

Millennial Media Video Accent: Static End Card [Site Served]

Description:	Video Accent includes a full screen video that plays instantly and an informative accent overlay in the bottom left corner. A SKIP button to skip the video to reveal a static end card appears at the 7.5 sec mark. The video automatically resolves to the same end card if seen through to completion.
Spec Classification:	In-Stream/Video Mobile Tablet
Spec Placement:	Millennial Media
Width:	320
Height:	100
File Type:	Layered PSDs for end card
Total File Size:	300 KB
Max Initial Load File Size:	50 KB
Video File Type:	Format: MP4 or MOV Encoding: H.264 encoding
Third Party Serving:	Site served only
Third Party Tracking:	Accepted
Key Creative Guidelines:	Raw Assets Delivery File Format Layered PSDs for end card Video

- Aspect Ratio:
 - Standard 16:9 (preferred) or 3:2
- Bit Rate: 5MB
- Frame Rate: 30fps preferred
- Audio: AAC VAST tags accepted for units without end card.

Availability

- Smartphone: iPhone, Android
- Tablet: iPad, Android Tablet

Placement

In-app only

Safe Content Area

To consider button placements and varying screen sizes, constrain all necessary information into the provided safe content area when designing the end card. The space outside of the safe content area should act as a bleed that may be cropped into according to screen size.

Metrics

- Video Impressions
- Video Quartiles (25%, 50%, 75%, 100%)
- Multiple tracking pixels supported

Video Plus units are site served only

Supported Countries:

BR
CA
IT
UK
US

Additional docs:



[SiteServed-VideoAccent-static-en.pdf](#)



[SiteServed-FULL-pt_MM_Portuguese.PDF](#)