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This document includes the key technical information related to our Video-Driven Experiences suite of rich media units focused on achieving branding & performance goals. The philosophy behind VDX is to employ emotionally engaging video content alongside powerful machine learning and large scale to achieve the goals demanded by your clients, whatever part of the funnel that may involve.

VDX uses a standardized template to deliver repeatable scale and performance, while also including flexibility to adapt to the objectives of your specific client strategy. What's more, VDX includes viewability, anti-fraud capabilities and brand safety as standard.

**VIEWABILITY, BRAND SAFETY & ANTI-FRAUD**

VDX includes Exponential’s Page Guard brand safety screening as standard, (brand safety reporting from other vendors such as IAS is also supported). Exponential is accredited with the UK JICWEBS Digital Trading Standards Guidelines for Brand Safety.

Moat are our partner to provide the billable, viewable numbers which enable you to buy VDX on a CPV (Cost-per-View). This means you only pay for impressions which are viewable, and therefore by definition eliminating fraudulent non-human traffic.

<table>
<thead>
<tr>
<th>VIEWABILITY DEFINITION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IN-STREAM (ALL DEVICES)</strong></td>
</tr>
<tr>
<td>50% in-view for 15 seconds</td>
</tr>
</tbody>
</table>

Exponential is accredited with TAG’s Anti-Fraud certification, one of the few companies to be externally audited.
MEASUREMENT

We provide standard reporting which includes Moat-measured viewability as the key billable metric. Our reporting also includes engagement rate and average time spent. Please see an example report in the Appendix. We can also include brand or attitudinal lift measurement via a 3rd party survey – available upon request.

SCALE

In order to achieve scale across our extended publisher network and programmatic inventory, the following sizes are used:

<table>
<thead>
<tr>
<th>EXPANDABLE</th>
<th>EXPANDABLE</th>
<th>IN-FRAME</th>
<th>IN-FRAME</th>
<th>IN-STREAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>DESKTOP</td>
<td>MOBILE</td>
<td>DESKTOP</td>
<td>MOBILE</td>
<td>DESKTOP &amp; MOBILE</td>
</tr>
<tr>
<td>970x250</td>
<td>300x600</td>
<td>970x250</td>
<td>300x250</td>
<td>In-player</td>
</tr>
<tr>
<td>300x600</td>
<td>300x250</td>
<td>300x600</td>
<td>300x600</td>
<td></td>
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<td>300x250</td>
<td>320x50</td>
<td>300x250</td>
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<td></td>
</tr>
<tr>
<td>160x600</td>
<td></td>
<td>160x600</td>
<td></td>
<td></td>
</tr>
<tr>
<td>728x90</td>
<td></td>
<td>728x90</td>
<td></td>
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</tr>
</tbody>
</table>

COMPLIANCE

Our ad units are compliant with the Coalition for Better Ads standards – more details can be found at betterads.org. In addition, we are certified to the IAB UK Gold Standard, which includes LEAN compliance, mandatory use of ads.txt as well as DTSG (mentioned above).

Exponential is GDPR compliant. For more details on GDPR, consult our information page or our privacy policy.

BUYING VDX

VDX comes as a blend of the following formats, each of which are explained fully later in the document: Expandable, In-Frame, Standard and Interactive Pre-Roll.
CREATIVE CHECKLIST

What we need from you

- Videos (see detail in later section)
- Design elements
- Brand & style guidelines
- Layered, hi-res or vector image source files (PSD | AI)
- Vector logo (EPS or AI preferred | PNG | JPG or PSD OK)
- Creative direction for custom features and interactions
  (Full storyboards or basic sketches)
- Approved ad copy
- Fonts (OTF and WOFF | licensed)
- Click-through URLs
- Third party tracking (for both HTTP and HTTPS protocols)

THINGS TO REMEMBER

VDX Format

VDX uses proprietary formats for maximum effectiveness in display inventory environments. As such it does not use VAST or VPAID protocols. The video assets are built into the VDX units at the time of creation, not streamed via VAST at the time of ad serving. We use polite loading to ensure a bandwidth-efficient and smooth user experience.

Note: pre-roll executions do use VAST (Standard Pre-roll) and VPAID (Interactive Pre-roll).

PRODUCTION TIMELINE

- 1-4 business days average turnaround time from receipt of all assets and instruction.
- Additional time may be necessary depending on complexity of the execution.
- 1 business day for each revision.

Please allow 1-2 business days for trafficking, testing, and launch. Additional time may be required when working with 3rd party pixels. Your dedicated Account Manager is available to provide timelines specific to your campaign.

