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Agenda

- Why HTML5?

  - The future is responsive – HTML5 examples in site
  - Massive technological changes in devices
    - Lack of Flash support on mobile OS
    - Screen resolutions increasing, screen sizes proliferating
    - Browser & Native App tech capabilities merging via HTML5

- Overview - New IAB Canada Creative Guidelines

  - More HTML5 creative examples
  - New Smartphone Sizes & cross device Full Screen aspect ratios
  - New scalable HTML5 file size framework

- Making the transition to HTML5

  - Publishers, Agencies, Brands
  - Everyone needs to be involved – feedback via your organization's IAB Canada reps.

The future is responsive Sites & Ads

Quartz Responsive Creative Video

This is where we are heading - and all this is possible right now, but we have a transitional plan focusing on moving existing sizes to aspect ratios

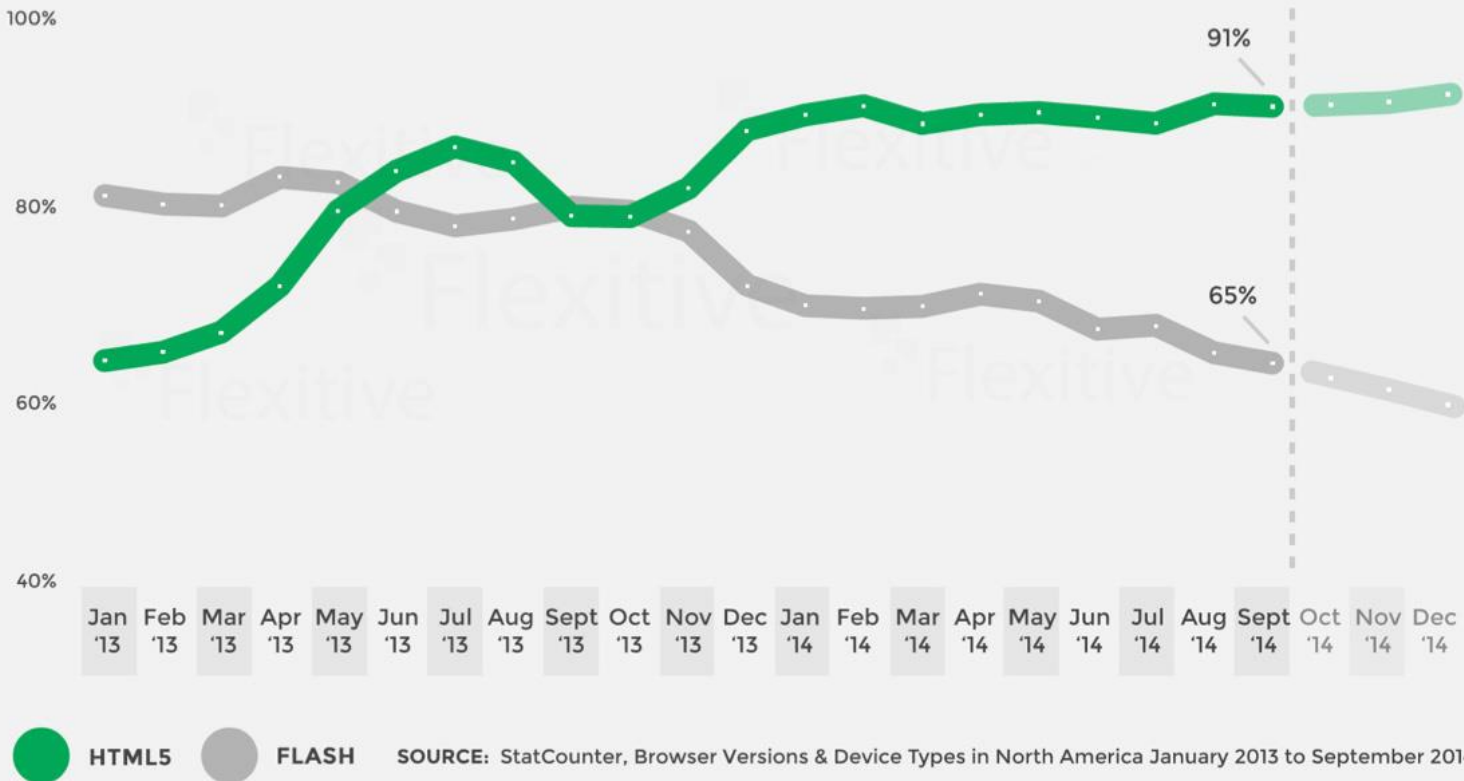# Flash support is dropping fast

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Also...

- Flash wasn't built for responsive design or to scale to so many different resolutions

- Flash requires plugins to be installed and updated on devices & operating systems that do support Flash.

