

Premium Home Ad

— Production Guide For Interactive Video



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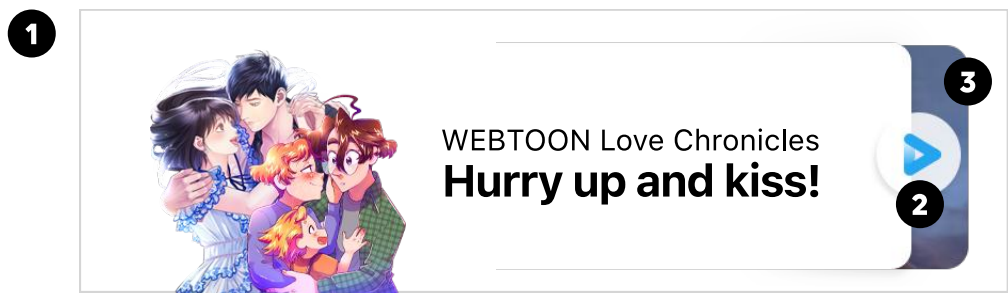
- Premium image
- Still cut
- 16:9 video
- Default Image

Premium Home Ad - Interactive Video overview

- This premium product appears immediately upon entering the mobile main page, which makes it highly effective. It features an animation which induces swipe & touch. When pressing the video button, the video expands and streams up to 60 seconds, drastically increasing viewability.
- The Interactive Video, designed to effectively convey the key message at a glance, consists of premium image assets and a 16:9 video.

Premium Home Ad - Interactive Video asset information

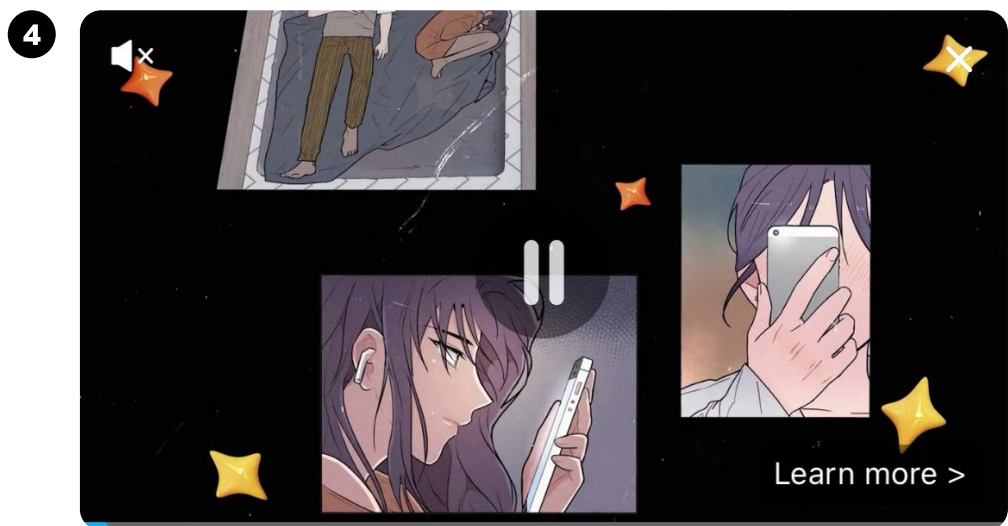
1	Premium image	W750px * H230px	Image size	<150kb
			Image format	Only PNG with transparent background
2	Affordance	Appears by default; production of the affordance asset is not required.		
3	Video Still cut	W640px * H360px	Image size	<150kb
			Image format	JPG, PNG
4	16:9 video	Original video with W1920px * H1080px dimensions.Up to 60 seconds of playtime. ※ Please make sure not to exceed 60.00 sec	Image size	<1GB (internally encoded)
			Image format	AVI, MP4, WMV, MPG, MPEG
5	Default Image	W750px * H200px	Image size	<150kb
			Image format	Only PNG with transparent background



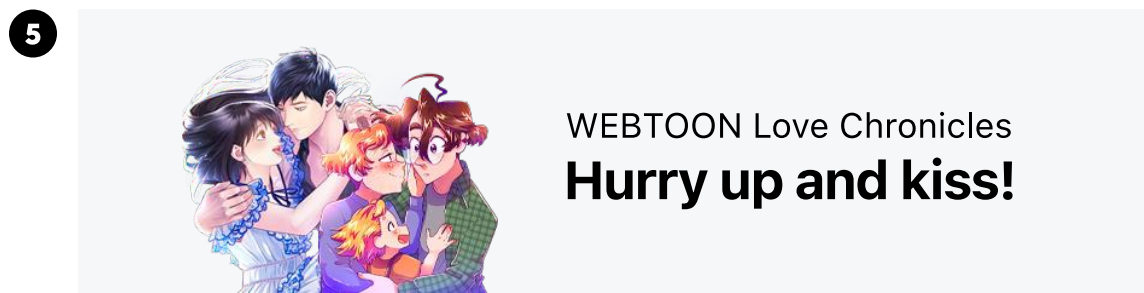
Expose the affordance



Swipe and touch the still cut, which then expands into a video



Play the video



Expose the default image under poor network connection, which doesn't allow video play.

