

## CONTEXT TOOL

### Layout 1 – YouTube layout

Variable name	Value	notes
layout	1	
adURL	<a href="https://s3.amazonaws.com/simage.hotspex.com/Projects/313005/wave4_CN/CNYBumper.mp4">https://s3.amazonaws.com/simage.hotspex.com/Projects/313005/wave4_CN/CNYBumper.mp4</a>	Use the right mp4 link. The video dimension can be 1920x1280 or 1280x720
adHeight	120	This value has no use in this layout, leave it as-is
adWidth	765	This value has no use in this layout, leave it as-is
adduration	420	This value has no use in this layout, leave it as-is
isFullScreen	true	This value has no use in this layout, leave it as-is
isDecipher	True/false	Change to true/false based on the platform

## Layout 2 – Generic Website layout

Variable name	Value	notes
layout	2	
adURL	<a href="https://s3.amazonaws.com/simage.hotspex.com/Projects/313005/wave35/peanutButter/EN/index.html">https://s3.amazonaws.com/simage.hotspex.com/Projects/313005/wave35/peanutButter/EN/index.html</a>	This will be the html ads version client provided...
adHeight	250	Test ads width, most time keep it as is
adWidth	300	Test ads height, most time keep it as is
adduration	7.5	Test ads duration + 1.5 Ask HS team for that duration. This value is used to decide after how long the continue button should slide up.
isFullScreen	false	This value has no use in this layout, leave it as-is
isDecipher	True/false	Change to true/false based on the platform

For HS team:

**adduration** - Timer your ads duration, if the ads last 5 seconds, then  $5 + 1.5 = 6.5$ . 6.5 will be value you need to provide to Dynata team.

**Test ad – for the banner ads test, always ask animated html file from client.** The file client sent will only play once. To make it loop, we need to change the script of the html file. Also we need to make the ads unclickable to prevent respondent open different link inside the survey. The change needed as below:

Original

```
domReady(function () {  
    clickarea = document.getElementById("ad");  
    clickarea.addEventListener("click", exit);  
});
```

Change to:

```
domReady(function () {  
    clickarea = document.getElementById("ad");  
    setTimeout(function(){  
        document.location.assign(window.location.href);  
    }, 10000);  
});
```

So basically, remove the click event and add a timeout to reload the ads and play again. The duration **10000** need to be **adjusted based on the ads**. Basically, if the ad last 7 seconds, give extra 3 seconds before loading it again. So the duration will be 10 seconds. And the value used here is in million-seconds so  $10 \times 1000 = 10000$ .

### Layout 3 – Subway layout

Variable name	Value	notes
layout	3	
adURL	<a href="http://simage.hotspex.com.s3.amazonaws.com/Projects/313175/publicmobileadbrandtracker_w8/Vid/video_x264.mp4XXXhttps://apps.hotspex.com/ext/mob/adincontext/assets/img/subway.jpg">http://simage.hotspex.com.s3.amazonaws.com/Projects/313175/publicmobileadbrandtracker_w8/Vid/video_x264.mp4XXXhttps://apps.hotspex.com/ext/mob/adincontext/assets/img/subway.jpg</a>	Only update the video link in red for different projects and <b>keep the rest part same</b> . For the video, its dimension will be around <b>410x232</b>
adHeight	91	Use the value as is. <b>DO NOT CHANGE</b>
adWidth	198	Use the value as is. <b>DO NOT CHANGE</b>
adduration	410	Use the value as is. <b>DO NOT CHANGE</b>
isFullScreen	false	Use the value as is. <b>DO NOT CHANGE</b>
isDecipher	true/false	Change to true/false based on the platform

### Layout 3 – Cineplex Lobby layout

Variable name	Value	notes
layout	3	
adURL	<a href="https://s3.amazonaws.com/simage.hotspex.com/Projects/313005/wave4_CN/post.mp4">https://s3.amazonaws.com/simage.hotspex.com/Projects/313005/wave4_CN/post.mp4</a> XXX <a href="https://s3.amazonaws.com/simage.hotspex.com/Projects/313005/wave4_CN/lobby.jpg">https://s3.amazonaws.com/simage.hotspex.com/Projects/313005/wave4_CN/lobby.jpg</a>	Only update the video link in red for different projects and <b>keep the rest part same.</b> For the video, its dimension will be around <b>420x748</b>
adHeight	120	Use the value as is. <b>DO NOT CHANGE</b>
adWidth	765	Use the value as is. <b>DO NOT CHANGE</b>
adduration	420	Use the value as is. <b>DO NOT CHANGE</b>
isFullScreen	true	Use the value as is. <b>DO NOT CHANGE</b>
isDecipher	true/false	Change to true/false based on the platform

#### Layout 4 – TV layout

Variable name	Value	notes
layout	4	
adURL	<a href="https://s3.amazonaws.com/simage.hotspex.com/Projects/313387/nextxl3adtest/tv/AD1_1.json">https://s3.amazonaws.com/simage.hotspex.com/Projects/313387/nextxl3adtest/tv/AD1_1.json</a>	
adHeight	120	This value has no use in this layout, leave it as-is
adWidth	765	This value has no use in this layout, leave it as-is
adduration	420	This value has no use in this layout, leave it as-is
isFullScreen	true	Use the value as is. <b>DO NOT CHANGE</b>
isDecipher	true/false	Change to true/false based on the platform

adURL – HS team need to provide the json file which configure all played ads videos.

1. All the videos will be resized to 960x540
2. Context holds the mp4 link for the TV program
3. All ads video mp4 goes to the video variable in ads section.
4. When **isRandom** is true, the ads will be played in random order, otherwise, it will be played in the sequences order.

Demo json file

```
{
  "videoWidth": 960,
  "videoHeight": 540,
  "isRandom": true,
  "context": "https://s3.amazonaws.com/simage.hotspex.com/Projects/313387/TV/TV1.mp4",
  "ads": [
    {
      "id": 1,
      "video": "https://s3.amazonaws.com/simage.hotspex.com/Projects/313387/TV/nextC1.mp4"
    },
    {
      "id": 2,
      "video": "https://s3.amazonaws.com/simage.hotspex.com/Projects/313387/TV/nextC2.mp4"
    },
    {
      "id": 3,
      "video": "https://s3.amazonaws.com/simage.hotspex.com/Projects/313387/TV/next.mp4"
    }
  ]
}
```