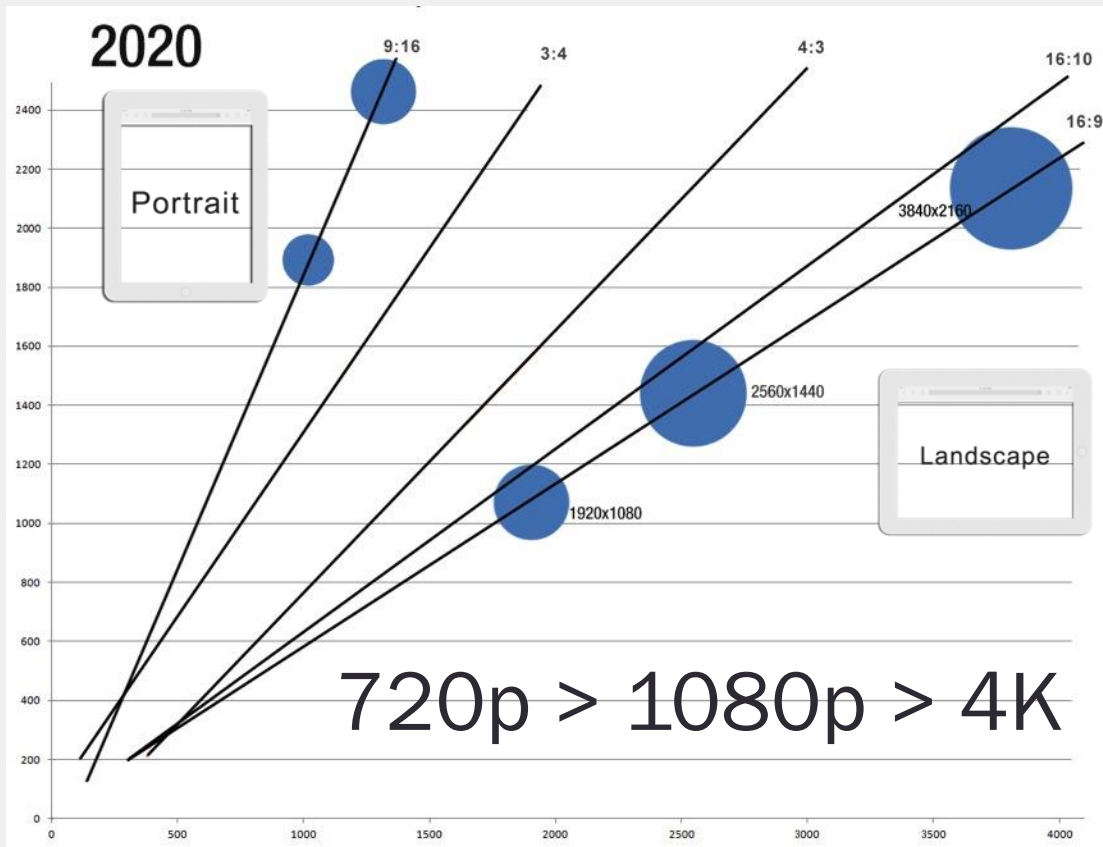Lack of/no support for Flash (.SWF) on mobile OSs

Screen RESOLUTIONS are increasing fast

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Multiple Aspect Ratios

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3200x1800

Non-responsive site
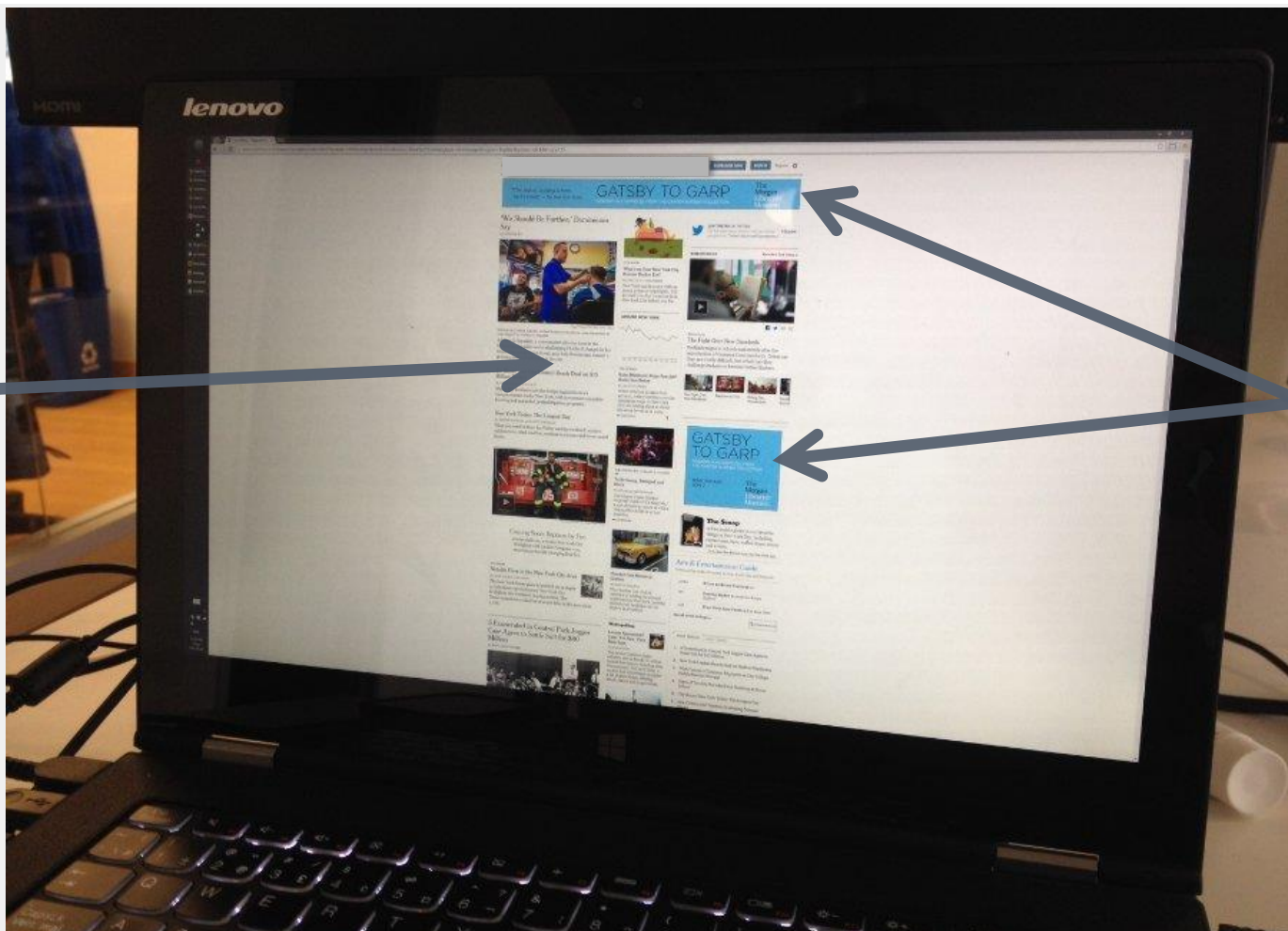
Non-responsive Ad that are too small.