Layered structure



❶ Premium image

W750px*H230px, <150kb

Appears above the affordance image.

Appears alongside the affordance image.

❷ Affordance asset (system)

Appears by default; production of the affordance asset is not required.

❸ Still cut

W640px*H360px, <150kb

Appears when touching or swiping the affordance image.

Appears before the expanded video starts playing.

*Please refer to the detailed production guidance on objects, logos and texts.

❶ Premium image



Object space

- The object can be placed at the left hand side only, within the designated space.
- The object should not take up over ~70% of the 260px*202px slot.

Text space

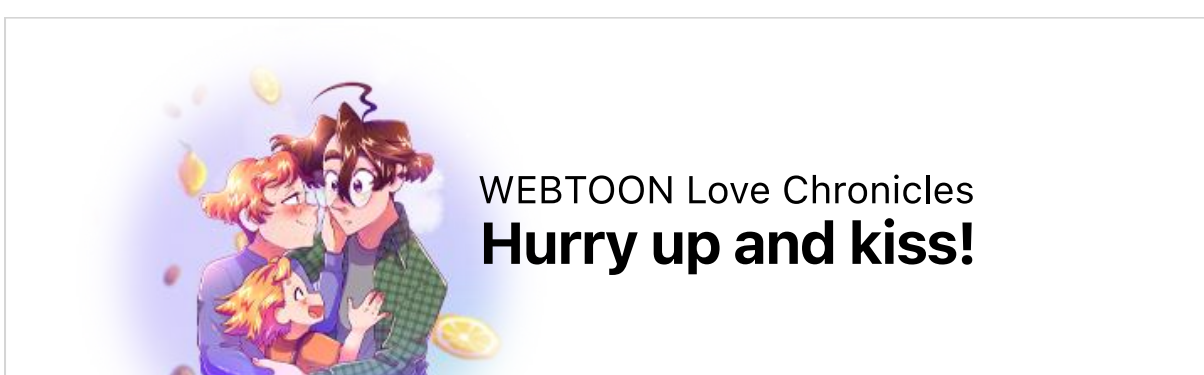
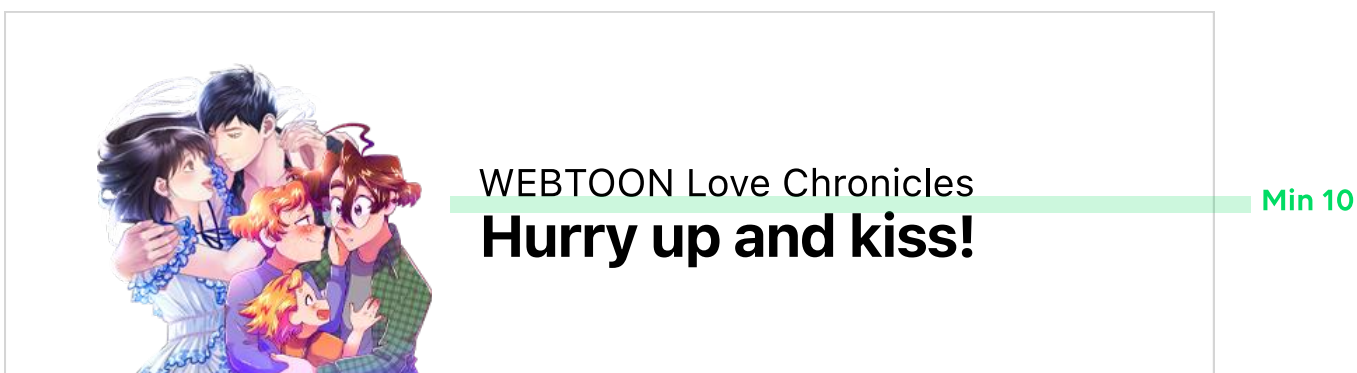
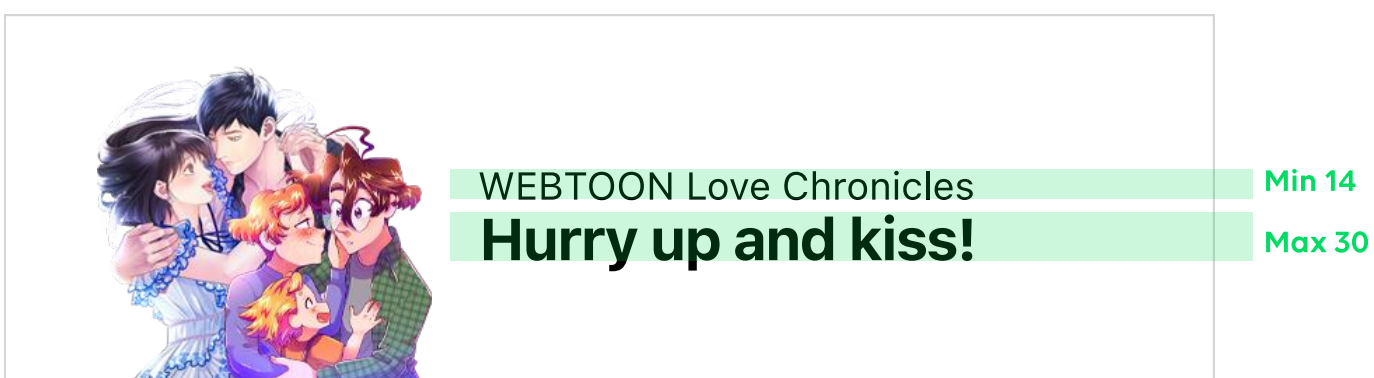
- The width of the text can be increased to the extent allowed by the guide, if:
1) the width of the object image is limited, or 2) there's no landing icon on the right. However, the height of the text space cannot exceed 162px.
- There should be at least 20px margin between the object and the text.
- There should be at least 150px margin on the right side of the text.

