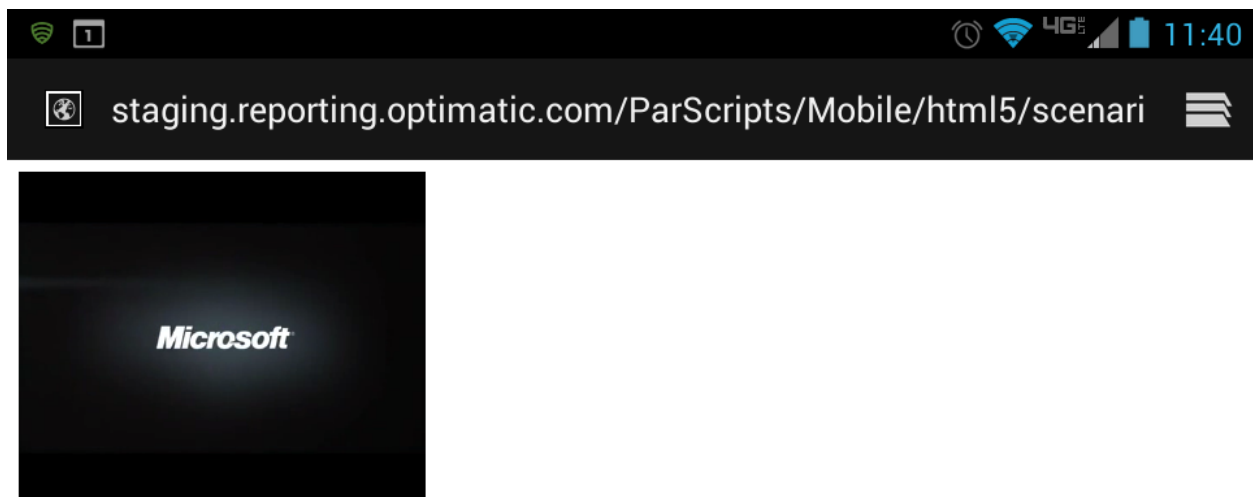


Player Overview

Our proprietary HTML5 video ad player was developed to optimize video advertising inventory and provide our publishers with the highest CPMs and best yield of that inventory.

Player features:

-  IAB Compliant
-  Vast Enabled
-  Compatible with SDK video advertising sources
-  Customizable





Player Variables

The following variables can be used to customize your setup.

VARIABLE	NOTES	DEFAULT VALUE	VALUE NOTES	REQUIRED
alfyPObj	Your unique ID	Provided by Optimatic		Y
alfyZone	Populate with tracking value			N
age	Populate with age of user			N
age_range	Populate with age range of user			N
gender	Populate with gender of user		1 = male; 2 = female	N
segment				N
content_url	Not currently used	For future use	For future use	N
width	Width of video player	320	320 minimum	Y
height	Height of video player	260	260 minimum	Y
show_companions	Enable companion banner output	true	True / False	Y
autostart		false		
autoplay		true		Y
enableSpeedDetection	Enable speed detection prior to serving a video ad	true / false	Allows you to only serve video ads to users over a certain connection speed threshold	Y
miniSpeedDetectionKbs	Connection speed minimum	500	Kbs speed that determines your threshold	Y



Player Functions

Below are functions that can be used with our video ad player to control the user experience.

optimatic_AdCompleted() - called by the player upon completion of the video ad. Use this function to forward the user to the requested content upon ad completion.

optimatic_NoAd() – called by the player in the event no ad is available. Typically the same forwarding function used in the above is placed here. You could forward your visitor to an alternate ad. If OPTIMATIC is serving a default ad tag for you, there is no need to use this function

optimatic_AdDuration(duration) – the length of the video ad is populated into this function, allowing our partners to display a timer if desired.

optimatic_AdReady() – Initialization to start the player is entered here - used in conjunction with autostart=false

optimatic_speedTooSlow() – this function is fired when the connection speed does not meet the minimum threshold you have set. Use this to then move the user to content.

● Additional Customization -- OPTIMATIC can customize your code before providing it. Have a specific requirement on your end? Just let us know!



Implementation Steps

The implementation of the HTML5 video player consists of 3 main parts:

1. HTML tag: player holder
2. Controller code: setup, options and call back methods
3. Asynchronous Java Script source tag

1. HTML Tag

Insert the following HTML code in the place where you want player to be loaded into:

```
<div id="optimatic_holder"></div>
```

2. Controller Code: setup, options and callback methods

The JavaScript code below can be placed anywhere in the document but must be placed before #3 (Asynchronous JavaScript source tag).