Value is dropping as resolutions increase

Evolution of iPhone Screen *Resolutions*

2008	2010	2012	2014	2014

320x480

300x100 (3:1)

 iPhone 3G

3:4

640x960

iPhone 4

600x200 (3:1)

3:4

640x1136

iPhone 5

600x200 (3:1)

9:16

750x1334

iPhone 6

600x200 (3:1)

9:16

1080x1920

iPhone 6
Plus

900x300 (3:1)
(Possible future size)

9:16

Screen SIZES advancing fast

Evolution of iPhone Screen *Sizes*

2008	2010	2012	2014	2014
3.5"	3.5"	4.0"	4.7"	5.5"
iPhone 3G	iPhone 4	iPhone 5	iPhone 6	iPhone 6 Plus

"Desktop vs Mobile" is irrelevant.

The Cross-Media World

ALL MEDIA ARE IMPORTANT TO YOUR AUDIENCE -
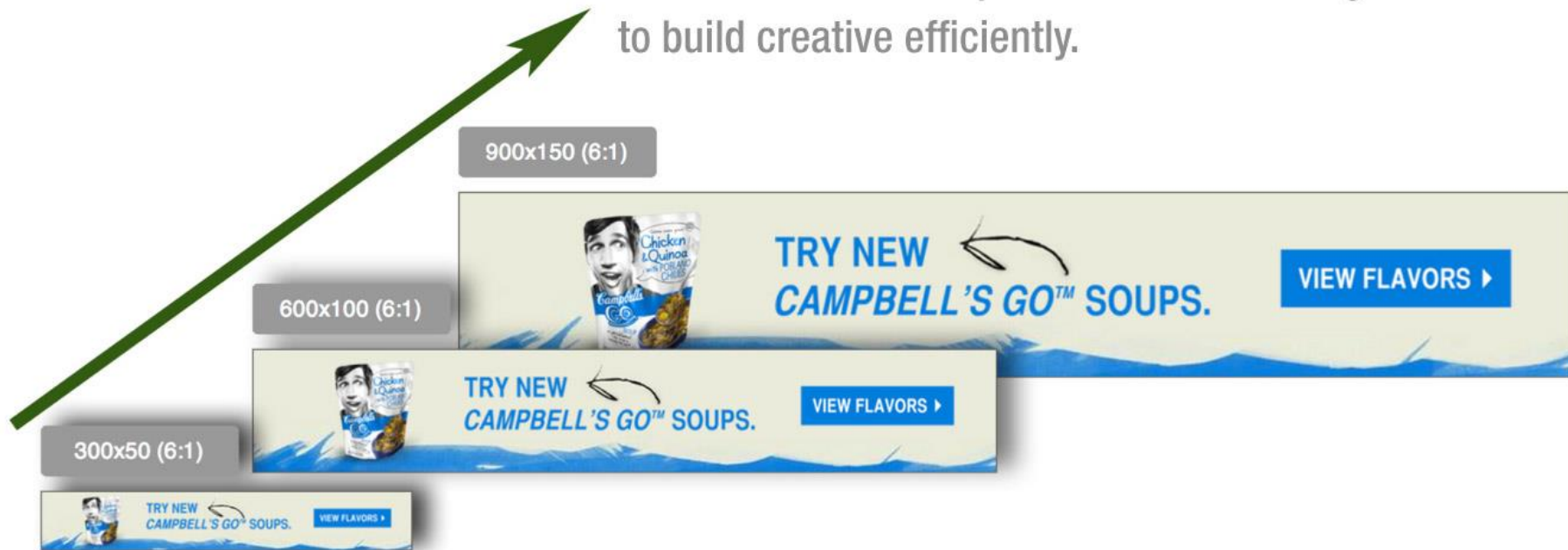It's critical to efficiently build for a consistent yet optimized cross-media experience.

