onnetwork
TRAINING PRESENTATION
Brandings
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Agenda

What is Branding?

Functions of Branding

Creating Branding Ads

Display on the Website

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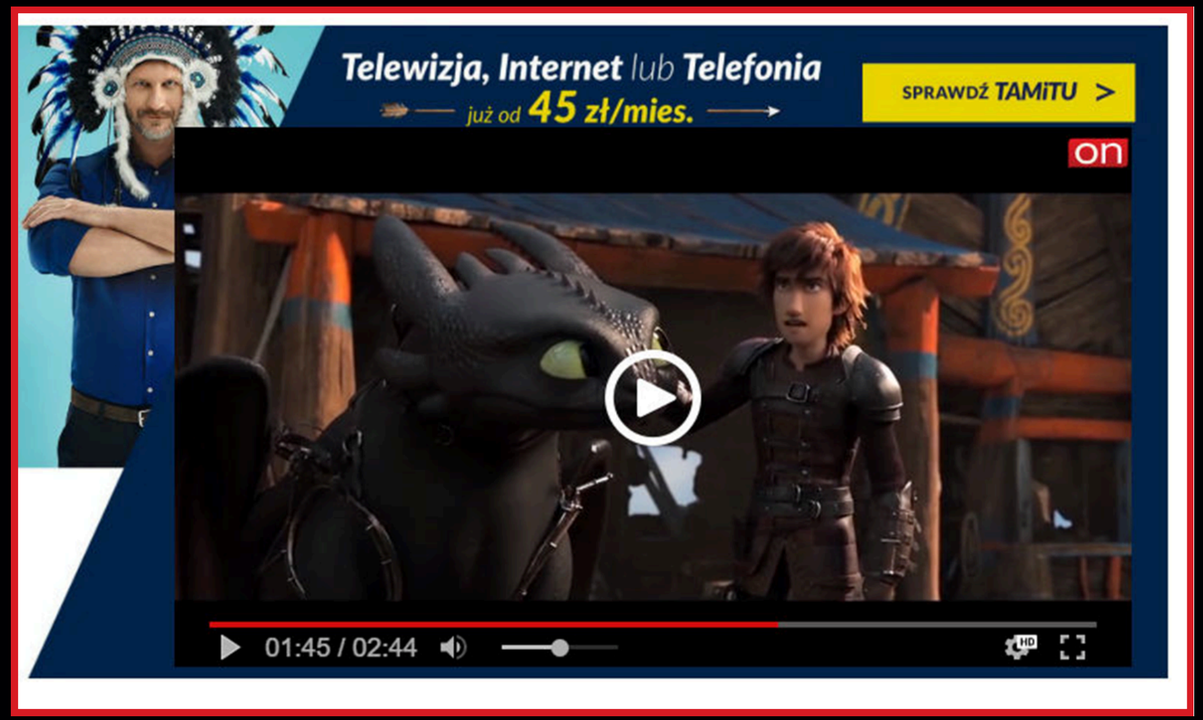
What is Branding?

Branding is a form of advertising displayed in the player as graphics placed around the media player. It is interactive – allowing users to click and be redirected to a defined landing page.



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Functions of Branding

You can activate **branding** for selected materials or content groups on the website if specific conditions are met. It is also possible to limit branding by the number of views or a time range.

To launch branding, you need a graphic file in a popular format (e.g., JPG, PNG). The branding creator available in the panel allows you to customize the ad to your needs.

