

# AdUX: EIVA Movie Template

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Interaction Design Specifications v1.5  
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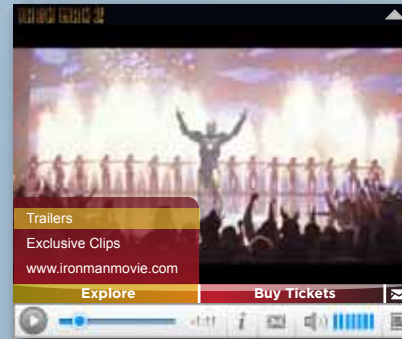
act 1



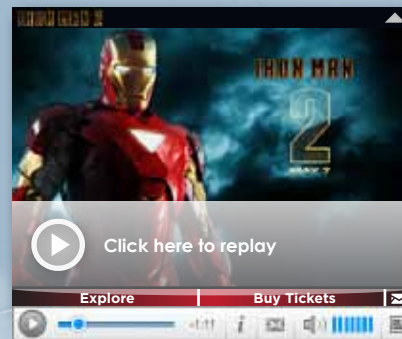
act 2



act 3



act 3.5

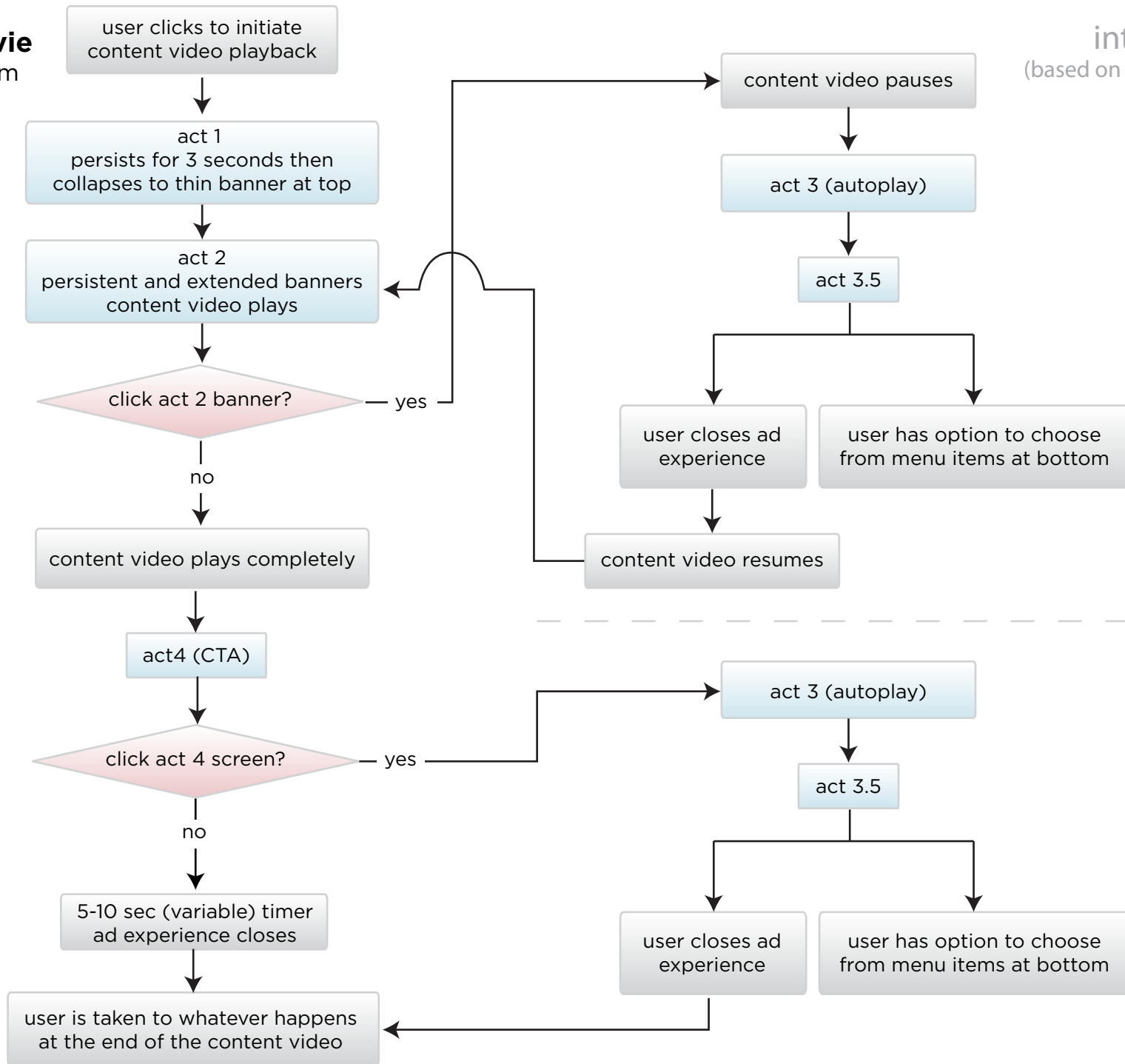


act 4



AdUX  
EIVA | Movie  
Flow Diagram

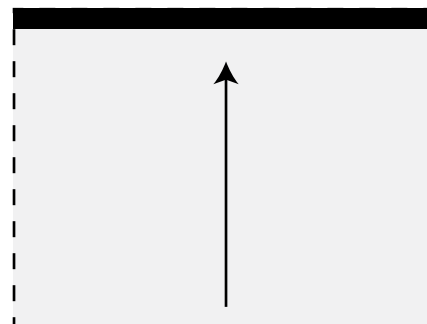
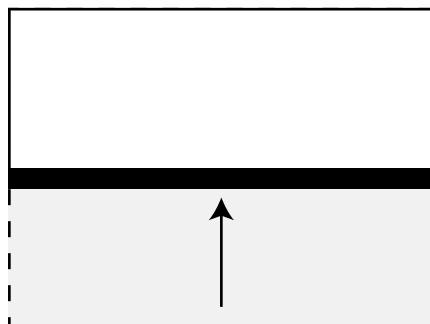