Flexitive.com

LEGEND	TV	DESKTOP		LAPTOP		LAPLET	TABLET	PHABLET	SMARTPHONE	PRINT	OUT OF HOME
HIGH											
MEDIUM											
LOW											

	e.g. 4k Displays	e.g. Dell XPS	e.g. Apple iMac	e.g. Macbook	e.g. Lenova Yoga	e.g. Microsoft Surface	e.g. iPad	e.g. Samsung Galaxy Note	e.g. iPhone	e.g. Newspapers	e.g. Bus Shelters

TOUCH?

USAGE

	TV	DESKTOP		LAPTOP		LAPLET	TABLET	PHABLET	SMARTPHONE	PRINT	OUT OF HOME
HOME												
WORK												
MOBILE												

SCREEN SIZE	29" +	15 - 28"		11 - 17"		7 - 11"		5 - 7"	3.5 - 5"		7 - 100" +

OS

BROWSERS

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Hybrid Web/Native App

Shared codebase

No plugin required.

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Ad sizes based on aspect ratios allow designers to build creative efficiently.

900x150 (6:1)

600x100 (6:1)

300x50 (6:1)

TRY NEW CAMPBELL'S GO™ SOUPS.

VIEW FLAVORS ▶

HTML5 enables more efficient creative variations....

1) Brand creative - Manual swapping out a component once (that changes all ad sizes at once) for more effective A/B testing

1) Ecommerce - Automated swapping out components (e.g. connected to product database)

HTML5 Creative Demos

Responsive
Touch
3D

New IAB Canada Guidelines - Highlights

iabcanada.com/guidelines

We focused on…
1. Monetization
2. via Quality Creative & Performance
3. + Industry Efficiency

# Devices Specs Database – All devices, resolutions, OS etc.
labcanada.com/guidelines

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Filter

Type	Manufacturer	Device Name	PPI	Screen Size (in.)	Definition	Pixel Width	Pixel Height	Aspect Ratio	OS
Smartphone	LG	G3	538	5.5	HD	2560	1440	16:9	Android
Smartphone	Motorola	Google Nexus 6	493	6	HD	2560	1440	16:9	Android
Smartphone	HTC	One (M7)	468	4.7	HD	1920	1080	16:9	Android
Smartphone	LG	Google Nexus 5	445	5	HD	1920	1080	16:9	Android
Smartphone	HTC	Droid DNA	441	5	HD	1920	1080	16:9	Android
Smartphone	Sony	Xperia ZL	441	5	HD	1920	1080	16:9	Android
Smartphone	Nokia	Lumia Icon	441	5	HD	1920	1080	16:9	Windows
Smartphone	Sony	Xperia Z1	441	5	HD	1920	1080	16:9	Android
Smartphone	HTC	One (M8)	441	5	HD	1920	1080	16:9	Android
Smartphone	Sony	Xperia Z	441	5	HD	1920	1080	16:9	Android
Smartphone	Samsung	Galaxy S4	441	5	HD	1920	1080	16:9	Android
Smartphone	Sony	Xperia Z1S	441	5	HD	1920	1080	16:9	Android

PROBLEM - Historical IAB popular ad sizes not keeping up with screen resolutions
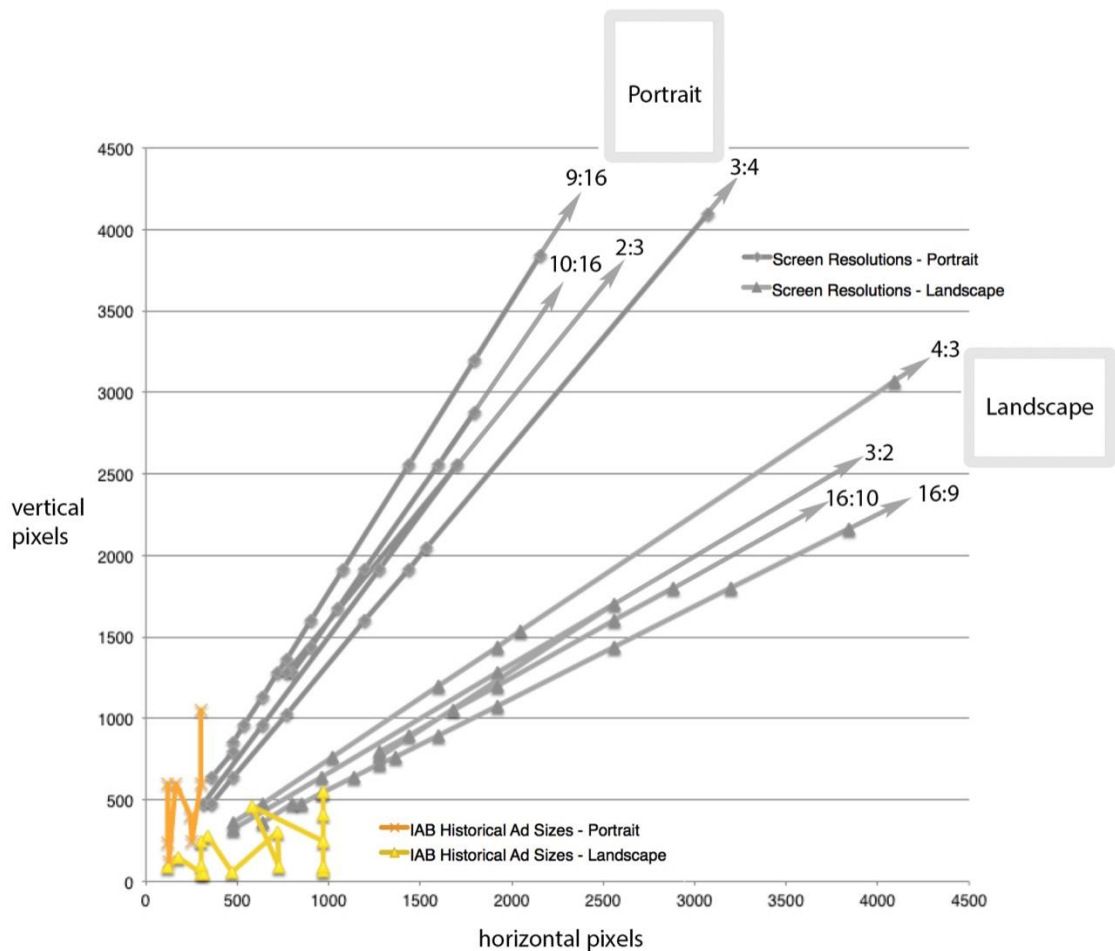
IAB Ad Sizes	Aspect Ratios
14 ad sizes all with unique aspect ratios	
160x600	4:15
180x150	6:5
300x50	6:1
320x50	32:5
300x1050	2:7
300x250	6:5
300x600	1:2
580x460	29:23
728x90	364:45
970x250	97:25
970x415	194:83
970x550	97:55
970x66	485:33
970x90	97:9

