

dailymotion
advertising

Technical requirements

General recommendations

Creative assets

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 mediafile types

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

Each URL, each tracker as well as each VAST and its wrappers (VAST or VPAID) have to be HTTPS

Further information

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 exclusive events such as skip offset)
VAST 4.0a

Trackers supported

Any tracking pixels are allowed
To implement such pixels, we will need : a count pixel and a click command

TECHNICAL REQUIREMENTS

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

GENERAL RECOMMENDATIONS

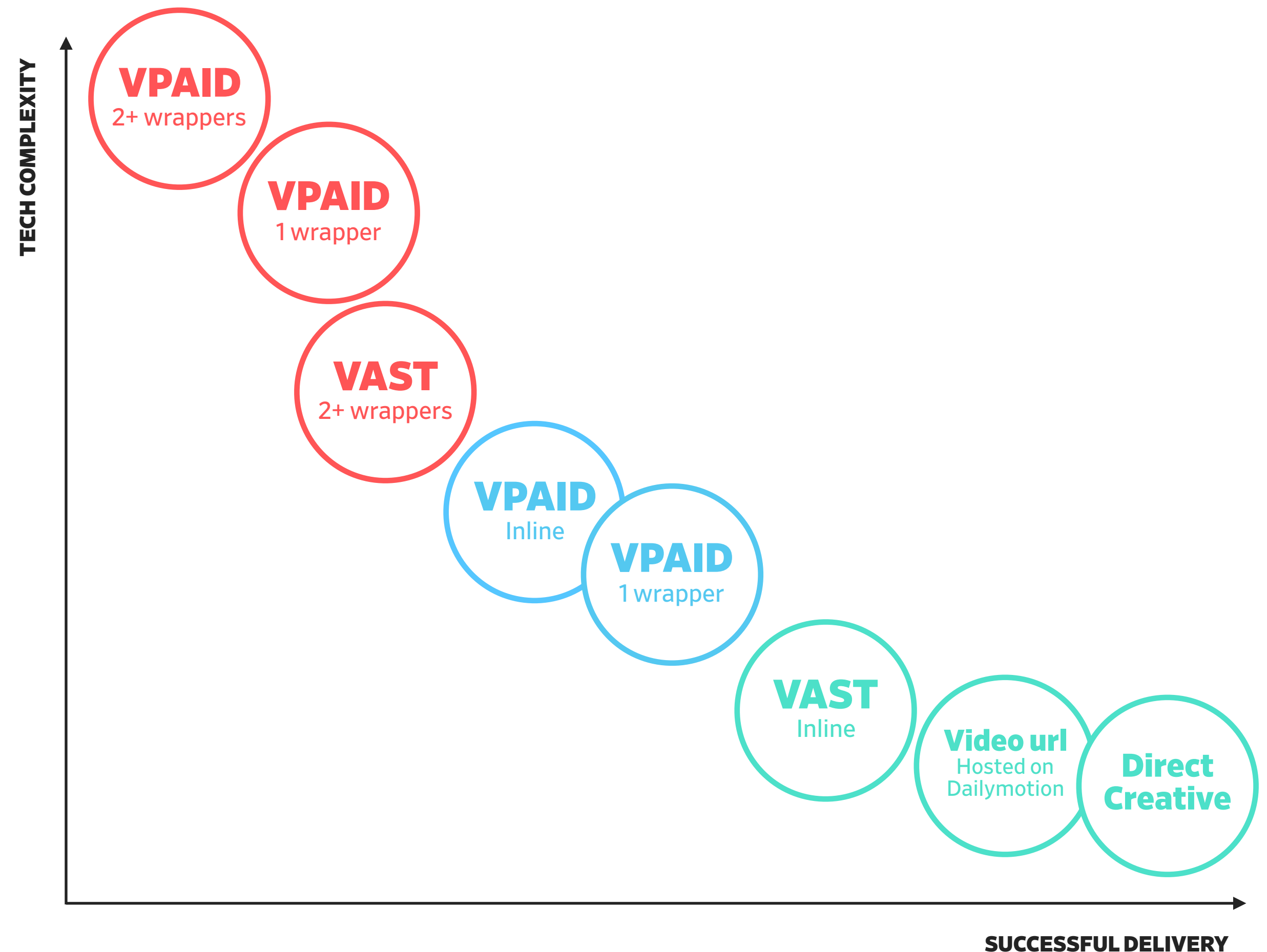
What are the risks with tech. complexity?

