

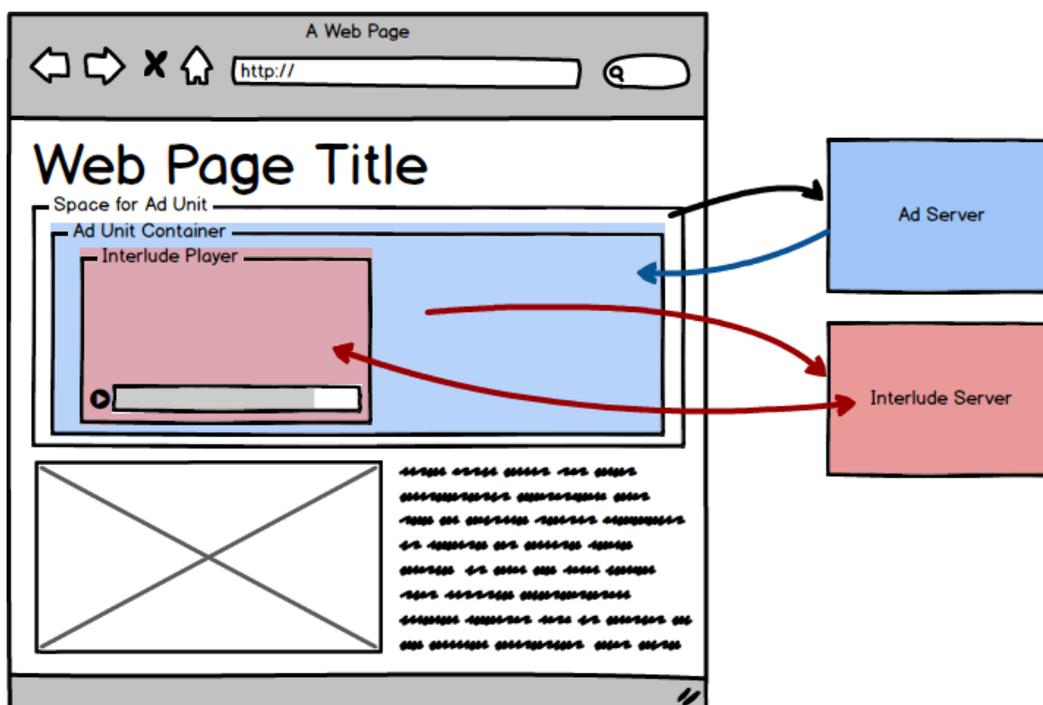
Ad Network Integration and Delivery

Implementation into Third Party Ad Networks

Eko projects can be seamlessly integrated into ad networks to be served as interactive video ads. An ad network's role is to identify an available video ad slot and provide content to fill that slot. The Eko Video Player can be displayed in an ad network's container as a Rich Media Ad Unit or as in-stream video using the IAB industry standard VAST/VPAID tag. Serving the ad is done by transferring the tag (or equivalent container) from the server to the browser on which the ad slot is presented.

Projects are automatically implemented with all of the necessary tags and compliance to support ad distribution. The ad server is provided with the tag url and then handles the trafficking and targeting of the media. Eko videos have been implemented as in-stream video ads and ad units on several leading ad networks, including: DoubleClick [by Google], TubeMogul, ZEDO, True[X], and BrightRoll.

In order to implement an Eko Ad Unit, the only requirement is an ad server to handle the trafficking and targeting of the media. Whenever a user publishes a video on the Eko platform, the project is automatically implemented with all of the necessary containers to support ad distribution. The interactive video object and assets are hosted on a server network (either Eko's or your server), while a third party ad server distributes the content to external video platforms.



