



SpotXchange EASI Javascript pre-roll: Integration Instructions Version 1.2

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Change Log

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v1.0 – Created

v1.1 – added link to example integration

v1.1.1 – changed "get integration instructions" icon

v1.2 – added additional search parameters

Abstract

SpotXchange is a leader in targeted, InStream video commercial syndication. The SpotXchange marketplace provides our network's publishers access to targeted InStream pre-roll content.

SpotXchange provides javascript code that you, the publisher, place into the existing HTML code of the page(s) used to present video content. This javascript code enables you to call for, and play, commercials as pre-rolls to your site's video content, whether your content is displayed in the Flash or the Windows Media Video format. If you wish to play commercials in the post-roll or mid-roll positions, these are not the correct instructions for you. Please contact your account manager for alternate instructions.

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1. Background

SpotXchange is a hosted ad matching and ad serving platform that provides targeted video ad insertion and scheduling, campaign management and reporting. Advertisers target their campaigns against particular contextual, geographic and demographic criteria associated with publisher properties.

Each time a viewer requests a piece of ad supported content from your site, the SpotXchange-supplied javascript code that you have placed into your page's HTML code

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queries the SpotXchange platform for an ad, passing a number of parameters characterizing in real-time the advertising opportunity. The SpotXchange ad server compares these parameters against all advertisers whose ad targets match the parameters sent, and serves the most valuable advertisement into the user's browser. When the ad has completed, the user's requested piece of content plays. When the user requests the next piece of ad supported content from your site, the process is repeated, but the second-most valuable ad is served this time. If no ads match the parameters sent, or if the user requests a number of ad supported content pieces from your site that exceeds the number of ads available for a given set of parameters, the requested content will play ad-free.

The following integration instructions guide you through the process of setting up your HTML page correctly to query for, and play a pre-roll ad in front of your site's video content.

2. Getting Started

- A. You must have your video player in place and displaying content before you can start calling for video ads. The steps to serving SpotXchange ads are the same whether your site's video content is in Flash or Windows Media.
- B. You will need to know your player's height and width (in pixels). The most common aspect ratio for online video is 4:3, so you should select a player that displays content in that aspect ratio (e.g. 400x300 or 480x360 etc.). 320x240 is the minimum dimension acceptable in the SpotXchange network.
- C. You must also have your banner adjacency container created. A banner adjacency is simply a related banner served at the same time as the advertiser's video commercial. Its presence generally leads to higher click thru rates, which is an important performance metric for online advertisers. You must create a banner container in your HTML. The SpotXchange advertiser's banner will be placed into this container when the video commercial plays.
- D. You must select one of the 16 IAB-recognized banner unit dimensions for the banner adjacency. The 16 sizes are listed here: http://www.spotxchange.com/spec/api/appendix.html#banner_sizes The 300x250 size is the most popular among advertisers and is the dimension you are advised to select if it will fit in your site's layout.
- E. You need to have already logged into your SpotXchange account and created, and activated, at least one channel. Your account manager can assist you in creating a channel if you need guidance.
- F. Once you have created and activated your channel, notify your account manager and he/she will have some test ads targeted towards your channel. These test ads are not paying ads, but they will allow you to verify that your integration is working properly.
- G. Fill out the variables in the Javascript script (below) and place it in your HTML page.
- H. Verify that ads are returned properly.

- I. Notify your account manager when you have completed your integration. He/she will then review your integration and remove the test ads and your channel(s) will be eligible to receive paying ads in our marketplace.

This is the video ad, playing in the video player.

This is the banner adjacency. It is served into a container on the page.

This is the ad-supported content. Before the user can see their selected clip, they may have to view a pre-roll ad.

You will be replacing the variables in the following Javascript with your own values, and placing the completed script in your HTML page.

```
<script type="text/javascript">
spotx_channel_id = "{channel}";
spotx_content_category = "{content_category}";
spotx_content_URL = "{content_URL}";
spotx_content_title = "{content_title}";
spotx_content_desc = "{content_desc}";
spotx_content_page_url = "{content_page_url}";
spotx_content_tags = "{content_tags}";
spotx_content_id = "{content_id}";
sptox_content_duration = "{content_duration}";
spotx_content_container_id = "{video element ID}";
spotx_content_format = "{mediaformat}";
spotx_content_width = "{width}";
```



```
spotx_content_height = "{height}";
spotx_ad_max_duration="{seconds}";
spotx_ad_type = "preroll";
spotx_ad_click_target = "_blank";
spotx_ad_done_function = ShowTheVideo;
spotx_banner_size = "{banner size}";
spotx_banner_container_id = "{banner element ID}";
</script>
<script type="text/javascript"
src="http://search.spotxchange.com/js/spotx.js"></script>
```

All variables (contained within the bracket {} symbols) must be filled in before placing this script into your HTML page.

