



iPROM AdServer

Video ads

Instructions and technical specifications

iPROM Video ClickToPlay

For Click-To-Play videos, we need the following:

- Video file
- Alternative image
- Alternative text

Alternative image is shown before and after the video is played. Alternative text is shown to the user on mouse over.

Video file can be in one of the following video formats:

- MP4, FLV
- MPG / MPEG
- AVI (DivX, XviD, etc.)
- Windows Media (WMV, ASF, etc.)

It is recommended that the video is delivered in the best available quality (resolution). Recommended aspect ratio is 4:3.

iPROM UniStream Video Ad™

For an iPROM UniStream Video Ad™, we need the video file in the best available quality.

Video file can be in one of the following video formats:

- MP4, FLV
- MPG / MPEG
- AVI (DivX, XviD, etc.)
- Windows Media (WMV, ASF, etc.)

It is recommended that the video is delivered in the best available quality (resolution). Recommended aspect ratio is 16:9 or 16:10.

iPROM Video Scroll Ad™

For iPROM Videoscroll™, we need the following:

- Video file
- Alternative image
- Alternative text

Alternative image is shown before and after the video is played. Alternative text is shown to the user on mouse over.

Video file can be in one of the following video formats:

- MP4, FLV
- MPG / MPEG
- AVI (DivX, XviD, etc.)
- Windows Media (WMV, ASF, etc.)

It is recommended that the video is delivered in the best available quality (resolution).
Alternative text is shown to the user on mouse over. Recommended aspect ratio is 16:9 or 16:10.