- 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

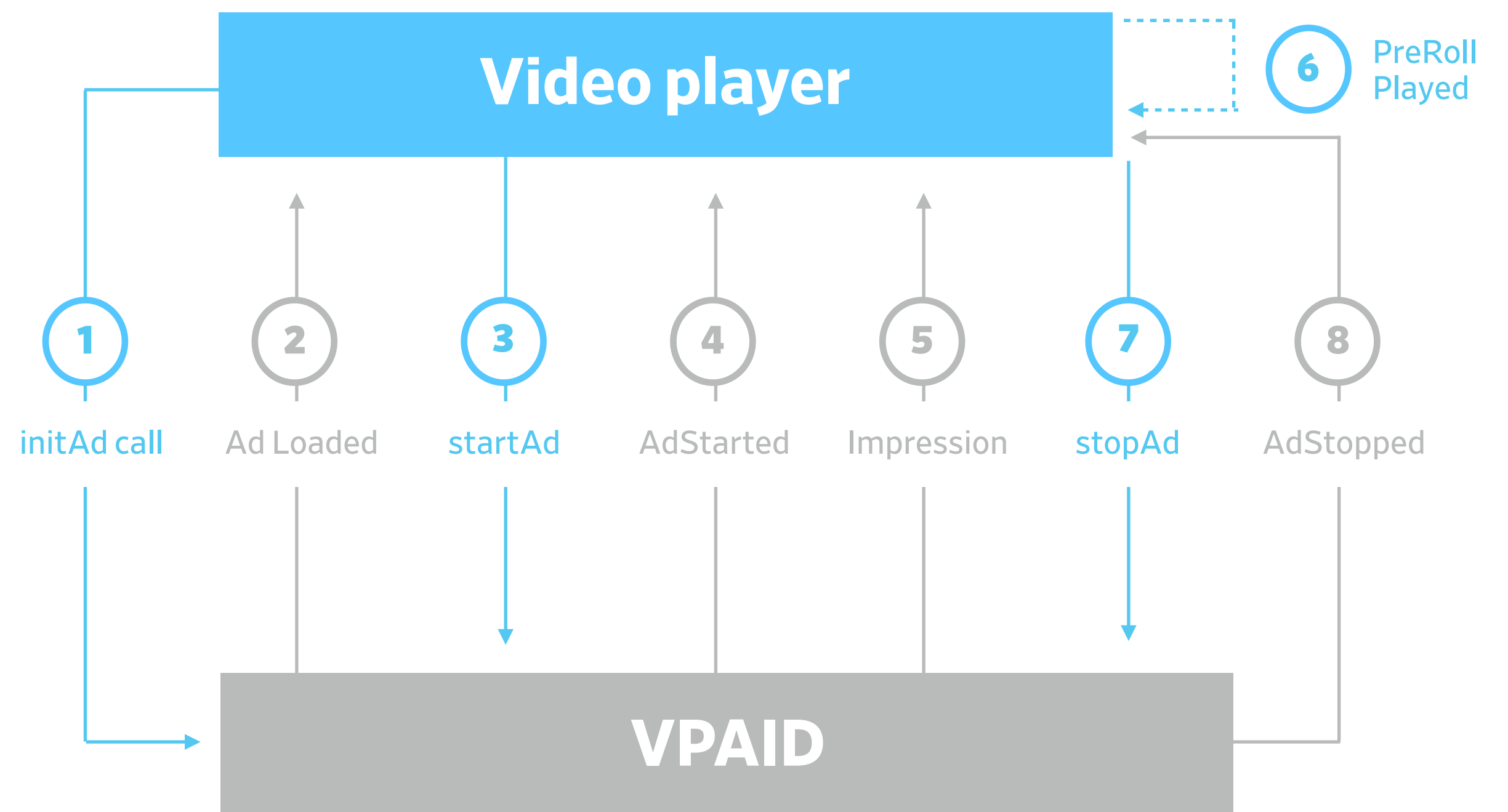
VPAID: refers to a VAST URL containing an XML response hosting a VPAID as a mediafile



GENERAL RECOMMENDATIONS

- 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.