3. Setting your Javascript Variables

- A. {channel} - Your Channel ID within the SpotXchange marketplace to return results for. This ID is automatically assigned when you create a channel or subchannel in the SpotXchange marketplace.
- Required: YES
 - Allowed Value: the unique channel ID assigned by SpotXchange to your respective channel(s). To find your channel ID, login to the SpotXchange tools and copy the five digit channel ID adjacent to the name of the channel you have created.

- Example:

```
spotx_channel_id = "69769";
```

- B. {content_category} - The taxonomy of the content in which the video ads will be included.
- Required: NO
 - Explanation: some advertisers target their campaigns against a discreet set of pre-defined categories that SpotXchange offers. For instance, a baseball bat manufacturer may target their ads against video content that pertains to the sport of baseball. If your site's video content is about the sport of baseball, making this category selection would allow ad queries from your site to be matched against the advertiser's campaign that has placed bids against the baseball content category.
 - Allowed Values: A string taxonomy path, e.g., /Sports/baseball, /Movies/Comedy, etc.
 - Default: Run-of-site (ads targeted to run against any category, or no category)
 - Example:

```
spotx_content_category = "Pets and animals";
```

- Note: NOT case-sensitive. A list of all valid content categories can be seen here: <http://www.spotxchange.com/spec/api/appendix.html>



- C. {content_URL} - The URL for the media file.
- Required: NO
 - Explanation: SpotXchange may use video analysis technologies to analyze a video file in order to better understand its content and thereby serve contextually more-relevant ads.
 - Allowed Values: A valid URL path
 - Example:

```
spotx_content_URL = "http://cdn.booyahnetworks.com/ videos/76.flv";
```

- Note: NOT case-sensitive

- D. {content_title} - The video's title.
- Required: NO
 - Explanation: SpotXchange may use video metadata such as title to serve contextually more-relevant ads.
 - Restrictions: none
 - Example:

```
spotx_content_title = "flight of the penguins";
```

- Note: NOT case-sensitive

- E. {content_desc} - The video's description.
- Required: NO
 - Explanation: SpotXchange may use video metadata such as description to serve contextually more-relevant ads.
 - Restrictions: none
 - Example:

```
spotx_content_desc = "penguins trained to fly";
```

- Note: NOT case-sensitive

- F. {content_page_url} - The URL of the web page used to view this video
- Required: NO
 - Explanation: SpotXchange may use information about the HTML page to serve contextually more-relevant ads.
 - Restrictions: a valid URL path
 - Example:

```
spotx_content_page_url =  
"http://www.spotxchange.com/spx_demo.html";
```

- Note: NOT case-sensitive

- G. {content_tags} - Any tags associated with the video



- Required: NO
- Explanation: SpotXchange may use video metadata such as tags to serve contextually more-relevant ads.
- Restrictions: none
- Example:

```
spotx_content tags = "fly,birds,penguins,ice";
```

- Note: NOT case-sensitive

H. {content_id} - The unique ID of the video file in your system

- Required: NO
- Explanation: SpotXchange may use video analysis technologies to analyze a video file in order to better understand its content and thereby serve contextually more-relevant ads.
- Restrictions: limit 64 characters
- Example:

```
spotx_content_id = "123abc";
```

- Note: NOT case-sensitive

I. {content_duration} - The video file's duration, measured in seconds.

- Required: NO
- Restrictions: none
- Example:

```
spotx_content_duration = "45";
```

- Note: NOT case-sensitive

J. {video element ID} - The ID of the plugin element on your page which currently plays your video content. If you use a SWF to play video, insert that SWF's ID here. If your site uses the Windows Media Player plugin, insert its ID here. If your site plays Windows Media files but does not use a player embedded in your page, but rather launches the Windows Media Player external to the browser, these are the wrong instructions for you. Contact your account manager for the correct instructions.

- Required: YES
- Allowed Value: Any ID
- Example:

```
spotx_content_container_id = "my_videoplayer";
```

K. {mediaformat} – The video format your site uses to play video.

- Required: YES
- Allowed values: "WindowsMedia" or "FlashVideo"
- Example:



```
spotx_content_format = "FlashVideo";
```

- L. {width} – The width of your video player, in pixels
- Required: YES
 - Allowed Value: Any positive integer
 - Example:

```
spotx_content_width = "640";
```

- M. {height} – The height of your video player, in pixels
- Required: YES
 - Allowed Value: Any positive integer
 - Example:

```
spotx_content_height = "480";
```

- N. {seconds} – The maximum duration (in seconds) the returned video ads should play. Since this is a maximum duration, any ads shorter than the passed value will be matched, i.e., `spotx_ad_max_duration="30"` will return 15 and 5 second ads in addition to 30 second ads.
- Required: YES
 - Allowed Value: Any positive integer
 - Example:

```
spotx_ad_max_duration="35";
```

- O. `spotx_ad_type = "preroll";`
- Do NOT change this parameter! If you wish to play a post-roll or a mid-roll, rather than a pre-roll, these are not the correct instructions for you. Please contact your account manager to obtain the requisite instructions.