It consists of 3 main parts:

- **Controller object:** optimatic_options_object holds variable and callback definitions. Refer to player variables chapter for detailed explanation of optimatic_options variables.
- **Callback methods:** there is callback support for 3 events (on_adComplete, on_adDuration and on_noAd). If method names are assigned to an optimatic_options['on_adDuration'], optimatic_options['on_adComplete'] and optimatic_options['on_noAd'] variables, the player will call those methods when particular events occur.
Sample definitions and callback methods are included in the code, but you can specify custom ones if needed. Please be sure that on_adDuration callback needs to have duration parameter, which is sent by a player (duration of an ad in seconds).

If optimatic_options['autostart']=false, then player will call optimatic_AdReady() method when system is ready to start. At any moment after that, to start a player engine, call optc_StartAd().

- **Controls:** methods used to control player playback and volume. Not working on some of the mobile IOS and android devices which use hardware volume controls.



Sample Code:

```
<div id="optimatic_holder"></div>

<script language="javascript" type="text/javascript"
src="http://cdn.optimatic.com/html_5_v3/Optimatic_SpeedConnection.js"></script>
<script type="text/javascript">
    //optimatic controller
    document.write('<div style=\'display:none;\'>');
    document.write('<div id=\'optimatic_connectionImg\'></div>');
    document.write('</div>');

    var optimatic_options = {}
    var optimatic_pageSettings = {};
    var optimatic_connectionTooSlow = false;

    optimatic_options['alfyPObj'] = "";
    optimatic_options['alfyZone'] = "";
    optimatic_options['age'] = "";
    optimatic_options['age_range'] = "";
    optimatic_options['gender'] = "";
    optimatic_options['segment'] = "";
    optimatic_options['content_url'] = "";
    optimatic_options['SID'] = "";
    optimatic_options['default_volume'] = 1;
    optimatic_options['width'] = 320;
    optimatic_options['height'] = 260;
    optimatic_options['show_companions'] = false;
    optimatic_options['companionwidth'] = 300;
    optimatic_options['companionheight'] = 250;

    //set to true in order to use fullscreen engine
    optimatic_options['usefullscreen'] = false;

    //Default event callback methods: remove if not used
    //or alter values if using custom methods
    optimatic_options['on_adDuration'] = optimatic_AdDuration;
    optimatic_options['on_adComplete'] = optimatic_AdCompleted;
    optimatic_options['on_noAd'] = optimatic_NoAd;

    optimatic_options['autostart'] = true;
    optimatic_options['autoplay'] = true;

    /*****
    Callbacks
    *****/

    function optimatic_AdReady() {
        //to start an engine call optc_StartAd();
    }
    function optc_StartAd() {
        if (optc) {
            optc.start_ad();
        }
    }
</script>
```



```
    }
  }
  function optimatic_AdDuration(duration) {
    //remove if not specified in optimatic_options['on_adDuration']
  }
  function optimatic_AdCompleted() {
    //remove if not specified in optimatic_options['on_adComplete']
  }
  function optimatic_NoAd() {
    //remove if not specified in optimatic_options['on_noAd']
  }

  /*****
  Controls
  *****/

  function optc_SetVolume(vol) {
    if (optc) {
      optc.set_volume(vol);
    }
  }
  function optc_PauseAd() {
    if (optc) {
      optc.pause_ad();
    }
  }
  function optc_ResumeAd() {
    if (optc) {
      optc.resume_ad();
    }
  }
  function optc_StopAd() {
    if (optc) {
      optc.stop_ad();
    }
  }

</script>
<script type="text/javascript">
  var src = (('https:' == document.location.protocol) ? 'https:' : 'http:') +
  '//cdn.optimatic.com/html_5_v3/bootstrap.js';
  var s = document.createElement("script"); s.id = 'optc5'; s.type = "text/javascript"; s.src = src;
  var d = document.getElementsByTagName("script")[0];
  d.parentNode.insertBefore(s, d);
</script>
```



3) Asynchronous JavaScript source tag

The player engine loads asynchronously and does not affect page load time. For the best performance, place the JavaScript source tag at the bottom of the html page, before, but close to the </body> tag.

```
<script type="text/javascript">
var src=((('https:' == document.location.protocol) ? 'https:' : 'http:') +
'//cdn.optimatic.com/html_5/bootstrap.js'; var s = document.createElement("script"); s.id='optc5'; s.type =
"text/javascript"; s.src=src;
var d = document.getElementsByTagName("script")[0]; d.parentNode.insertBefore(s, d);
</script>
```

For complete source sample refer to:

<http://mobile.optimatic.com/ParScripts/Mobile/html5/demo/>