



SPÉCIFICATIONS TECHNIQUES

u_v

AS2

```
if (_root.u_v) {  
    var connection_nc:NetConnection = new NetConnection();  
    connection_nc.connect(null);  
    var stream_ns:NetStream = new NetStream(connection_nc);  
    my_video.attachVideo(stream_ns);  
    stream_ns.play(_root.u_v);  
}
```

AS3

```
if (loaderInfo.parameters.hasOwnProperty("u_v")){  
    var nc:NetConnection = new NetConnection();  
    nc.connect(null);  
    var ns:NetStream = new NetStream(nc);  
    ns.addEventListener(AsyncErrorEvent.ASYNC_ERROR, asyncErrorHandler);  
    ns.play(loaderInfo.parameters.u_v);  
    function asyncErrorHandler(event:AsyncErrorEvent):void  
    {  
        // ignore error  
    }  
    var vid:Video = new Video();  
    vid.attachNetStream(ns);  
    addChild(vid);  
}
```

clickTAG

AS2

```
on (release) {
    getUrl(_root.clickTAG, "_blank");
}
```

AS3

```
/**
 * @link http://apdevblog.com/problems-using-navigatetourl/
 */
import URLUtils;
import flash.events.MouseEvent;

_mc.addEventListener(MouseEvent.CLICK, function (e:MouseEvent):void {
    if (loaderInfo.parameters.hasOwnProperty("clickTAG")) {
        openWindow(loaderInfo.parameters.clickTAG, "_blank");
    }
});
```

closeTAG

AS2

```
on (release) {
    getUrl(_root.closeTAG, "_self");
}
```

AS3

```
import flash.external.ExternalInterface;
import flash.events.MouseEvent;

_mc.addEventListener(MouseEvent.CLICK, function (e:MouseEvent):void {
    if (loaderInfo.parameters.hasOwnProperty("closeTAG")) {
        ExternalInterface.call(loaderInfo.parameters.closeTAG);
    }
})
```

openTAG

AS2

```
on (release) {
    getURL(_root.openTAG, "_self");
}
```

AS3

```
import flash.external.ExternalInterface;
import flash.events.MouseEvent;

_mc.addEventListener(MouseEvent.CLICK, function (e:MouseEvent):void {
    if (loaderInfo.parameters.hasOwnProperty("openTAG")) {
        ExternalInterface.call(loaderInfo.parameters.openTAG);
    }
})
```

collapseTAG

AS2

```
on (rollout) {  
    getUrl(_root.collapseTAG, "_self");  
}
```

AS3

```
import flash.external.ExternalInterface;  
import flash.events.MouseEvent;  
  
_mc.addEventListener(MouseEvent.ROLLOVER, function (e:MouseEvent):void {  
    if (loaderInfo.parameters.hasOwnProperty("collapseTAG")) {  
        ExternalInterface.call(loaderInfo.parameters.collapseTAG);  
    }  
})
```

expandTAG

AS2

```
on (rollover) {  
    getUrl(_root.expandTAG, "_self");  
}
```

AS3

```
import flash.external.ExternalInterface;
import flash.events.MouseEvent;

_mc.addEventListener(MouseEvent.ROLLOVER, function (e:MouseEvent):void {
    if (loaderInfo.parameters.hasOwnProperty("expandTAG")) {
        ExternalInterface.call(loaderInfo.parameters.expandTAG);
    }
})
```

Il est **IMPERATIF** que les bannières flash soient compilées en version 8 minimum

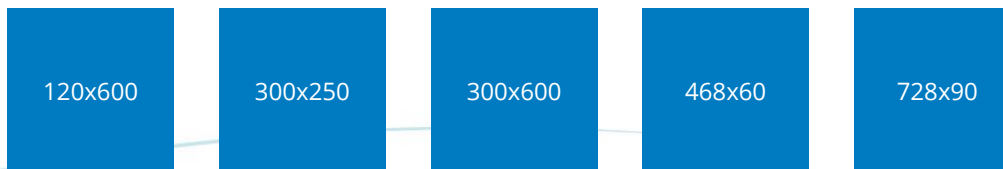
Formats Standards IAB

*si vidéo

Formats	Tailles	Poids	Types de fichier	Observations
Vidéo		4mo	.flv, redirect	30s max - Son "mute" par défaut
Ban	468x60	70ko	.gif, .jpeg, .swf, redirect	Variable clickTAG - Variable u_v*
Megaban	728x90	70ko	.gif, .jpeg, .swf, redirect	Variable clickTAG - Variable u_v*
Skyscraper	120x600	70ko	.gif, .jpeg, .swf, redirect	Variable clickTAG - Variable u_v*
Widesky	160x600	70ko	.gif, .jpeg, .swf, redirect	Variable clickTAG - Variable u_v*
Carré	250x250	70ko	.gif, .jpeg, .swf, redirect	Variable clickTAG - Variable u_v*
Rectangle	300x250	70ko	.gif, .jpeg, .swf, redirect	Variable clickTAG - Variable u_v*
Grand angle	300x600	70ko	.gif, .jpeg, .swf, redirect	Variable clickTAG - Variable u_v*