- P. `spotx_ad_click_target = "_blank";`
- Do NOT change this parameter!

- Q. `spotx_ad_done_function = ShowTheVideo;`
- This parameter is assigned to the function that you already use to display your video content, whether that be a Flash or Windows Media player.
 - This function creates a Flash object and writes it into the HTML element with ID="my_videoplayer"
 - Example:

```
function ShowTheVideo()
{
    var fo = new SWFObject("DemoPlayer.swf?url=race.flv",
    "movie_player", "450", "370", 7, "#FFFFFF");
    fo.addParam("allowScriptAccess", "sameDomain");
    fo.write("my_videoplayer");
}
```



R. {banner_size} - The required banner dimensions, in pixels, matching video ads must have. These sizes are one of the standard [IAB Interactive Marketing Units](#).

- Required: YES, required to display a banner
- Allowed Values: {width}x{height}:
 - "300x250"
 - "250x250"
 - "240x400"
 - "336x280"
 - "180x150"
 - "468x60"
 - "234x60"
 - "88x31"
 - "120x90"
 - "120x60"
 - "120x240"
 - "125x125"
 - "728x90"
 - "160x600"
 - "120x600"
 - "300x600"
- Example:

```
spotx_banner_size = "300x250";
```

- Note: If an unknown {width}x{height} identifier is passed no results will be returned. Use only one of the 16 IAB sizes above.
- Note: 300x250 is the most popular size among advertisers so you are therefore advised to use that size if it fits your site layout.

S. {banner element ID} - The element ID of the element on your page which will contain the ad's corresponding banner.

- Required: YES
- Allowed Values: Any ID
- Example:

```
spotx_banner_container_id = "my_banner";
```

4. Placing the Javascript in your HTML

Once you have filled in your Javascript variables, you can copy and paste the entire script into the HTML of the page that contains your player. Location of the script is not important, so long as it is placed somewhere between your page's `<body>` and `</body>` tags or the `<head>` and `</head>` tags.

5. Testing your Integration



It is best to test your implementation on a page that is not publicly available. You may want to stub this page as something like www.myvideosite.com/spotx_test.html or similar.

If you have notified your account representative that you have begun integration (step 2F above), ads should now be returned on the page www.myvideosite.com/spotx_test.html when you play ad-supported videos.

Verify that:

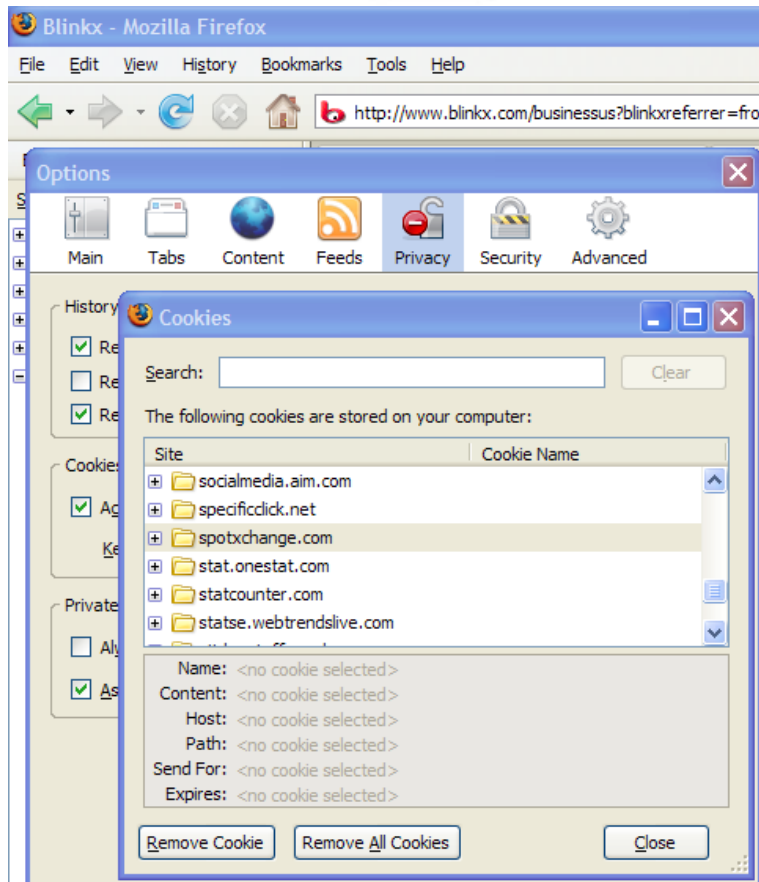
- A. The video commercial plays as a pre-roll to your content.
- B. The banner adjacency displays on your page.
- C. Clicking the banner adjacency opens a new browser tab or window that corresponds to the advertiser's website.
- D. Clicking the video commercial opens a new browser tab or window that corresponds to the advertiser's website.
- E. Upon the video commercial's conclusion, the selected content from your site plays.
- F. Upon refreshing your browser or clicking upon the next piece of ad-supported content, a different commercial is returned.
- G. When no more ads are returned, clear the cookie "spotxchange" from your browser. Refresh the page and note that the first ad is again returned.