AD CHOICES

AdChoices is an industry standard icon that links people to information and control over how data about their interests is used to offer them more relevant advertising.

Exponential places AdChoices in ads that run in the US and Europe. The icon is displayed in a corner of the ad, typically the top right or left.

You can learn more by visiting http://youradchoices.com/ or http://www.youronlinechoices.eu/.

ADDING TAGS?

If you intend to include any measurement tags of your own in VDX, these will need to be supplied along with other assets. These measurement tags must be 1x1 JavaScript, not in iframe (nor VAST tags) and their inclusion will be subject to approval during Trafficking.
VDX AD UNITS SPECIFICATIONS

ENVIRONMENT-OPTIMIZED EXECUTIONS

VDX is composed of 3 main executions, adapted to the user environment:

• Expandable – expands from an initial “teaser” size to a large canvas to display video and other interactive features
• In-Frame – “teaser” size does not expand, as the unit is already large enough to display video and interactive features

Pre-roll – depending on the video environments, we will use the most effective version between:

• VPAID environments - use the video player canvas to offer video and interactive features
• VAST environments – standard pre-roll only, no interactive features
VDX ELEMENTS

When a user interacts with VDX, there are 3 elements:

• Teaser – the initial display unit on screen, which launches Expandable or In-Frame
• Video – the canvas displaying the primary video to best possible effect
• Expanded Unit – the canvas includes the primary video and reveals interactive features for further user engagement.

BASE PROPERTIES & REQUIREMENTS

The values below are common to all VDX units.

Teaser

• Logo in horizontal format 400x130 minimum, PSD, EPS, BMP, JPEG, PNG, TIFF
• Initial load size 512kB

Video

• Video length 15 to 30 seconds (video will be looped up to 30s)
• Aspect ratio 16:9
• Minimum video resolution 1280x720
• Max frame rate (fps) 30
• Minimum bit rate 2000 Kbps
• Video codecs H.264 (recommended), MPEG-4, QuickTime, AVI, Windows Media
• Audio codecs MP3 or AAC
• Video file types MP4 (recommended), MOV, MPEG, WMV, AVI
• Number of videos: 3 max
VDX EXPRANDABLE

The values below are specific to VDX Expandable.

**DESKTOP**

**Teaser**
- Sizes: 160x600, 300x600, 300x250, 728x90, 970x250

**Expanded State**
- 970x546
- Max file size 10MB (all content including video)
- Animation frame rate 24 fps

**MOBILE**

**Teaser**
- Sizes: 320x50, 300x250, 300x600

**Expanded State**
- Each mobile unit is built using mobile design. The expanded dimension for portrait is 320x460 and 568x232 for landscape.
- Max file size 10MB (all content including video)
- Animation frame rate 24 fps
VDX IN-FRAME

• Max File Size: 2.5MB

DESKTOP

Teaser
• Sizes: 160x600, 300x600, 300x250, 728x90, 970x250

MOBILE

Teaser
• Sizes: 300x250, 300x600

• Close Button 20x20 in the upper right corner
VDX PRE-ROLL

INTERACTIVE PRE-ROLL

DESKTOP

Initial Size
• Fits to video player

Expanded Unit
• Expanded size 970x546

In Player

STANDARD PRE-ROLL

DESKTOP AND MOBILE

Initial Size
• Fits to video player

In Player
This is an anonymized extract of the kind of report you can expect following a VDX campaign:

### Campaign Information
- **Campaign Name**: Your Campaign Name Here :)
- **Agency**: GreatStuff
- **Report Dates**: 6/19/18 - 7/15/18
- **Account Manager**: A Manager
- **Sales Contact**: S Person
- **Campaign Status**: Live

### Delivery Metrics - VDX Connect

<table>
<thead>
<tr>
<th>Line Item Name</th>
<th>Cost Type</th>
<th>CPV</th>
<th>Views Ordered</th>
<th>Planned Cost</th>
<th>In-View Impressions</th>
<th>Conversions</th>
<th>Delivered Cost</th>
<th>CPA</th>
<th>Conversion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Total</td>
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</tr>
</tbody>
</table>

The report also includes:

**Exponential Data**
- "Billable Views"
- Budget Delivered
- Engagements
- Average Time Spent (Secs)
- Video Starts
- Video Completes
- VCR
- Interactions
- Interaction Rate

**Third Party Data**
- Clicks
- View ER
- CTR
- Conversions
- CPA