Text composition

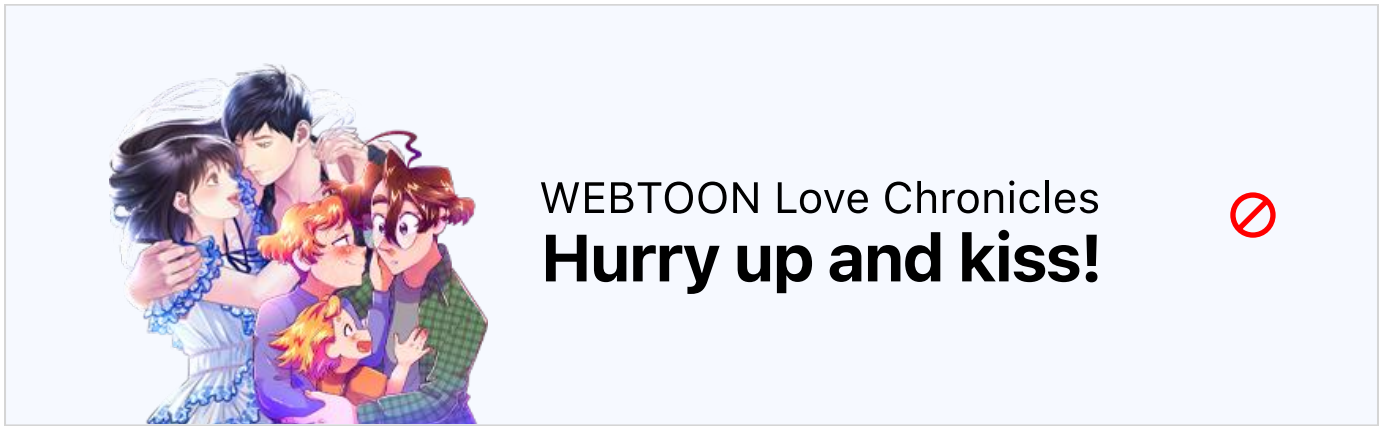
- Max. text height: 30px / Min. height: 14px / Min. line spacing: 10px
- Ad copy can be as long as three lines, and the height of the text in each line should be consistent.
- If the ad copy is more than a single line, the line spacing should be at least 10px so that the text doesn't look too dense.
- Please refer to the PSD file provided when producing the asset.