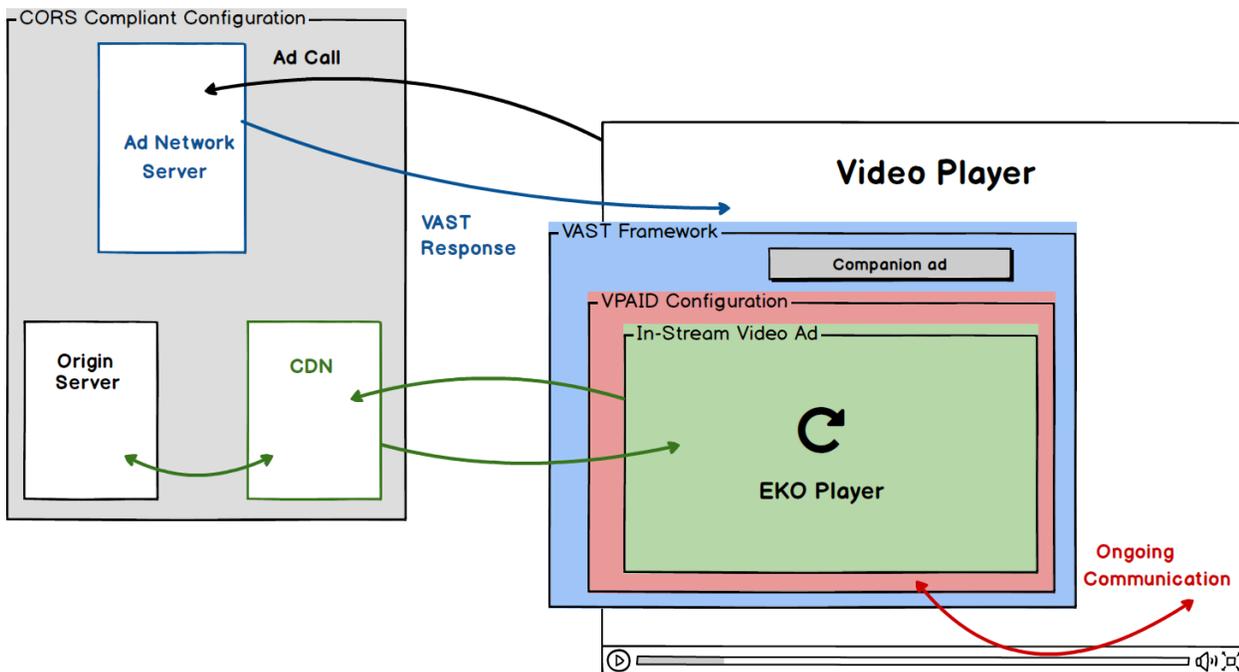
Rich Media Ad Unit

A Rich Media Ad Unit is an ad that includes advanced features encouraging the end viewer to interact with it. This term usually refers to a combination of media files (e.g. videos, audio, images) and code (e.g. HTML5). These units are served by ad servers to the target Web environment.

As the Eko Video Player combines video streaming with game-like interactivity, it can be delivered in the form of HTML5 code, and handled as a rich media ad unit. It can be embedded into Rich Media Ad Units, with or without additional content around it.

IAB Ad Units

Industry standard methods of digital ad preparation and distribution are defined by the IAB (Interactive Advertising Bureau). The creative media organization outlines and maintains the definitions for the VAST (Video Ad Serving Template) framework and VPAID (Video Player Ad-Serving Interface Definition). While rich media ad units are embedded on Web pages as part of the HTML, VAST and VPAID technologies circulate in-stream video ads across different video players.



VAST tag

VAST (Video Ad-Serving Template) are standard video ad serving XML tags that ad servers use to serve in-video ads to online video players and play them as part of a stream.

The VAST tag is essentially a delivery mechanism that instructs an online video player about an ad's playback. It specifies where to retrieve the ad and how to display any accompanying creative elements (i.e. [companion ads](#)).

The VAST "language" is widely compatible with major ad servers and online video players. As a result, the tags we supply can run on different services with minimal (if any) modification necessary.

The VAST.xml tag for each Eko video is accessible from a dedicated ads subdomain and stored in an ad sub-folder within the project deploy. For more information about the IAB VAST specifications, see [IAB VAST Specs Site](#).

VPAID code snippet

VPAID (Video Player Ad-Serving Interface Definition) is a technical interface that enables video players to host third party media as part of the video stream. By supporting the VPAID protocol, the Eko Video Player becomes accessible in another video platform outside of the Eko environment. This compliance also enables the Eko Video Player to capture and report standard VPAID tracking events (e.g. AdImpression, AdLoaded, AdPaused, AdPlaying).

Our partners can access the VPAID-compatible version of their Eko video from a Javascript file included in the project configuration. This medium allows the interactive content to run across HTML5-supported environments. In circumstances where the ad environment does not permit interactivity (e.g. if an end viewer accesses the content from an unsupported browser or device), we can configure a linear fallback for the video content.

The VPAID.js code for each Eko video is accessible from a dedicated ads subdomain and stored in an ad sub-folder within the project deployment.

Moreover, the direct link to a project's VPAID.js is enclosed in the project-generated VAST XML tag. For more information about the IAB VPAID specifications, see [IAB VPAID Specs Site](#).

Configuration

Out of the box, both VAST and VPAID containers are configured with the necessary CORS [Cross-Origin Resource Sharing] permissions to work with the Google DoubleClick ad server. When integrating with other ad servers, the Eko R&D team might need to manually re-configure the CORS permissions. Eko will also need to coordinate integration tests with the partner to review the content in debug tools provided by the ad network.