SOLUTION: All new fixed sizes introduced match to aspect ratios.
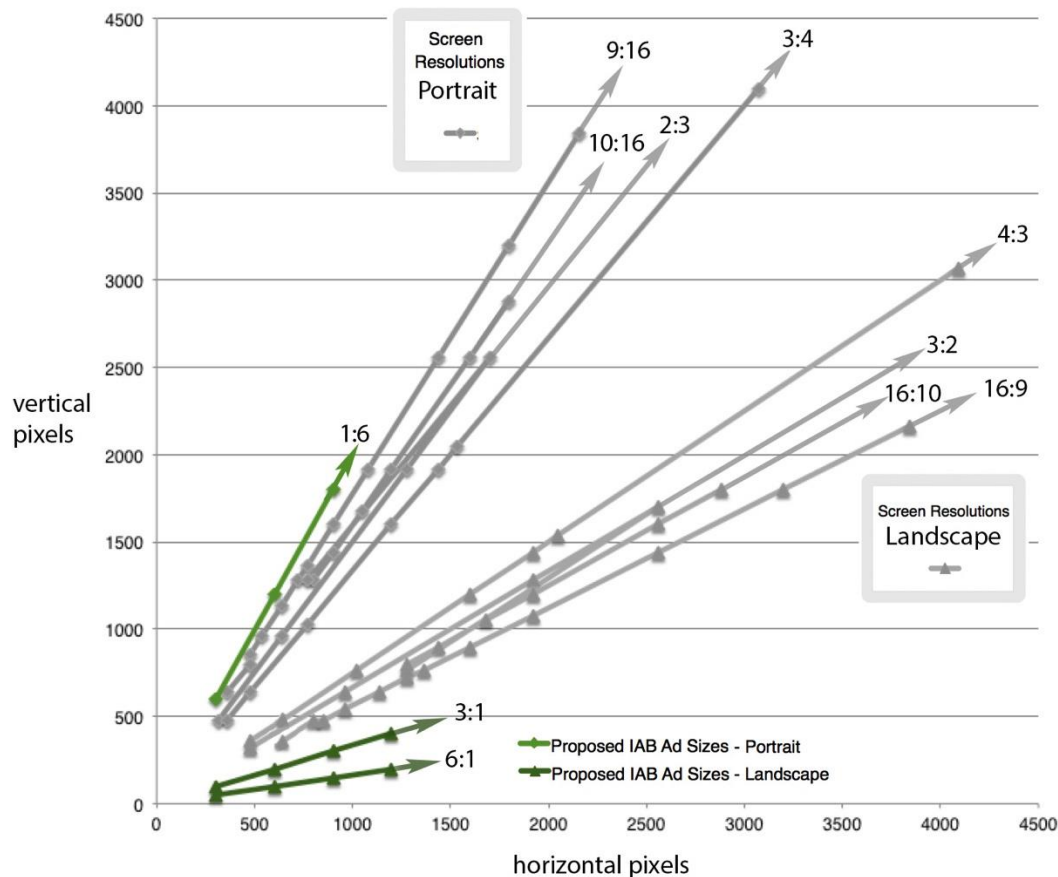
Responsive creative based on aspect ratios allows path for a range of devices at different levels of tech capabilities

(e.g. lower resolution phones in developing world)

