technical requirements

GENERAL RECOMMENDATIONS.

creative assets	further information
each URL, each tracker as well as each VAST and its wrappers (VAST or VPAID) have to be HTTPS	

assets allowed & supported:
- direct mediafile (raw video asset – provide a non-compressed & non-resized file, ideally the source file)
- VAST URLs

supported mediafile types:
- MP4 (type=« video/mp4) & webm (type=« video/webm)
- VPAID JavaScript (type="application/javascript" apiFramework="VPAID")

unsupported mefiafiles types
- flash video (type="video/flv")
- VPAID Flash (type="application/x-shockwave-flash" apiFramework="VPAID")

VAST versions supported:
- VAST 1.0
- VAST 2.0
- VAST 3.0 (only using events common to VAST 2.0)
- VAST containing VPAID 1.0
- VAST containing VPAID 2.0

VAST not supported:
- VAST 3.0 (using exlusive events such as skip offset)
- VAST 4.0

trackers supported:
- any tracking pixels are allowed
- to implement such pixels, we will need : a count pixel and a click command
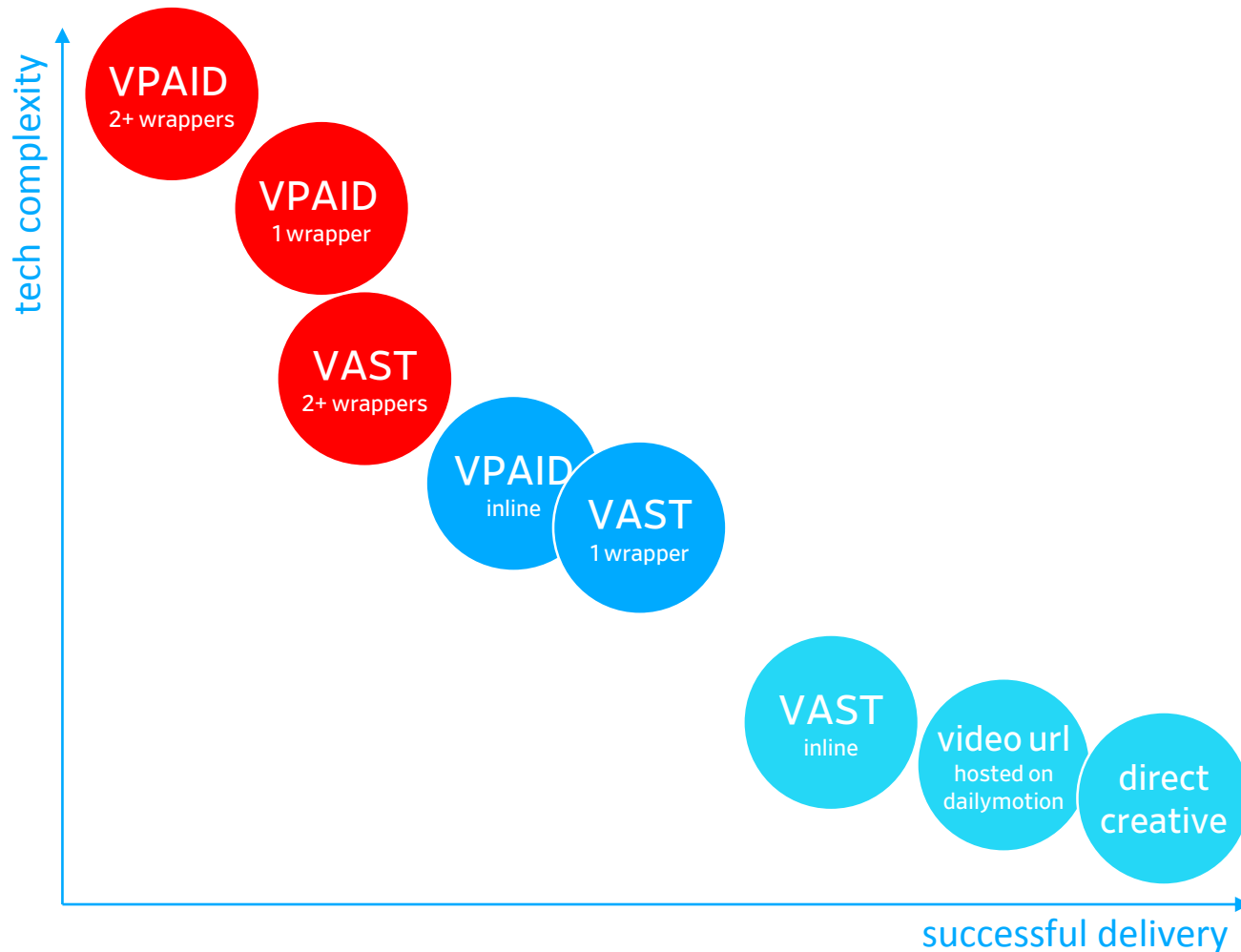
GENERAL RECOMMENDATIONS.