Text & Background

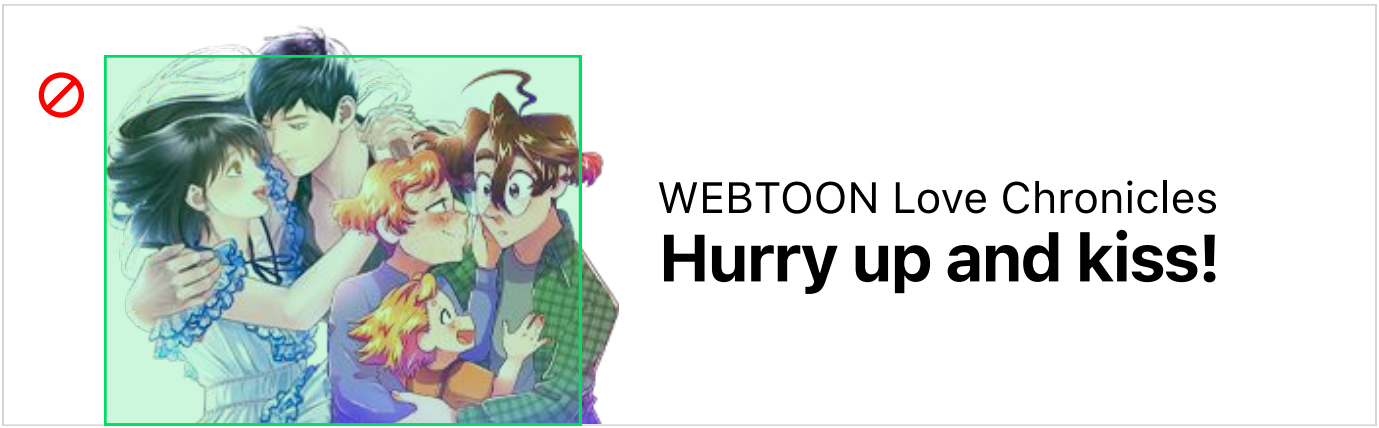
- Apply basic object guide at the same time.
- Thumbnail-type objects can be used only for Native Image type of Premium Home Ad.
- It is possible to have a backgrounded image to better convey the feel of the asset.
- Please refer to the sample file for production of Text & Background (file: Other Element.PSD)