interaction flow  
(based on EIVA 2-button spec)





comments

1. This screen appears before the content video plays.
2. Persists for X seconds.
3. Bottom thin banner shifts up to become Act 2 persistent thin banner.





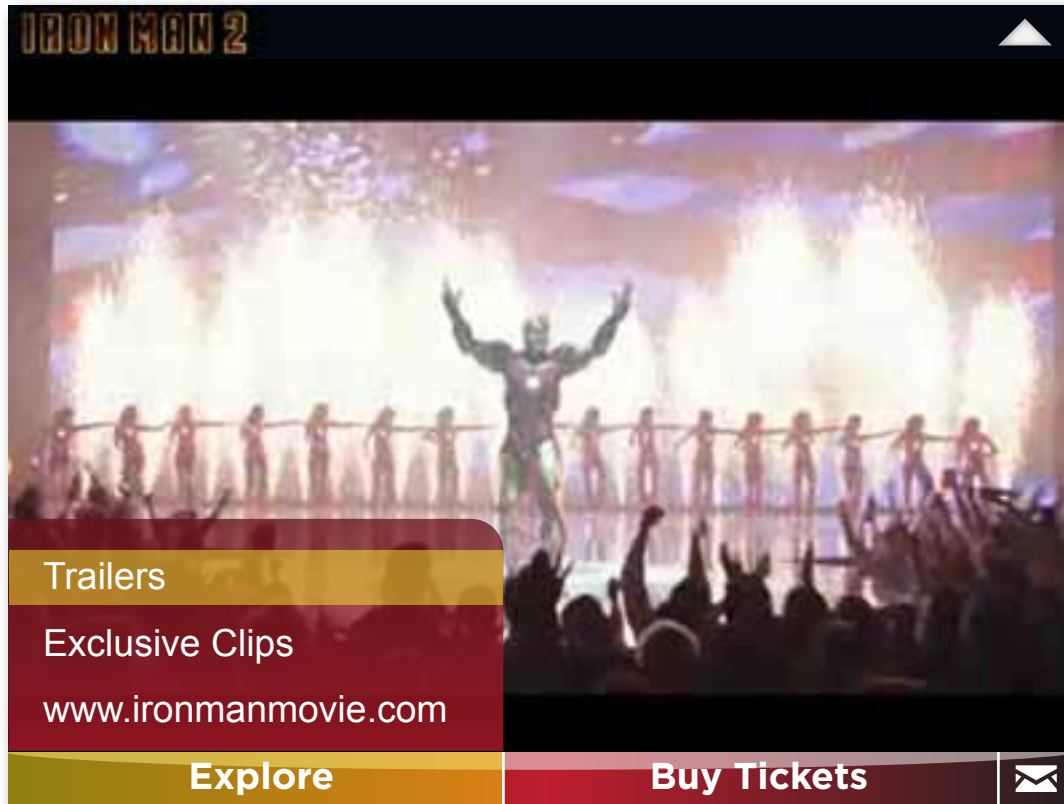
comments

1. Bottom thin banner shifts up to become Act 2 persistent thin banner.
2. Expand affordance appears when thin banner moves to top.
3. Content video beings to play.