file container	video resolution**	total bitrate**	video codec	video bitrate	video peak bitrate	video framerate	audio codec	audio bitrate	audio sample rate
MP4 or WebM*	426x240	~ 260 kbps	H264 AVC Base@L1.3 (mp4) VP8 / VP9 (webm)	180 kbps	250 kbps	same as source (2)	AAC LC-SBR (mp4) Vorbis or Opus (webm)	64 kbps (3)	11/22 kHz (4)
	640x360	~ 465 kbps	H264 AVC Base@L2.2 (mp4) VP8 / VP9 (webm)	392 kbps	440 kbps	same as source (2)	AAC LC-SBR (mp4) Vorbis or Opus (webm)	64 kbps (3)	11/22/44 kHz (4)
	854x480	~ 845 kbps	H264 AVC High@L3.1 (mp4) VP8 / VP9 (webm)	700 kbps	800 kbps	same as source (2)	AAC LC (mp4) Vorbis or Opus (webm)	128 kbps (3)	11/22/44 kHz (4)
	1280x720	~ 2.170 Mbps	H264 AVC High@L3.1 (mp4) VP8 / VP9 (webm)	1,5 Mbps	2 Mbps	same as source (2)	AAC LC (mp4) Vorbis or Opus (webm)	128 kbps (3)	11/22/44 kHz (4)
	1920x1080	~ 6.250 Mbps	H264 AVC High@L4.0 (mp4) VP8 / VP9 (webm)	2,5 Mbps	3 Mbps	same as source (2)	AAC LC (mp4) Vorbis or Opus (webm)	160 kbps (3)	11/22/44 kHz (4)

*webm alone are not supported on iPhone / iPad / iMac via Safari. It is highly recommended to use only MP4 files.
** video bitrate and resolution should be determined according to the creative duration. It is highly recommended to lower the bitrate and the resolution of the mediafile for long duration creatives.

(1) a 2% container overhead is used - (2) up to 60fps - (3) halved for videos with mono sound - (4) depends on the source sample-rate

dailymotion advertising

GENERAL RECOMMENDATIONS.

tech complexity

- VPAID
2+ wrappers
- VPAID
1 wrapper
- VAST
2+ wrappers
- VPAID
inline
- VAST
1 wrapper
- VAST
inline
- video url
hosted on
dailymotion
- direct
creative

successful delivery

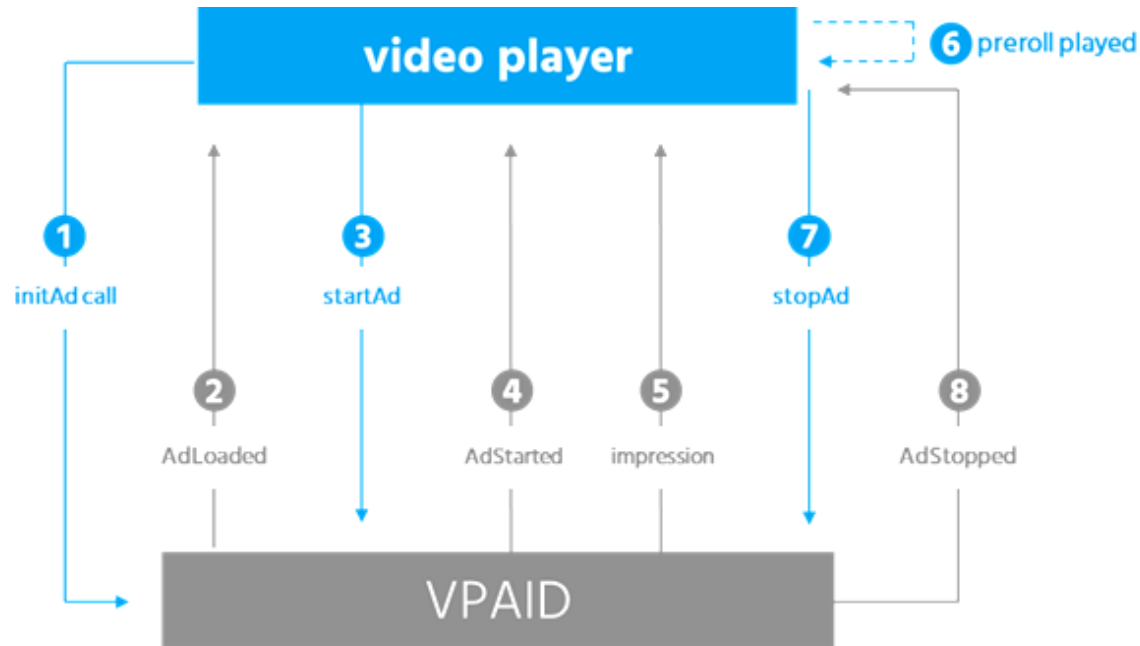## what are the risks with tech. complexity?