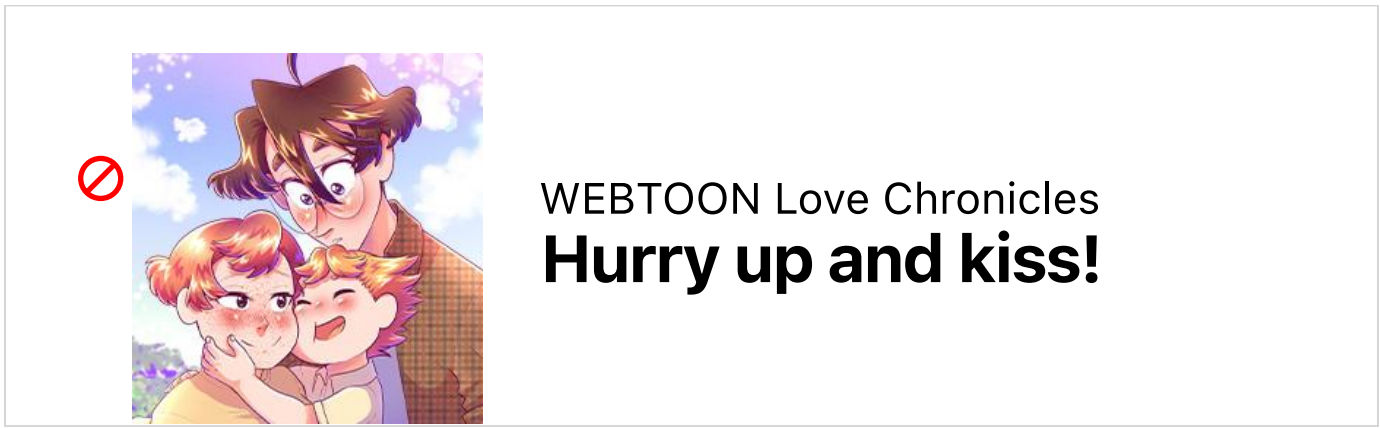
BAD CASE



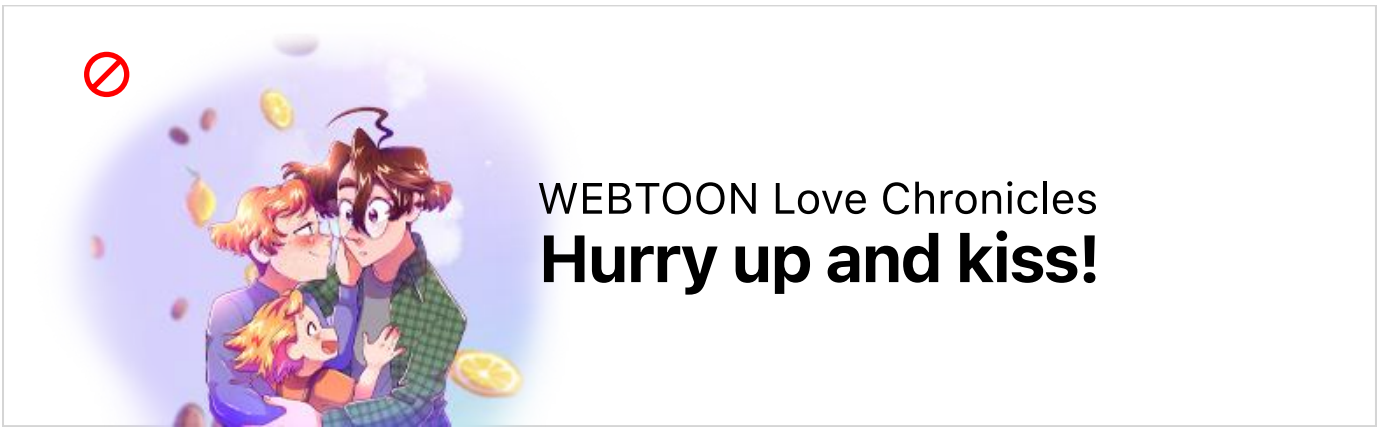
Opaque background (affordance/video still cuts cannot be seen)



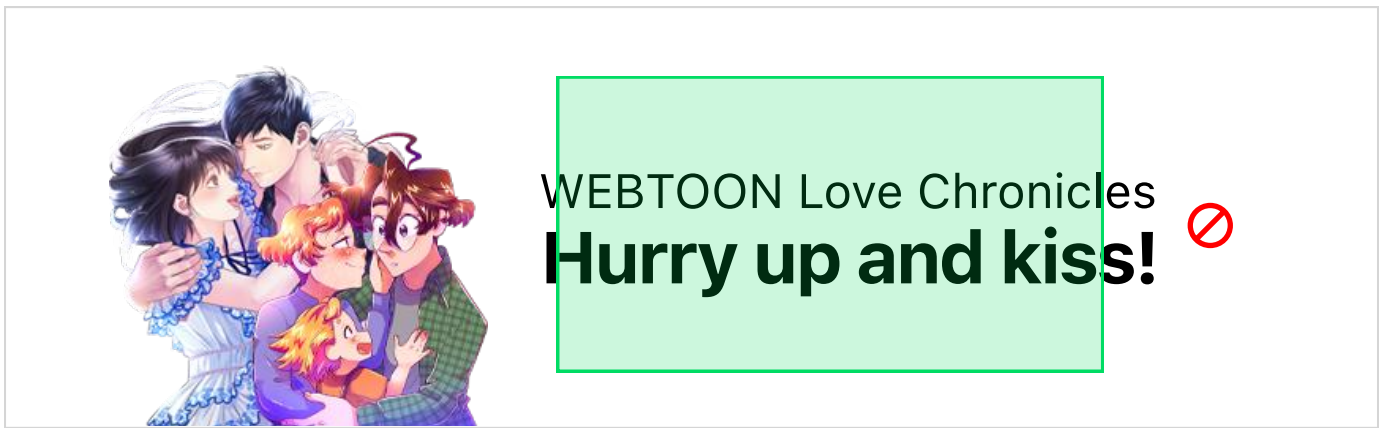
Object image area incompliant with the guide