## comments

1. Secondary banner appears when hovering over thin banner (push down from behind thin banner).
2. Secondary banner stays revealed if user overs over it.
3. Once user's mouse leaves area of secondary banner and thin banner, the secondary banner retracts back up behind thin banner above.
4. Clicking on either secondary banner or thin banner will pause the content video and take the user to act 3. Pause icon appears on content video before act 3 drops down from behind the thin banner.



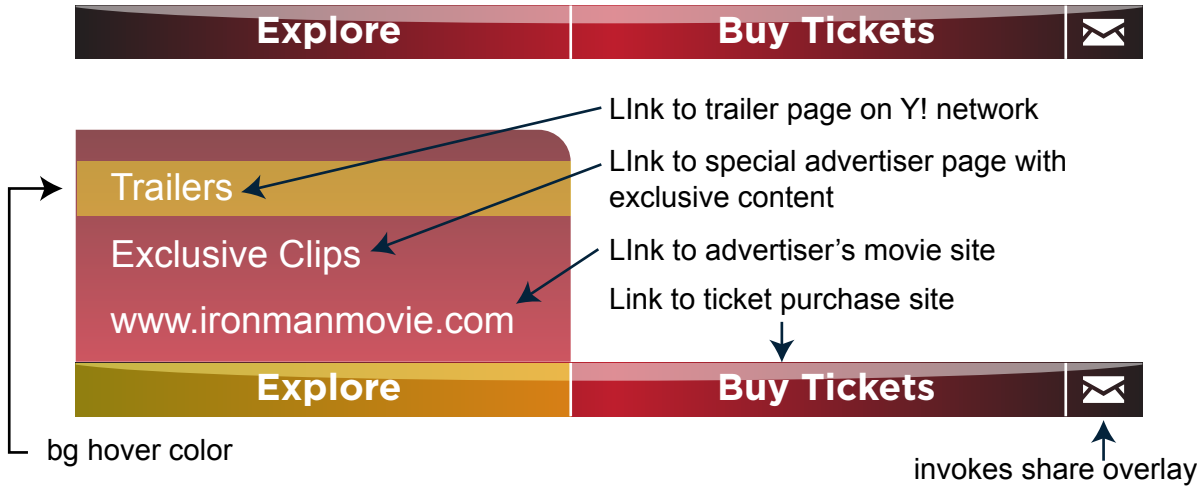
comments

1. Once act 3 takes over the canvas the trailer begins autoplaying. Arrow changes direction to indicate that the act 3 experience will retract if clicked.
2. Menu options available at bottom of canvas area: Explore, Buy Tickets & Share
3. If user hovers off of menu & submenus, there is a 1 sec delay on submenu decay. If user re-hovers menu & submenu again, then submenu persists until:
  - a. a selection is made from the submenu
  - b. user mouse unhovers menu/submenu for more than 1 sec
  - c. user clicks elsewhere on canvas

NOTE: MENU OPTIONS AT BOTTOM WILL REQUIRE TESTING TO VALIDATE APPEARANCE DELAY TIME. INITIALLY WE MAY NEED TO BUILD DIFFERENT VERSIONS:

1. NO DELAY
2. 5 SECOND DELAY
3. DELAY UNTIL TRAILER HAS FINISHED PLAYING

normal state (no hovering)