- higher chances of scaled down delivery
- higher loading time (risk of hitting creative loading timeout & poor ux)
- higher chances of wrapper parsing & unwrapping errors
- higher chances of stats discrepancies

notes:

- VAST: refers to a URL containing an XML response with a stream to be read by the video player

- VPAID : refers to a VAST URL containing an XML response hosting a VPAID as a mediafile

dailymotion advertising

GENERAL RECOMMENDATIONS.

the VPAID ad unit should trigger the events in the following order (1-8):

- **the VPAID ad unit must set the <video> src property only after it received the startAd call** from the player. It must not set video.src during the initAd phase.

- **the VPAID ad unit should always play the video using the <video> element** it receives from the player **via the videoSlot** variable inside the environment Vars object. It should not create or use a second <video> element (this will ensure mobile compliance).

- the VPAID ad unit **should never add or modify any DOM elements outside of the slot element** it receives from the player (as part of the environmentVars object).

- The VPAID ad unit should make sure it **triggers an AdStopped event in response of receiving a stopAd call** from the player.

HEADER CORS REQUIREMENTS.

VAST header responses should be set according the following guideline in order to properly work within the dailymotion video environment:

overview:

Dailymotion is a hosting video platform allowing video embed on third-party website. Therefore, dailymotion requires using **Access-Control-Allow-Credentials: True** in order to properly perform cookie matching on users visiting third-party websites. When the Access-Control-Allow-Credentials information is enabled in the tag response header, the Access-Control-Allow-Origin information requires to be set in a particular way.

✔ **what you can do:**

Access-Control-Allow-Credentials: true
Access-Control-Allow-Origin: XXXX

→ XXXX = should equate to the host information contained in the header request coming from the dailymotion client

→ it is recommended to automate the Access-Control-Allow-Origin = dailymotion host, otherwise the tag response will systmatically get declined

✗ **what you cannot do:**

Access-Control-Allow-Credentials: true
Access-Control-Allow-Origin: * (wildcard)

→ when credentials acceptation is required, allowing origins via a wildcard acceptation cannot work (when credentials are true, the Access-Control-Allow-Origin should always match with the origin contained in the request header

example of functional VAST header set-up:

header request from the client

```
GET /cdn/manifest/video/x49ecf7.m3u8?auth=1488719501-2688-a56a0dyk-2b2f65a2b0eb73f10eee58c9d2b0f38braVHMGKm5cUY
           Host  www.dailymotion.com
     User-Agent  Mozilla/5.0 (Windows NT 6.1; WOW64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/56.0.2924.87 Safari/537.36
         Accept  */*
        Referer  http://www.dailymotion.com/video/x49ecf7_fail-elle-essaie-de-manger-du-mais-avec-une-perceuse-le-rewind-du-lundi-9-mai-
Accept-Encoding  gzip, deflate, sdch
Accept-Language  fr-FR,fr;q=0.8,en-US;q=0.6,en;q=0.4
         Cookie  v1st=7A0CC24438F10361A5F716A9A91DAF49; OAX=VkTLK1h4m6kADPL+; ISAPPersistent=%7B%22__upcv%22%3A%22864671004
```