Creative Unit Name	Initial Dimensions (WxH in pixels) & Aspect Ratio	Maximum Expanded Dimensions (WxH in pixels) & Aspect Ratio	Max Initial File Load Size Allowance (See further HTML5 guidance in notes)
Canadian Universal Ad Package Desktop - Laptop - Tablet			
Leaderboard	Phasing out 728x90	Expands down: 728x360	Flash/image: 40 KB HTML5: 100 KB
Large Leaderboard	900x150 (6:1)	Expands down: 900x450 (2:1)	Flash/image: 80 KB HTML5: 150 KB
Big Box	300x250	Expands left: 600x250	Flash/image: 40 KB HTML5: 100 KB
Half Page	300x600 (1:2)	Expands left: 600x600 (1:1)	Flash/image: 80 KB HTML5: 150 KB
Skyscraper	160x600	Expands left: 600x600	Flash/image: 40 KB HTML5: 100 KB
Smartphone			
Smartphone Fixed SD (Fixed positioning)	300x50 (6:1)		GIF/JPEG/PNG: 25 KB HTML5: 50 KB
Smartphone Fixed HD (Fixed positioning)	600x100 (6:1)		GIF/JPEG/PNG: 50 KB HTML5: 100 KB
Smartphone Scrollable SD (Within scrollable page)	300x100 (3:1)	Varies; see full screen ad units page	GIF/JPEG/PNG: 25 KB HTML5: 50 KB
Smartphone Scrollable HD (Within scrollable page)	600x200 (3:1)		GIF/JPEG/PNG: 50 KB HTML5: 100 KB
Smartphone Fixed 2 SD (Fixed positioning)	320x50 Phasing out		GIF/JPEG/PNG: 25 KB HTML5: 50 KB

In-Page   3:1

Enough room for users to scroll page

SD - 300x100   HD - 600x200

SD - 300x50   HD - 600x100
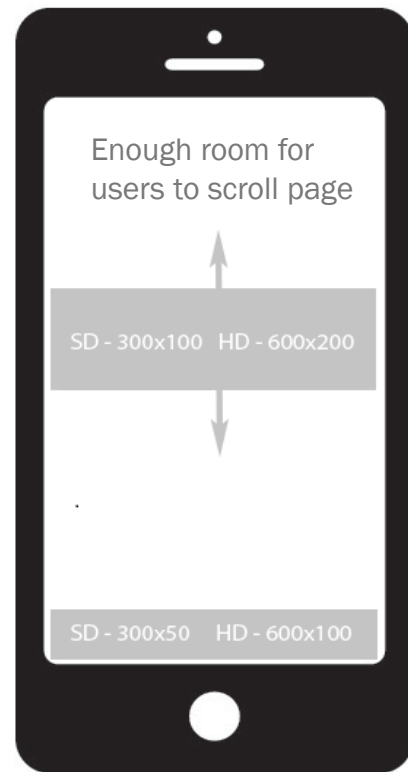
Fixed   6:1

Full Screen **Aspect Ratio** Guidelines

Aspect ratios maintain their shape across different screen sizes. This makes it easier for creative teams to develop a vision that will look similar cross-device. Below is a reference chart of common aspect ratios and their equivalent landscape & portrait resolution sizes. A more formal database of resolution sizes, aspect ratios and common devices is currently being produced to live on the IABCanada.com website.

IAB Canada recommends companies consider using aspect ratios for digital ad creatives, to help provide a seamless ad experience regardless of screen size.

Aspect Ratio	Landscape Dimensions	Portrait Dimensions	Max Initial File Load Size (HTML5)	Implementation Notes & Best Practices
3:2 / 2:3	960x640	640x960	200 KB	**Subsequent Max Polite File Load Size:** 2.2 MB **Max Animation & Video Frame Rate:** 24 FPS **Max Animation & Video Length:** 10 seconds or less (loops included) **Audio Initiation:** Audio must be user-initiated (on click: mute/un-mute); default state is muted **Submission Lead-Time:** Minimum 5 business days before campaign start to publisher, 10 days to rich media vendor **Important Notes:** - Take note of the Z-Index guidelines. - Recommended that the final frame contains pertinent information. **To Minimize File Sizes:** - Use .svg vector where possible. - Use .webp image files where possible. - Minify file code where possible. **To Minimize Server Calls:** - Reduce the number of files being called. - Design for aspect ratios, so that one file can be used for multiple creative sizes.
	1920x1280 2560x1700	1280x1920 1700x2560	300 KB	
4:3 / 3:4	640x480	480x640	150 KB	
	1024x768	768x1024	200 KB	
	1600x1200	1200x1600	250 KB	
	1920x1440 2048x1536	1440x1920 1536x2048	300 KB	
5:3 / 3:5	800x480	480x800	150 KB	
	1280x768	768x1280	200 KB	
16:9 / 9:16	960x540 1136x640 1280x720	540x960 640x1136 720x1280	200 KB	
	1366x768 1600x900	768x1366 900x1600	250 KB	
	1920x1080 2560x1440	1080x1920 1440x2560	300 KB	
16:10 / 10:16	1280x800 1440x900 1680x1050	800x1280 900x1440 1050x1680	250 KB	
	1920x1200 2560x1600	1200x1920 1600x2560	300 KB	

Full Screen Creative

Larger ad sizes, mean larger file sizes are required.

Size Group (pixels)	Size Group	Example Current IAB Fixed Sizes	HTML5 Initial Max File Load Size
Less than 50k px	XXS	M300x50 M320x50	50kb
50-100k px	XS	728x90 160x600 300x250	100kb
100-200k px	S	300x600 M320x480	150kb
200-500k px	M	M480x800	200kb
500k-1m px	L	M960x640 1024x768	250kb
Full Screen Only	1m+ px	XL	1400x900, 1920x1200 2880x1800	300kb

- File sizes now 'cross device' and grouped into size buckets.

- Smartphones & tablets no longer associated with slow net speed

Mostly full screen so not having to load content as well.