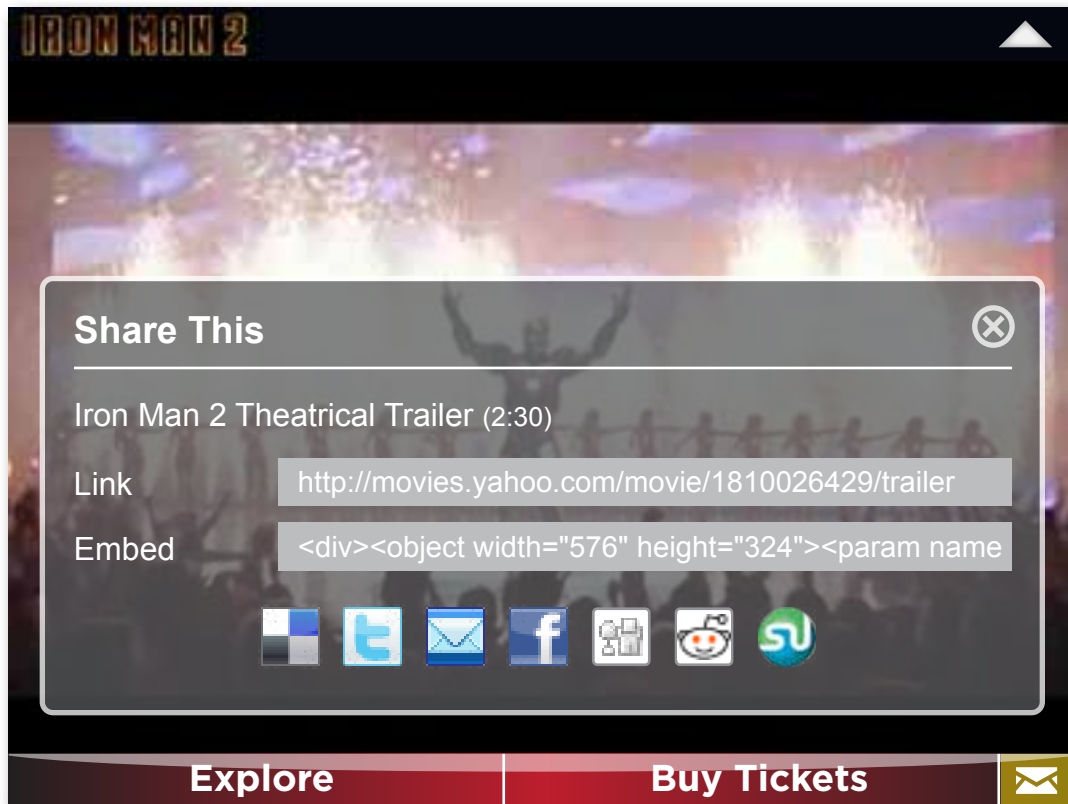
comments

Advertiser has option to have anywhere from 3-5 items under the Explore tab.

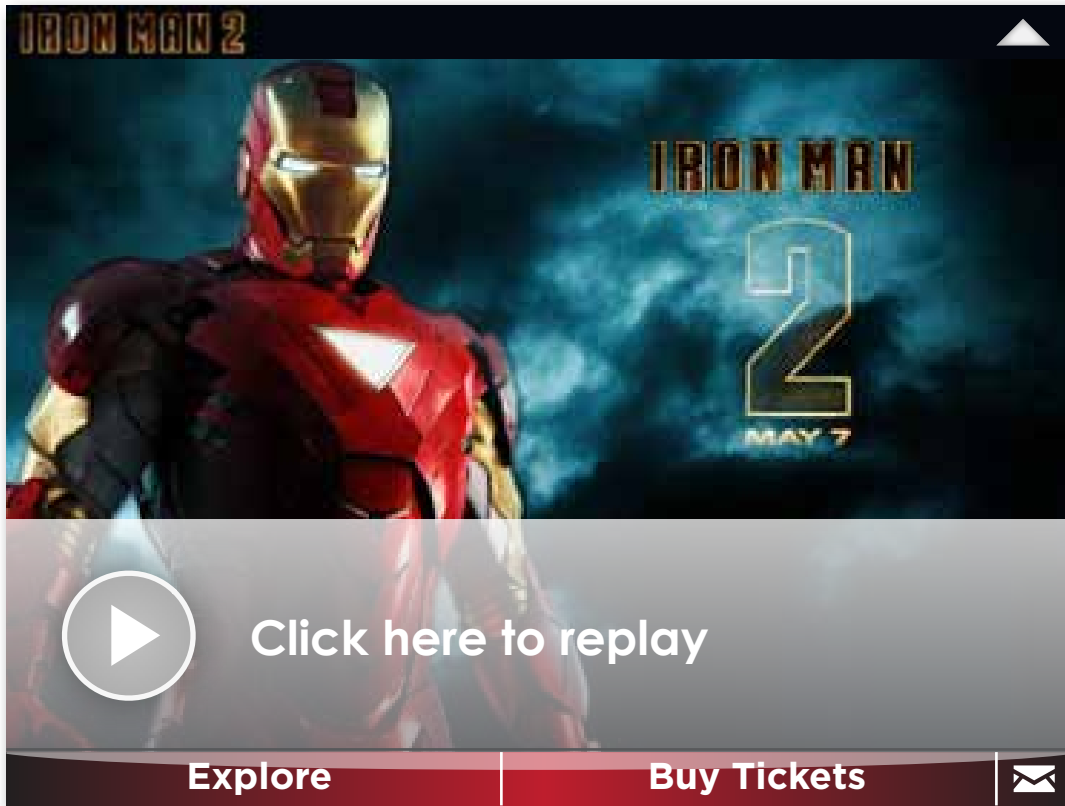
Buy Tickets tab will take user directly to site where ticket purchase can be made online (includes pre-order).