Attention : le format flash .swf n'est pas supporté sur les terminaux mobiles

Démo

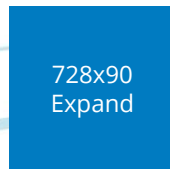
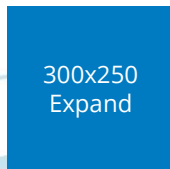


Formats Expand

*si vidéo

Formats	Tailles	Poids	Types de fichier	Observations
Vidéo		4mo	.flv, redirect	30s max - Son "mute" par défaut
Carré	250x250	70ko	.swf, redirect	Variable clickTAG - Variable u_v*
Expand	250x500	70ko	.swf, redirect	Variable clickTAG - Variable clickTAG - Variable u_v*
Rectangle	300x250	70ko	.swf, redirect	Variable clickTAG - Variable u_v*
Expand	300x500	70ko	.swf, redirect	Variable clickTAG - Variable clickTAG - Variable u_v*
Ban	468x60	70ko	.swf, redirect	Variable clickTAG - Variable u_v*
Expand	468x120 468x240	70ko	.swf, redirect	Variable clickTAG - Variable clickTAG - Variable u_v*
Sky	120x600 160x600	70ko	.swf, redirect	Variable clickTAG - Variable u_v*
Expand	240x600 320x600	70ko	.swf, redirect	Variable clickTAG - Variable clickTAG - Variable u_v*
Megaban	728x90	70ko	.swf, redirect	Variable clickTAG - Variable u_v*
Expand	728x180 728x270	70ko	.swf, redirect	Variable clickTAG - Variable clickTAG - Variable u_v*

Démo



Formats Overlay

*si vidéo

Formats	Tailles	Poids	Types de fichier	Observations
Vidéo		4mo	.flv, redirect	30s max - Son "mute" par défaut
Interstitial	500x400 400x400	70ko	.swf, redirect	Variable clickTAG - Variable closeTAG - Variable u_v* Durée : 30 sec max
Ban	IAB	70ko	.swf, redirect	Variable clickTAG - Variable openTAG - Variable u_v*
Interstitial	500x400 400x400	70ko	.swf, redirect	Variable clickTAG - Variable closeTAG - Variable u_v* Durée : 30 sec max

Démo

Interstitial

728 + FT

300 + FT

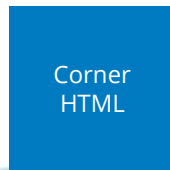
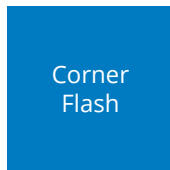
Formats Corner Flash

Formats	Tailles	Poids	Types de fichier	Observations
Accroche/Vignette	100x80	10ko	.gif statique, .jpeg, .swf	L'animation du flash NE DOIT PAS dépasser de la scène principale
Bannière	250x250 300x250 600x450 (coupé)	70ko	.gif statique, .jpeg, .swf	

Formats Corner HTML

Formats	Tailles	Poids	Types de fichier	Observations
Accroche/Vignette	100x80	10ko	.gif statique, .jpeg, .swf	L'animation du flash NE DOIT PAS dépasser de la scène principale
Bannière	250x250 300x250	70ko	.gif, .jpeg, .swf, redirect	Variable clickTAG

Démo



Formats Footer Expand

*si vidéo

Formats	Tailles	Poids	Types de fichier	Observations
Vidéo		4mo	.flv, redirect	30s max - Son "mute" par défaut

Footer Expand

Footer	1000x60	200ko	.gif, .jpeg, .swf, redirect	Variable expandTAG - Variable u_v*
Expand	1000x400	500ko	.gif, .jpeg, .swf, redirect	Variable clickTAG - Variable collapseTAG - Variable u_v*

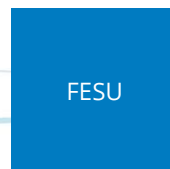
Footer Expand IAB

Footer	IAB	70ko	.gif, .jpeg, .swf, redirect	Variable expandTAG - Variable u_v*
Expand	IAB	70ko	.gif, .jpeg, .swf, redirect	Variable clickTAG - Variable collapseTAG - Variable u_v*

Footer Expand Site Under (FESU)

Footer	1000x60	200ko	.gif, .jpeg, .swf, redirect	Variable expandTAG - Variable u_v*
Expand			redirect	

Démo



Formats Habillage

*si vidéo

Formats	Tailles	Poids	Types de fichier	Observations
Vidéo		4mo	.flv, redirect	30s max - Son "mute" par défaut
Header	1000x160	200ko	.swf, redirect	Variable clickTAG - Variable u_v* Transparent sans fond
Background	1920x1000	350ko	.jpeg, redirect	

Démo

Habillage 1

Habillage 2

Habillage
Vidéo

Formats Mobiles

Formats	Tailles	Poids	Types de fichier	Observations
Interstitial mobile	320x480	70ko	.gif, .jpg	Supporte le gif animé
Footer mobile	320x50	70ko	.gif, .jpg	Supporte le gif animé

Démonstration

Interstitial

Footer

Advert Stream

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