header response from the client

```
                              HTTP/1.1 200 OK
                         Date  Fri, 03 Mar 2017 13:41:58 GMT
    Access-Control-Allow-Origin  http://www.dailymotion.com
Access-Control-Allow-Credentials  true
  Access-Control-Expose-Headers
                      Expires  Thu, 01 Jan 1970 00:00:00 GMT
                Cache-Control  no-cache, must-revalidate
                   Set-Cookie  pid=af910e97-603b-4d61-98f0-c17ad5724750;Path=/;Expires=Sat, 03-Mar-2018 13:41:58 GMT
                   Set-Cookie  VP-DMP="";Version=1;Path=/;Expires=Sat, 03-Mar-2018 13:41:58 GMT;Max-Age=31536000
                 Content-Type  text/xml; charset=UTF-8
             Content-Encoding  gzip
                         Vary  Accept-Encoding
                   Connection  close
```

note: If cross-domain acceptation issues can exist, then cross-protocols can also be involved (as protocols are linked to the domains)

dailymotion advertising

BEST PRACTICE:
VAST SET UP.

```xml
<?xml version="1.0" encoding="UTF-8"?>
<VAST xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xsi:noNamespaceSchemaLocation="vast.xsd" version="2.0">
    <Ad>
        <InLine>
            <AdSystem>Dailymotion Sample Tag</AdSystem>
            <AdTitle>My Ad Title</AdTitle>
            <Description><![CDATA[ My ad description ]]></Description>
            <Error><![CDATA[ https://errortracking.dailymotion.com ]]></Error>
            <Impression><![CDATA[ https://impressiontracking.dailymotion.com ]]></Impression>
            <Creatives>
                <Creative>
                    <Linear>
                        <Duration>00:00:10</Duration>
                        <TrackingEvents>
                            <Tracking event="start"><![CDATA[ https://starttracking.dailymotion.com ]]></Tracking>
                            <Tracking event="firstQuartile"><![CDATA[ https://firstquartiletracking.dailymotion.com ]]></Tracking>
                            <Tracking event="midpoint"><![CDATA[ https://midpointtracking.dailymotion.com ]]></Tracking>
                            <Tracking event="thirdQuartile"><![CDATA[ https://thirdquartiletracking.dailymotion.com ]]></Tracking>
                            <Tracking event="complete"><![CDATA[ https://completetracking.dailymotion.com ]]></Tracking>
                            <Tracking event="creativeView"><![CDATA[ https://creativeviewtracking.dailymotion.com ]]></Tracking>
                        </TrackingEvents>
                        <VideoClicks>
                            <ClickThrough><![CDATA[ https://www.dailymotion.com ]]></ClickThrough>
                            <ClickTracking><![CDATA[ https://clicktracking.dailymotion.com ]]></ClickTracking>
                        </VideoClicks>
                        <MediaFiles>
                            <MediaFile delivery="progressive" width="1920" height="1080" type="video/mp4" bitrate="2500" scalable="true" maintainAspectRatio="true">
                                <![CDATA[ https://creative.dailymotion.com/file1080p.mp4 ]]>
                            </MediaFile>
                            <MediaFile delivery="progressive" width="1280" height="720" type="video/mp4" bitrate="1500" scalable="true" maintainAspectRatio="true">
                                <![CDATA[ https://creative.dailymotion.com/file720p.mp4 ]]>
                            </MediaFile>
                            <MediaFile delivery="progressive" width="854" height="480" type="video/mp4" bitrate="700" scalable="true" maintainAspectRatio="true">
                                <![CDATA[ https://creative.dailymotion.com/file480p.mp4 ]]>
                            </MediaFile>
                            <MediaFile delivery="progressive" width="640" height="360" type="video/mp4" bitrate="392" scalable="true" maintainAspectRatio="true">
                                <![CDATA[ https://creative.dailymotion.com/file360p.mp4 ]]>
                            </MediaFile>
                            <MediaFile delivery="progressive" width="426" height="240" type="video/mp4" bitrate="180" scalable="true" maintainAspectRatio="true">
                                <![CDATA[ https://creative.dailymotion.com/file240p.mp4 ]]>
                            </MediaFile>
                        </MediaFiles>
                    </Linear>
                </Creative>
            </Creatives>
        </InLine>
    </Ad>
</VAST>
```