

Measuring viewing time of video in Flash banners

Instructions

1. Create a skin which on some action (e.g. mouse-over) streams a *.flv or *.swf video file. There are no limitations for the skin banner Flash version if the streamed file is *.flv. If the streamed file is *.swf, skin and content Flash versions must match.
2. Video files will be placed on the Adform server. Therefore the reference to the video file must be hardcoded inside the skin file:

`http://files.adform.net/banners/stream/<ADFORM_ID>/<Filename>`

`<ADFORM_ID>` - the unique sequence of characters, given by Adform (can only contain characters with letters and numbers without any space).

`<Filename>` - the name of video file.

3. Banners' security settings should be defined to allow Adform domain:
 - a) In case you are using ActionScript 2

```
System.security.allowDomain("http://files.adform.net/");
```

- b) In case you are using ActionScript 3

```
Security.allowDomain("http://files.adform.net/");
```

4. Flash code examples for streaming *.flv files (you are free to choose any other way to stream *.flv files):

- a) In case you are using ActionScript 2

```
var ADFnc:NetConnection = new NetConnection();
ADFnc.connect(null);
var ADFns:NetStream = new NetStream(ADFnc);
ADFvideo.attachVideo(ADFns);//ADFvideo is a Video object
ADFns.play("http://files.adform.net/banners/stream/Adform/adform.flv");
```

- b) In case you are using ActionScript 3

```
var ADFnc:NetConnection = new NetConnection();
ADFnc.connect(null);
var ADFns:NetStream = new NetStream(ADFnc);
ADFvideo.attachNetStream(ADFns);//ADFvideo is a Video object
ADFns.play("http://files.adform.net/banners/stream/Adform/adform.flv");
```

5. Flash code examples for streaming *.swf files (you are free to choose any other way to stream *.swf files):

- a) In case you are using ActionScript 2

```
var ADFcontainer:MovieClip = createEmptyMovieClip("ADFcontainer",
getNextHighestDepth());
ADFcontainer.loadMovie("http://files.adform.net/banners/stream/Adform/adform.swf");
```

- b) In case you are using ActionScript 3

```
var ADFcontainer:MovieClip = new MovieClip();
addChild(ADFcontainer);
var ADFloader = new Loader();
ADFloader.load(new URLRequest("http://files.adform.net/banners/Adform/adform.swf"));
ADFloader.contentLoaderInfo.addEventListener(Event.COMPLETE,ADFadd);
function ADFadd(event:Event) {
ADFcontainer.addChild(ADFloader.content);
}
```

6. This function should be inserted in the first frame of the skin/banner:

- a) In case you are using ActionScript 2

```
//--Adform Macromedia Flash Event function--
//Insert this in first frame of ad/banner
```


- b) In case you are using ActionScript 3

```
this.ADFevent("point", 1, "");
```

- ii. To measure viewed time please use this script, this will give you measurements for the intervals of 5, 10 and 20 seconds:

- a) In case you are using ActionScript 2

```
var ADFMovieTimer_step = 2;
function ADFMovieTimer() {
var seconds = Math.floor(ADFNs.time);
  if (ADFMovieTimer_step==2 && seconds>=5)
    _root.ADFevent("point",ADFMovieTimer_step++, "");
  if (ADFMovieTimer_step==3 && seconds>=10)
    _root.ADFevent("point",ADFMovieTimer_step++, "");
  if (ADFMovieTimer_step==4 && seconds>=20)
    _root.ADFevent("point",ADFMovieTimer_step++, "");
}
var ADFcheck = setInterval(ADFMovieTimer, 1000);
```

- b) In case you are using ActionScript 3

```
var ADFMovieTimer_step = 2;
function ADFMovieTimer() {
var ADFseconds = Math.floor(ADFNs.time);
  if (ADFMovieTimer_step == 2 && ADFseconds>=5) {
    this.ADFevent("point",ADFMovieTimer_step++, "");
  }
  if (ADFMovieTimer_step == 3 && ADFseconds>=10) {
    this.ADFevent("point",ADFMovieTimer_step++, "");
  }
  if (ADFMovieTimer_step == 4 && ADFseconds>=15) {
    this.ADFevent("point",ADFMovieTimer_step++, "");
  }
}
var ADFcheckInterval = setInterval(ADFMovieTimer,1000);
```

- iii. When the film has been streamed till the end

- a) In case you are using ActionScript 2

```
_root.ADFevent("point", 5, "");
```

b) In case you are using ActionScript 3

```
this.ADFevent("point", 5, "");
```

8. You need to implement the clickTAG variable. Detailed instructions for clickTAG implementation can be found at <http://test.adform.com/Support/General.aspx>.
9. Banners should be compiled with Flash 8 or higher version. There might be pop-up blocker problems when interacting with lower version banners in Internet Explorer 7.
10. Test the Flash banner in live web environment using Adform Creative Test Module which can be found here: <http://test.adform.com>.
11. Send all the files to traffic@adform.com. Please refer to the name of the campaign + (if relevant-) name of the media agency + media agency contact person.
12. The Adform Traffic team will upload the banners, and inform relevant person in order to get the campaign launched.

Contact

If you have any questions regarding Adform specifications for streaming banners with video time tracking, please contact Adform Traffic Team at traffic@adform.com.