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



BEST PRACTICE

Header Cors Requirements

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

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 systematically get declined

What you cannot do

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

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

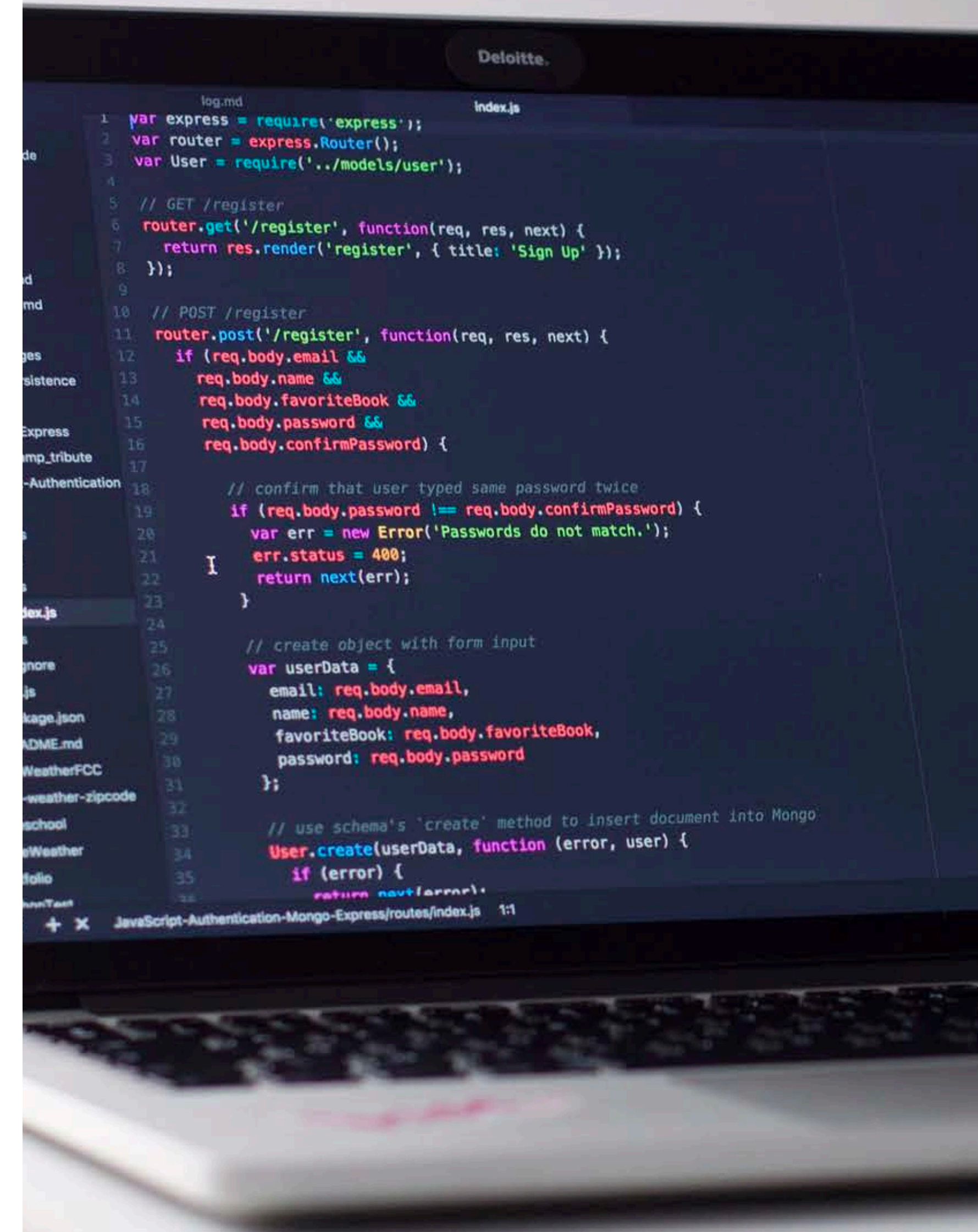
```
HTTP/1.1 200 OK
Date Fri, 03 Mar 2017 13:41:58 GMT
Access-Control-Allow-Origin http://www.dailymotion.com
Access-Control-Allow-Credentials true
Access-Control-Expose-Headers
Expires Thu, 01 Jan 1970 00:00:00 GMT
Cache-Control no-cache, must-revalidate
Set-Cookie pid=af910e97-603b-4d61-98f0-c17ad5724750;Path=/;Expires=Sat, 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
```