Share option also in there as an icon but doesn't reveal a menu. Instead it opens an overlay within.

1. link and embed code to copy and paste
2. icons for social sites link out to







comments

1. Once act 3 video has run, then the user is taken to act 3.5 which persists until:

a. user clicks on arrow in banner to retract and is taken back to video content which continues playback from last paused.

b. chooses an option from tabs.

c. user's cursor leaves ad canvas area for more than 3 seconds and ad retracts. content video resumes playback.

Advertiser can choose to end ad video with a frame from the trailer or provide a static asset.

Advertiser should provide a still with the majority of interest in the upper 2/3 of the canvas since the lower 1/3 is obscured by the replay banner. Can be the same graphic as in Act 4.



comments

1. If the user never views act 3 during the course of the content video, they will then be taken to act 4.
  - a. User clicks on act 4 CTA and is then taken to act 3 (autoplay)
  - b. After 5-10 seconds (variable), ad closes and whatever would normally happen after a content video ends, would happen.

Advertisers should provide a still with the majority of interest in the upper 2/3 of the canvas since the lower 1/3 can be partially obscured by the CTA button.

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content video resumes playback



comments

If user clicks close anytime during the ad experience, the ad collapses and the content video resumes playback.

This also applies if the user's cursor leaves the ad canvas area for more than 3 seconds.

REQUIRED

Pre-roll bumper (Act 1)

400x260 pixels | Format: SWF\* | File size: 60K | No audio

Banner (Act II)

400x20 pixels (right 50 pixels reserved) | Format: SWF\* | File size: 60K | No audio

Expanded banner (Act II-expanded)

400x80 pixels | Format: SWF\* | File size: 60K | No audio

Post-roll banner (Act IV)

400x300 pixels for 4:3 format, or 550x310 for 16:9 format | Format: SWF\* | File size: 60K | No audio

Video ad

30 second maximum | 4:3 or 16:9 aspect ratio (16:9 is recommended) | Formats: AVI, WMV, MOV, MPEG, DV, 3gp

Explore tab link 1: label text (22 max chars including spaces)

Explore tab link 1: click-through URL

Explore tab link 2: label text (22 max chars including spaces)

Explore tab link 2: click-through URL

Explore tab link 3: label text (22 max chars including spaces)

Explore tab link 3: click-through URL

Buy Tickets tab: click-through URL

OPTIONAL

\* If no optional styles for explore and shop buttons are submitted then default black gradient and white text style with "Explore" and "Buy Tickets" copy text will be used.

Customize text and/or style of Explore/Shop buttons\*

Option 1: replace text and color

Replacement text for "Explore" | 22 max chars including spaces

Replacement text for "Shop" | 22 max chars including spaces

Background color for Explore/Shop buttons | Hex values needed |

Solid color OR Gradient (include color for top AND color for bottom)

Explore tab link 1: tracking URL for click

Explore tab link 2: tracking URL for click

Explore tab link 3: tracking URL for click

Video End frame banner: | 400x300 pixels for 4:3 format, or 550x310 for 16:9 format | Format: SWF\* | File size: 60K | No audio (This is displayed after the video ad is played but users are interacting with the tabs. By default, the post-roll bumper image is displayed)