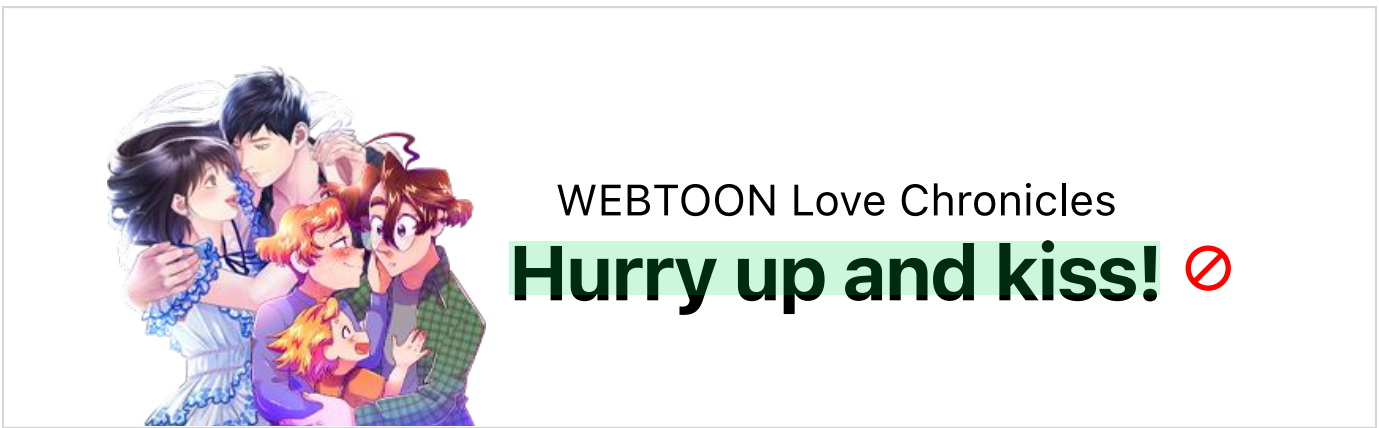
Object image with opaque baackground



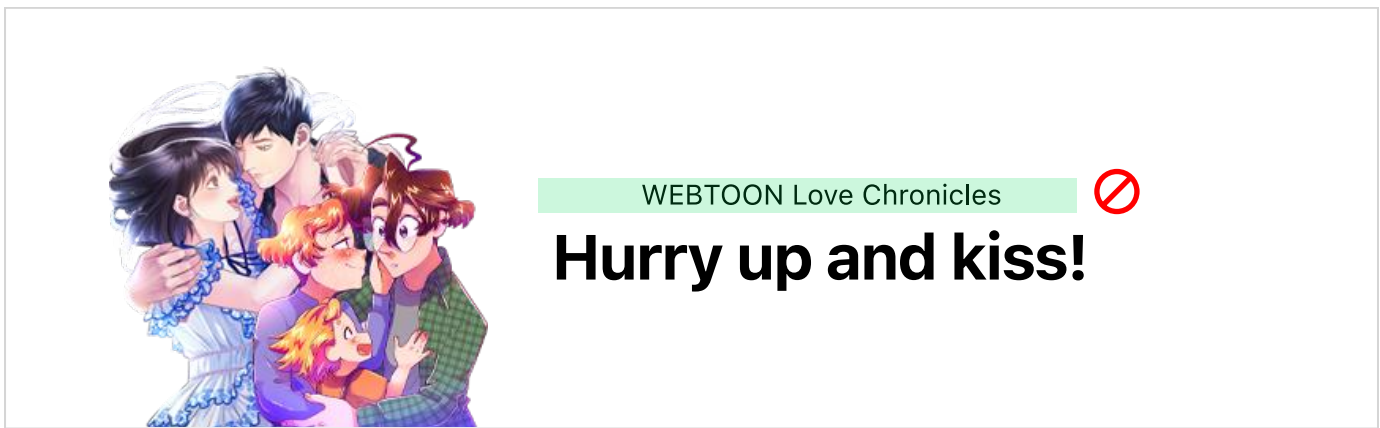
Failure to use sample PSD for production of Text & Background type



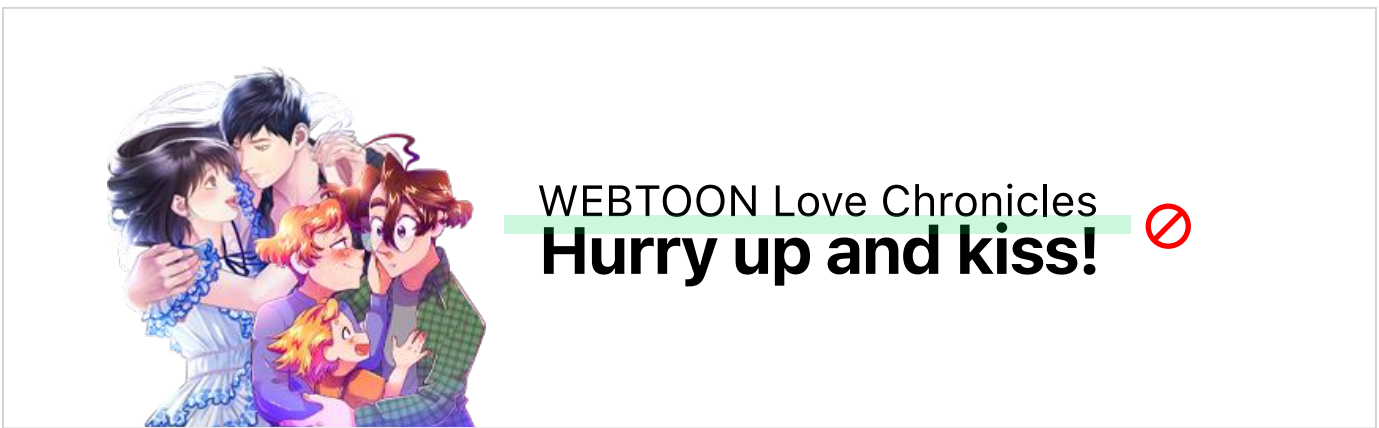
Text area incompliant with the guide (part of the text may be cropped)