- For efficiency and design consistency, use responsive design techniques where possible especially building full screen creative - There are too many aspect ratios/screen resolutions to design for so that creative is viewable across the full range of devices.
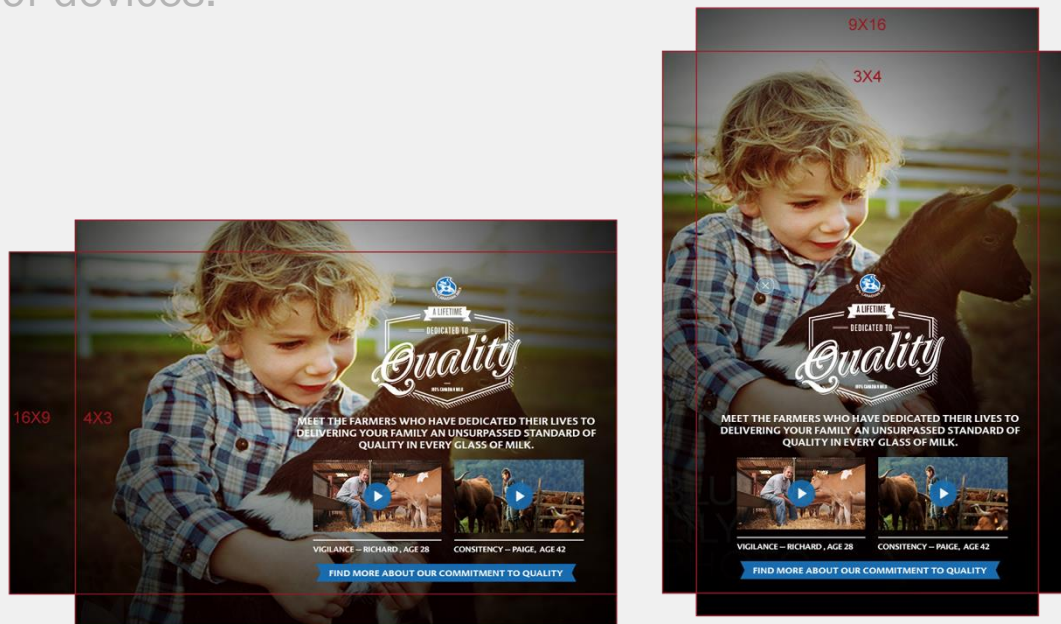
- New HTML5 tools are enabling graphic designers with limited web development knowledge to build advanced HTML5 solutions fast.

- Web Developers can then focus on even more complex experiences

- These tools are also evolving to automate as much of the design process as possible

    - Faster building creative variations for different demographics, A/B testing, dynamic content - via swapping out creative components
    - Building templates that can be re-used for different brands

- Brands and even some media buying agencies are building more creative in-house, especially if their creative agency is not keeping up with technology and tools

- Creative agencies now more than ever, need to have efficient cross device creative solutions and process in place
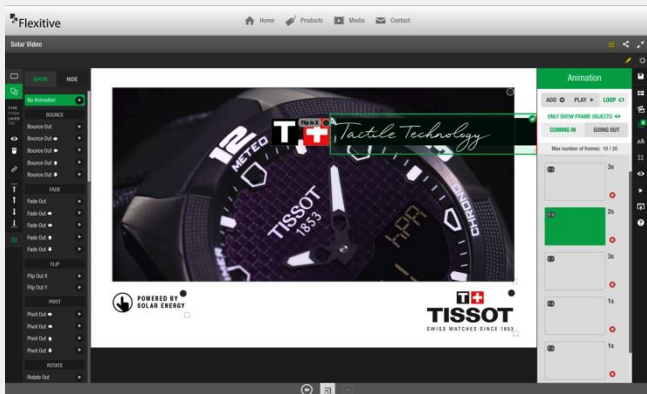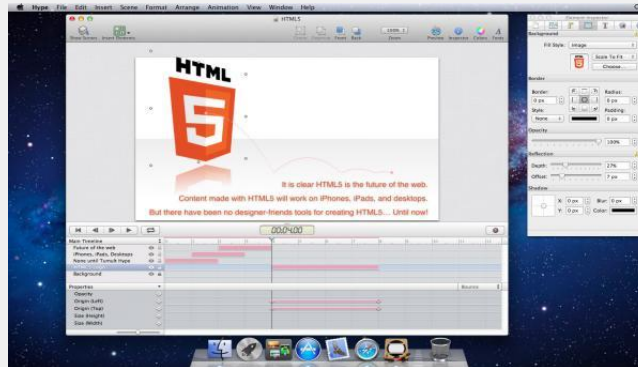
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Adobe Edge Suite
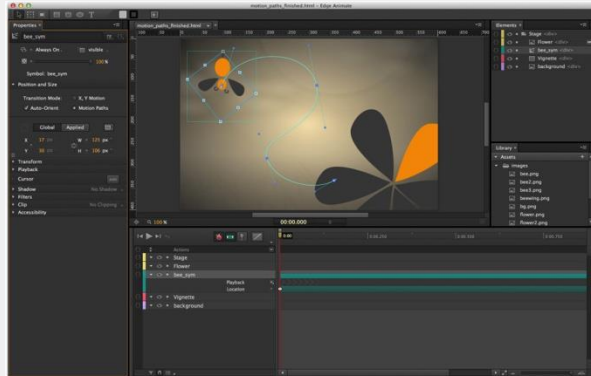
Google Web Designer
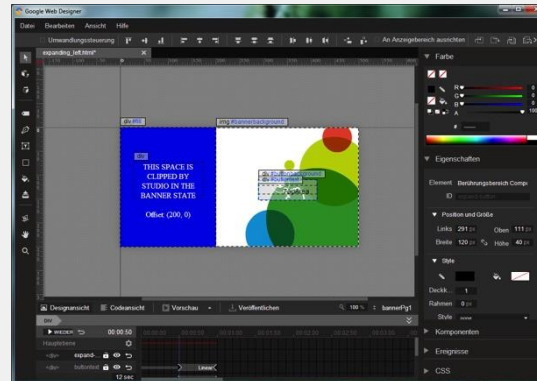
Flexitive.com