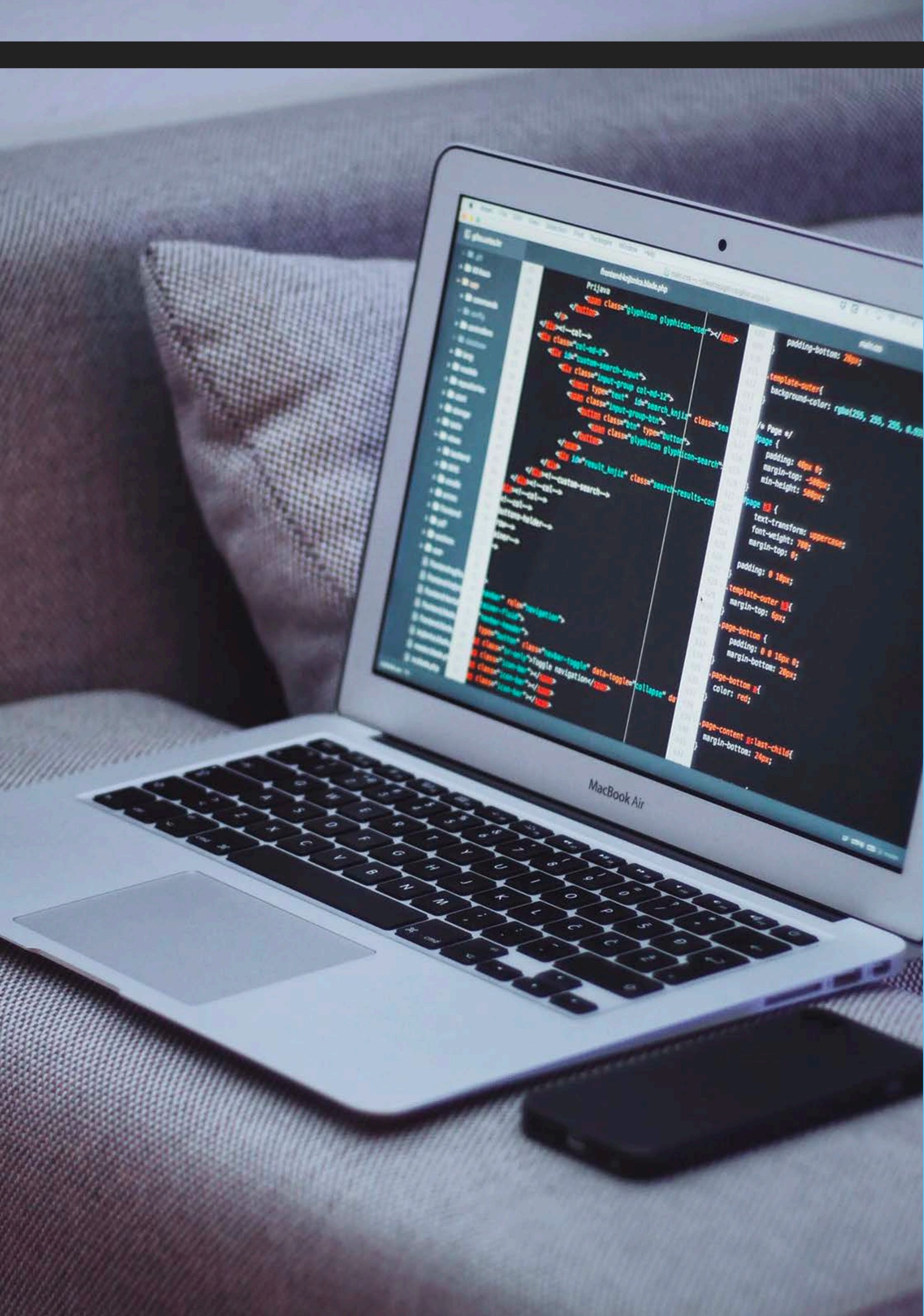
If cross-domain acceptation issues can exist, then cross-protocols can also be involved (as protocols are linked to the domains)

BEST PRACTICE

VAST Set up

```
<?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>
```





dailymotion

Thank you