If no ads are returned, it's possible that the duration you set for `spotx_ad_max_duration="{seconds}"`; is too restrictive—if you have set that duration quite low, it's possible that there are no test ads sufficiently short in duration to match. To be safe, set it to `spotx_ad_max_duration="35"` for the purposes of testing.

If no ads are still returned, check that you are not behind a firewall or proxy that is sending an internal IP address. SpotXchange ads will only be returned if the user's IP address is a valid IP address. You can use a site like <http://www.whatismyip.com/> to determine what IP address your browser is sending. You can then place that IP address in a tool like this <http://www.ip2location.com/free.asp> to verify that it is a valid US IP.

Additionally, SpotXchange test ads will only be returned for valid domestic IP addresses. If you plan to test your integration from a location that will pass a foreign IP address, please notify your account manager so that arrangements can be made to target test ads to your geography.

If you are passing a valid, targeted IP address and you have set `spotx_ad_max_duration="35"` and your account manager has targeted test ads to your site and you are still not seeing ads, clear your cookies and your cache. SpotXchange stores a cookie called "spotxchange" in your browser. This is the one you need to clear:



You should now see commercials from SpotXchange. If you see a series of commercials and then no more, you have reached your "session cap"—i.e. you have seen all available ads that match your ad query at that moment. The SpotXchange cookie enforces this cap. It is a session cookie that will expire after 20 minutes. You can either clear that cookie, or wait 20 minutes and try again, and you should then see the same sequence of test ads returned.

If you have performed all above steps and you still do not see any commercials returned, you have an error in your integration. Double check your work starting with step 3A.

6. Integration Examples

A fully functional integration example can be seen here. It plays an ad as a preroll to the content, and displays a banner adjacency.

http://www.spotxchange.com/docs/integration/javascript/demos/easi_preroll.html



7. Alternative Integration Options

- EASI for FLV post-rolls
- JavaScript
- ActionScript with the SpotX Ad Player
- SpotX FLV Player

8. FAQ

Q: How many ads am I guaranteed to have returned?

A: There are no guarantees of any ad delivery level. The marketplace allows advertisers to target the content that performs for their needs and place as many or as few ads as they want.

Q: What happens if no ads are returned?

A: If no ad is returned from SpotXchange, the user will simply be able to watch the content ad-free.

Q: What duration commercials will be returned?

A: In the parameter `spotx_ad_max_duration=` you specify the maximum acceptable commercial duration. Ads of any duration that do not exceed that maximum duration will be returned. If you set `spotx_ad_max_duration="30"` You will get 30 second ads, 10 second ads, 7 second ads etc.

Q: Will an ad be shown before every piece of video content on my site?

A: A query will be placed to SpotXchange each time a user selects a piece of video content on the page on which SpotXchange has been integrated. As long as there are ads that match the query placed, an ad will be shown before the user's requested video content.

Q: What is "session capping"?

A: Session capping is a mechanism to ensure that a single visitor to your video content is not subjected to seeing the same advertisement over and over during any single viewing session. SpotXchange's agreements with its advertisers require that a single ad be shown no more than a single time to a unique user within a single user sessions of 20 minutes. A cookie is used to track and enforce session capping. While testing your implementation, if you cease seeing ads returned, you can go into your browser's cookie settings and delete the cookie "spotxchange" and that will clear your session cap, allowing you to see the ads again.

Q: Is there a way for me to know whether or not an ad is available or not? If you do not have an ad available for me, I would like to serve a house banner ad.

A: Yes. You can add the following script to your HTML page and it will issue an alert if no ad is found. You can use that alert as your cue to go elsewhere for an ad.

```
<script type="text/javascript">
if(typeof(spotx_ad_found) == 'undefined' || spotx_ad_found == false)
{ alert('none');}
else
{alert('ad');}
</script>
```



Alternately, you can use the following `if` structure in your `spotx_ad_done` function to call javascript to query a different ad network when SpotXchange does not return an ad.

```
function spotx_ad_done_function()
{
    if(typeof(spotx_ad_found)=='undefined' || spotx_ad_found==false)
    {
        // No ad was found, put javascript to call another
        // ad network here
    }
    else
    {
        // An ad was found and played
        // Put code to display your content here
    }
}
```