SimpleMagic

Formats FAQ (Buyer)

Created by rich media and mobile video experts Simple Magic Formats are

Programmatic
- Can be created automatically from a standard vast tag
- Can be traded through standard DSPs

Cross Platform Ready - Mobile (iOS and Android), Tablets and Desktop

Lead with video - all ads lead with 15-30 sec video on all platforms

Always in View - video pause when is not in view on all platforms.

Polite
- Requires user initiation for voice
- Does not interrupt page load
- Offers users an option to opt out
- Responsive units adjust to device and connection speed

Social ready - offer easy share

FAQ

What do I need to create an ad?

Nothing. Your standard vast tag that you use for your in stream video. The system uses the assets, encode them to all the different environments and compile them in the right experience.

[Here is a link to ad spec of the units](#)

Note: some ads requires different size of video or different size of companion those are the billboard and the branded pushdown.

Where can I see reporting?

You can see reports on your standard ad server. On top of that we capture events that they do not capture like full screen, re play etc. The extra informations shows up on the publisher reporting platform.

What do you mean by in view only?
Units stop playing the video when going out of view. If user scrolls away, if user switch tab if user change focus or minimize the ad. Video resume from the same point it stopped when back in view.

Do you control viewability also on mobile?
Yes. If user minimize the page the video will pause. If user scroll away video will pause. when ad is in view again the video will resume. We are the only company that has this capability also on iphone.

Are the ads site served?
Yes. Since the standard ad servers can not deal with all the different environments, we encode the video in different formats and serve it. However, reporting is not affected and you can see all reports on your ad server.

How do you serve on iphone?
iPhone do not allow to play standard video outside of the iphone player therefore to play outside of the player we use images that are displayed one after another in high speed. To the end user it looks like video. When we move to the iphone player we load the video itself.

Is different device get different video?
Yes, devices get the best video for them in terms of format allowed on the phone, connection speed at the specific time, aspect ratio and some other parameters.

Can we run few formats based on one vast tag?
Yes, you can ran multiple formats with one vast tag, however if you want to see on your servers reports per format then please provide a vast tag per format.

Will the ad run on any phone?
No, but it will run on 90% of the phones. Some older phones with old browsers do not support some of the required functionality and we do not attempt to deliver an ad to them.

Do you slow down the load of the page?
No. We wait for the page to load first before we start the advertising activity in most ads. Some ads that take over the screen loads first and allow for the page to load in the background.

How do you avoid slow video load on the screen?
We do not start the ad experience before all the video is ready. Once it is ready we start the ad experience that goes smoothly.

When do you count impression?
We count impression on video start.

Can we run shorter or longer video?
Yes. It might be priced differently.

Can I target only specific device?
Yes. device, or type of device (tablet / mobile) OS etc can be targeted.

How do you control frequency?
Based on user cookies.

What do you do when users block cookies?
In that cases we can not control frequency and can not manage an opt out.

What is required to run on other platforms like tablet, mobile or desktop?
Nothing. Just state the platforms of choice.

Can I buy the units programmatically using my DSP?
Yes, talk to your sales rep on setting it up.