Max. text height incompliant with the guide



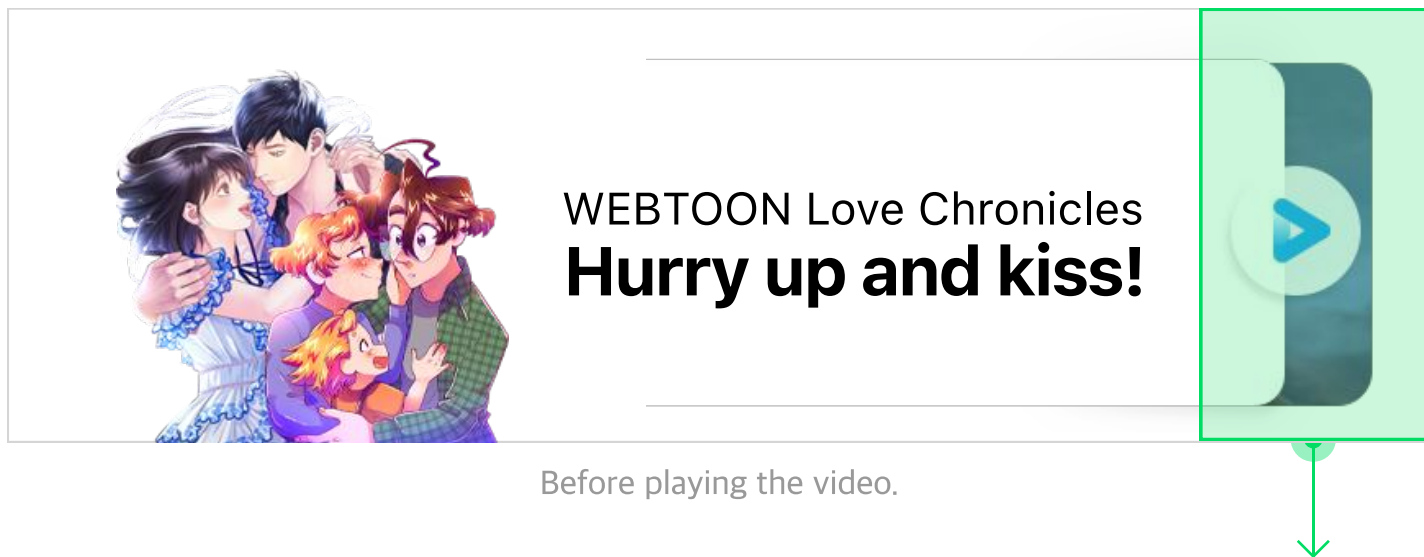
Min. text height incompliant with the guide