Tumult Hype

Try them out, but note…

- HTML5 can be responsive so there are major efficiencies when building many different sizes.
- For new full screen sizes especially on smartphones & tablets – Flash conversion is not a recommended solution. There are too many aspect ratios/screen resolutions to design for so that creative is viewable across the full range of devices.
- Recommended to start with simple creative first – more complex creative may not convert properly, and file sizes of the HTML5 output may be too large because of inefficiencies in the conversion process.
- Analogy of a gasoline car being converted to a fully electric car, it won't be optimal.

Invite leaders of Content Products, Ad Products, and Sales / Operations together to plan your organization's HTML5 transition.

HTML5 Ads

- If smartphone and tablet monetization (including both web and native apps) is a priority – implement the new IAB HD and larger ad sizes where appropriate (e.g. 600x100, 600x200, Full Screen)
- Consider connecting any ad view-ability improvement projects
- Start building internal or co-brand creative using HTML5, allowing you to do more testing on process especially for creative assets serving directly via your ad servers (not all creative is delivered via 3rd party tags)
- Make sure Ad Operations teams have the resources they need to both excel on day to day, but also to help your org innovate.

HTML5 Content

Even if some of your sites are non-responsive and use outdated CMSs, HTML5 based in-page content or ad components can still be integrated.

Some ad servers have ability to serve different ad sizes depending on the resolution of the user's device / browser view

E.g. DFP

Using the Google Publisher Tags (GPT) API, you can specify one or more sizes as the size set for an ad slot.
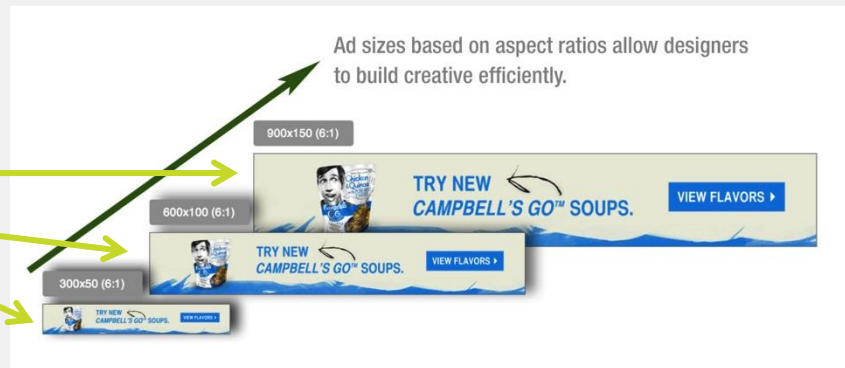
Here's an example...

If browser view width...
= greater than 950px, then serve 900x150 ad size
= between 600-950px, then serve 600x100 ad size
= between 300-600px, then serve 300x50 ad size

Ad sizes based on aspect ratios allow designers to build creative efficiently.

900x150 (6:1)

TRY NEW
CAMPBELL'S GO™ SOUPS.   VIEW FLAVORS ▶

600x100 (6:1)

TRY NEW
CAMPBELL'S GO™ SOUPS.   VIEW FLAVORS ▶

300x50 (6:1)

TRY NEW
CAMPBELL'S GO™ SOUPS.   VIEW FLAVORS ▶

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- Ask your agencies to build creative in cross-device HTML5 where possible

- When evaluating new sites & native apps – determine if hybrid responsive HTML5 is a more cost effective solution for your project

- If building some or all creative in-house, then ask your creative team to evaluate HTML5 building tools.

Agency leaders – communicate at a senior level the importance of this industry change to your organizations. Buying Agencies should communicate to Creative Agencies.

1. Investigate HTML5 building tools – you may decide on multiple tools that are used for different requirements
2. Campaigns with a focus on smartphones and tablets should be built using HTML5 if they are not already
3. Cross-device campaigns should determine…
   - Should HTML5 be used for all ad placements?
   - Should Flash be used for desktop OS, and HTML5 for mobile OS? Building in both technologies will be more expensive, but it may be a better solution to help transition your organization's capabilities
   - Start with more simple creative, and add complexity over time

Please promote the next Webinar on Tuesday 24th

HTML 5

2 Designers & Developers -
Best practices for building cross-device
HTML5 creative
TUES, FEBRUARY 24TH - 2PM EST

iabcanada.com/html5-webinar-series

- Please communicate feedback to your IAB council/committee representatives
- IAB Creative Committee launching soon!

Feel free to also connect with me…

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