



PowerRoll: Data Connect Specs

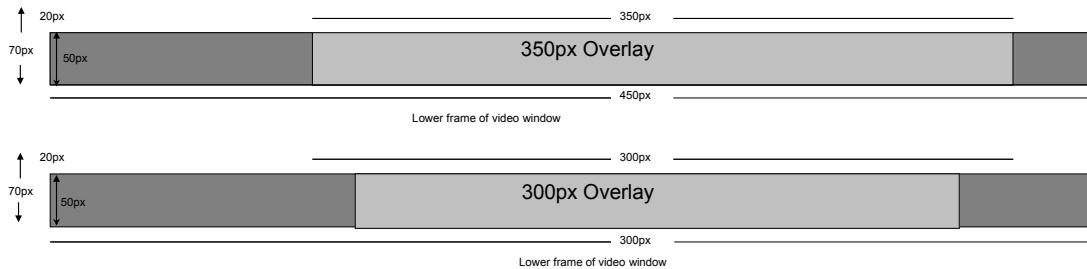
Video Production											Trafficking			
Video Type	Video Size	Video Length	Format Accepted	Video Frame Rate	Bit Rate	Video Compression	Key Frame Interval	Audio Codec	Recommended File Size	3rd Party Serving	3rd Party Tracking	Tags	Delivery Deadline	
Pre-roll	640 x 480 or higher (4:3 aspect ratio) 640 x 360 or higher (16:9 aspect ratio)	Prefer :15s min. Also accept :30s max.	Prefer QuickTime (MOV). Also accept WMV.	Min 23.97, Max 30	1200 kbps or better	Any native QuickTime, AVID or Media 100 including MPEG-2, H.264, Animation	Every 24 Frames	AAC, 128 kbps, 44kHz, Stereo	100 MB or less	No	Yes	Standard tag (href and img source) + Clicktag is optional	5 Days	

Interactive Overlay											Trafficking			
Size	File Type	Flash Version	Frame Rate	Max File Size	Opacity	Scaling	Audio	Duration	Animations	Implementation Lead-time	3rd Party Serving	3rd Party Tracking	Tags	Delivery Deadline
350x50; with 20 px bleed area*	SWF/JPEG or PNG	8+	25	100k	Text and Image can be 100% but background is max 70%	No, always centered	No	:15s	10 second window starting at the beginning of the ad; max within 70 px height	15 days	No	Yes	Standard tag (href and img source) or 1x1 + asset	5 Days
300x50; with 20 px bleed area*	SWF/JPEG or PNG	8+	25	100k	Text and Image can be 100% but background is max 70%	No, always centered	No	:15s	10 second window starting at the beginning of the ad; max within 70 px height	15 days	No	Yes	Standard tag (href and img source) or 1x1 + asset	5 Days

Data Input (Part of the Interactive Overlay)

Data Input Options	XML Feed	Examples
The data connect option enables user inputted data. Option 1 results in the user landing on an advertiser page and Option 2 renders information in the ad unit itself.		
Option 1 - "deeplinking"	This method appends parameters to a defined URL to land users on a customized landing page. A common applications include advertisers with a structured search experience. As a user enters information into a field, the creative unit will build the appropriate landing URL and when the user submits their entered information they are taken to the advertiser site.	Base URL: http://www.tripadvisor.com?city=chicago User enters into a "city" field: Chicago The URL would be: http://www.tripadvisor.com/chicago.html Base URL: http://www.yellowpages.com City or Zip Code: /city-name or /zip Business query: /business-name
Option 2 - structured query	This requires advertisers provide a structured RSS response to a query posted through the ad unit. The total number of results should be limited to 2-4 depending upon information rendered in the unit. On a relatively small level of data, the data and query may be hosted by YuMe. Larger volumes of data must be hosted and serviced by the advertiser.	Sample implementations: http://www.yume.com/common/overlay5.php?snm=power_roll_data_connect&sdsc=PowerRoll+DataConnect

* In regards to animation, 20 additional vertical pixels can be used in order to enhance the ad message.



Notes:

- Note: Overlay dimensions varies by publisher
- When a user clicks on an overlay it can launch a video/Flash window
- Call to action should be communicated clearly on ad, i.e. "Watch"