Line spacing incompliant with the guide

Detailed production guide

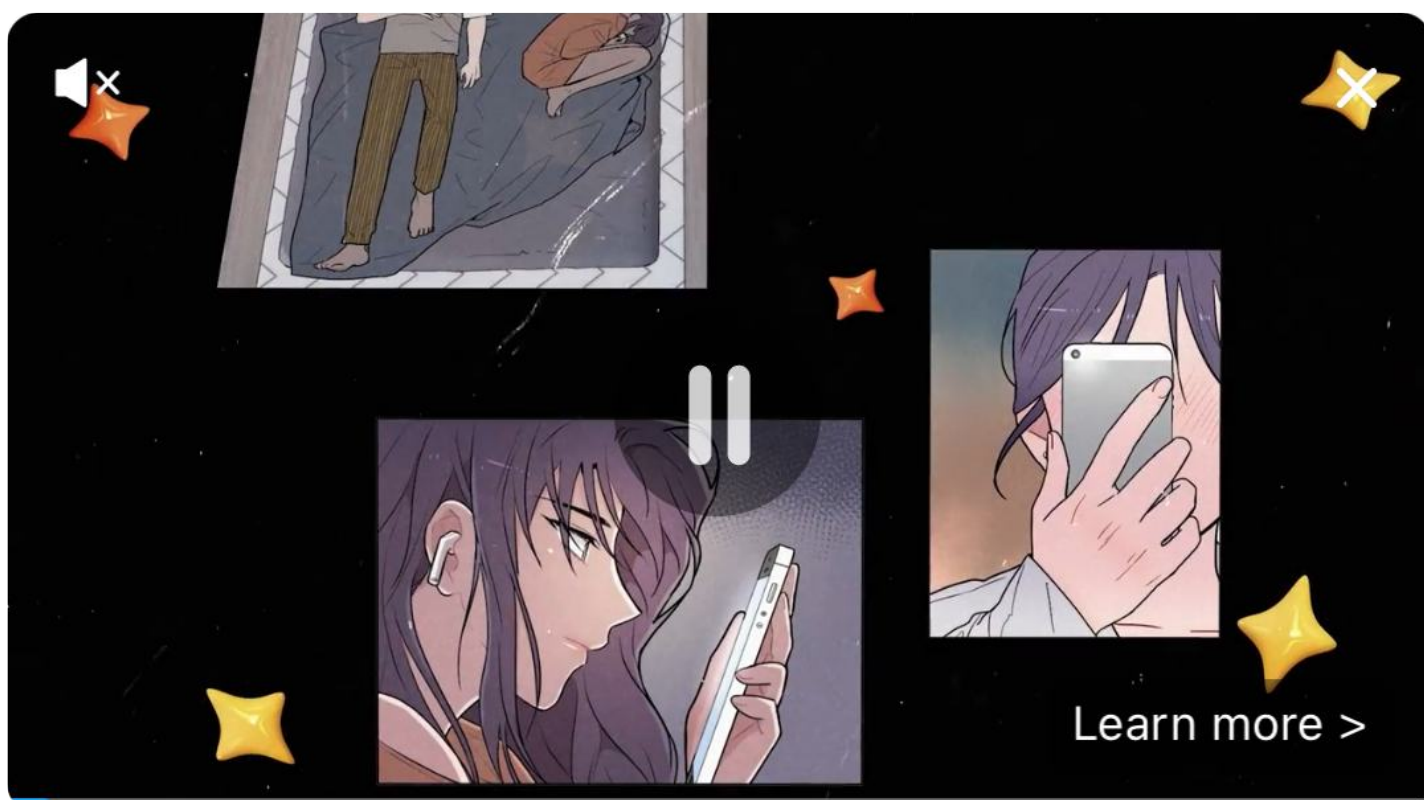
3 Still cut



Still cut expands with user interaction (touch/swipe)
The image is displayed while the video is being loaded.

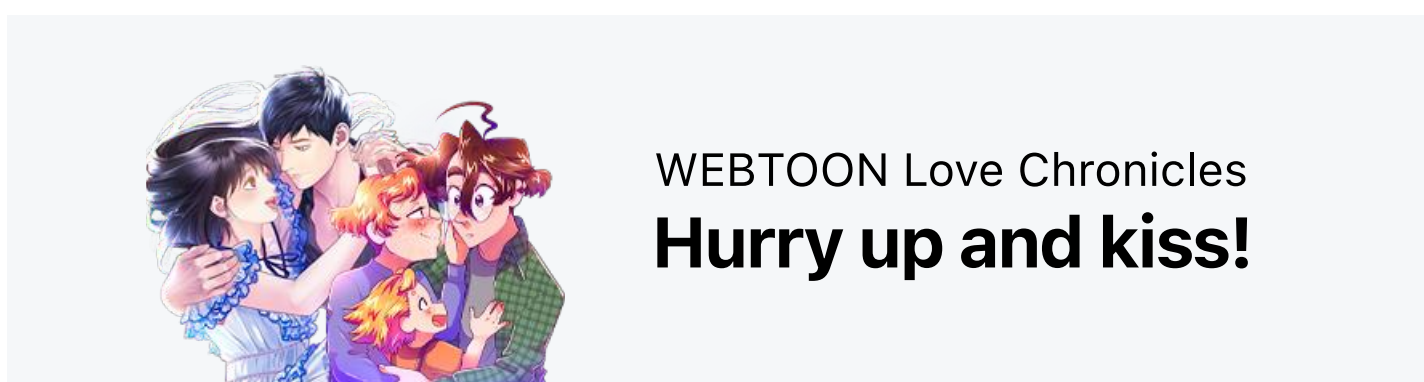
- The image appears when touching the video button or swiping the video.
- The image appears until the video is fully loaded. Once the video starts playing, the image will automatically disappear.

4 16:9 video



- W1920px * H1080px / <1GB / <60 seconds.
- Videos that infringe upon third-party rights, incl. publicity rights, copyrights, trademarks, etc. , as well as those that show excessive nudity, are not allowed.
- The video should be relevant to the ad message, and cannot be used if it doesn't have any sound.

5 Default Image



- W750px * H200px / <150KB
- Refer to the production guide of '[Premium Home Ad - Native Image type](#)'.

Conclusion

- Please comply with this guide and review guide when producing ad assets.
- This guide can be used only for production of Interactive Video for Premium Home Ad, and cannot be arbitrarily amended.
- For further inquiries or guidance, please contact the staff in charge of sales.

