

iOverlay Apps

Description:	Creates an interactive experience during content play back through the use of Social Media apps, sharing, coupon downloads, store locators, ticket purchases and more. Apps are located on a dock in the lower third, which displays over video content (no pre-roll involved). Best uses: quick and cost effective alternative to iRoll engage, but for clients that not have pre-roll video assets Works on tablet
Demo:	Click here to view demo
Spec Classification:	In-Stream/Video
Spec Placement:	Other
Backup Image Submission Guidelines:	Tag must always deliver either a primary experience or acceptable backup for instances when the user's browser does not support creative functionality (e.g. Flash, HTML5, JavaScript).
Z-Index Guidelines:	Click here for z-index range
Third Party Serving:	Innovid
Third Party Tracking:	Apps optional - clicks; Companion Banner - optional; Max number of Apps - 3 to 5
Submission Guidelines:	5 business days Timeline dependent upon receipt of all assets
Key Creative Guidelines:	Companion Banner optional - .jpg, .gif, .swf, iFrame App URLs required (must start with http://) Tool Tip Text required