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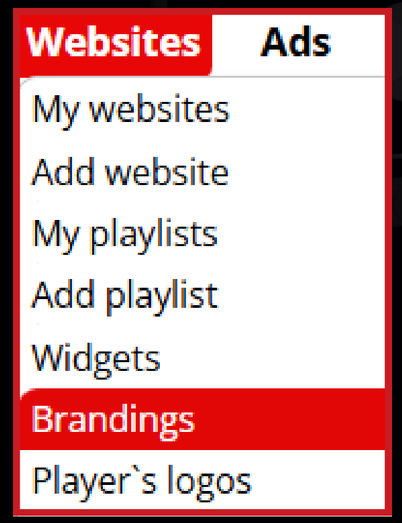
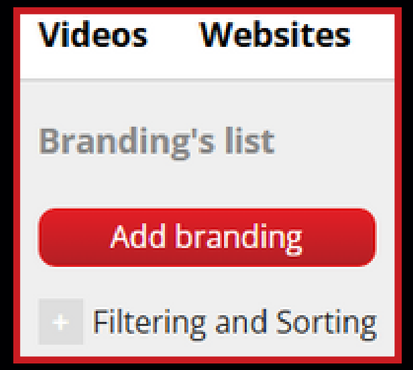
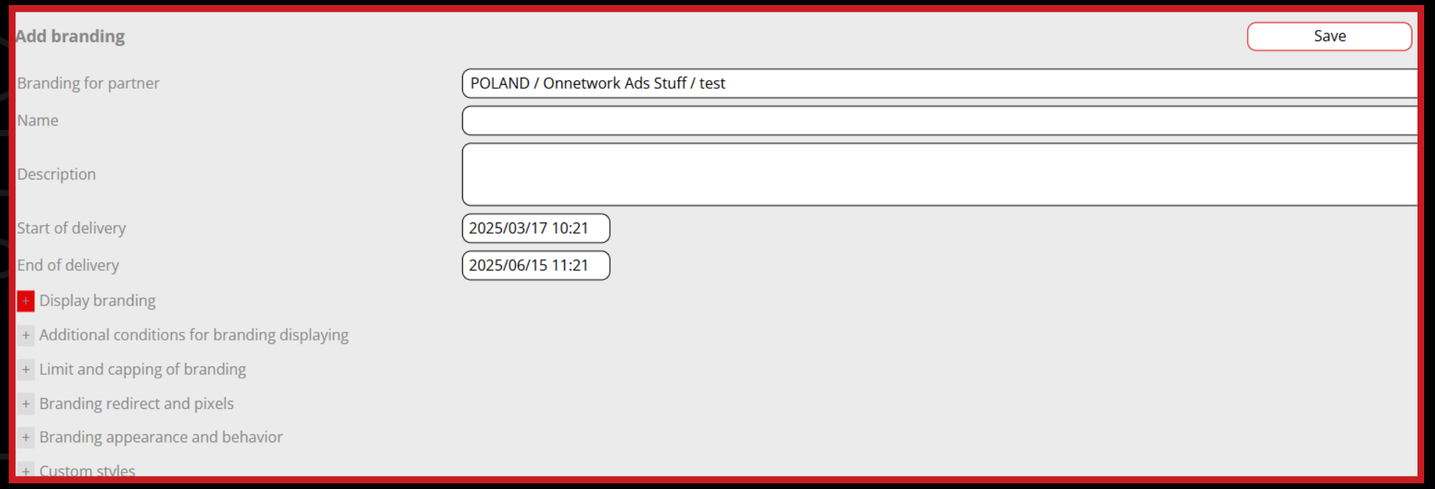
Creating Branding

In the "**Sites**" tab, select "**Branding**," then click "**Add Branding**." Name the new branding.





The branding creator will display the following options:



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Name – a name that allows you to identify the branding.

Description – additional information about the branding.

Start Date – the date when the ad display begins (default: current date).

End Date – the date when the ad display ends (default: +10 days from the current date).

Branding Display – sets when the graphic is shown.

Do not launch on +18 content – branding will not be displayed on content marked as 18+. This option does not apply to branding set for individual materials.

Required Video Tags – if branding is set for the entire website, you can limit its display to materials with specific tags. If left blank, branding will display for all materials.

Excluding Video Tags – a list of tags that exclude branding (they take priority over required tags, meaning if a material contains both required and excluding tags, branding will not be displayed).

Branding View Limit – the number of views checked hourly. Once the limit is reached, branding will stop displaying**.**

Branding Capping – the maximum number of ad displays for a single user within a defined time frame.

Redirect URL – the link to the landing page when clicking on the branding.

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Click Counter – tracks the number of clicks on the branding.

View Counter – tracks the number of ad displays.

Branding Appearance and Behavior – allows customization of the player's position and size relative to the graphic. It also enables automatic size adjustment to the defined branding proportions.

Branding Proportions – the branding will only be displayed if the player’s proportions match.

Custom Styles – allows adding custom CSS styles.

Branding Creation – allows you to upload a graphic file. A preview of the graphic is available in the branding creator

The player's position can be customized according to your preferences.

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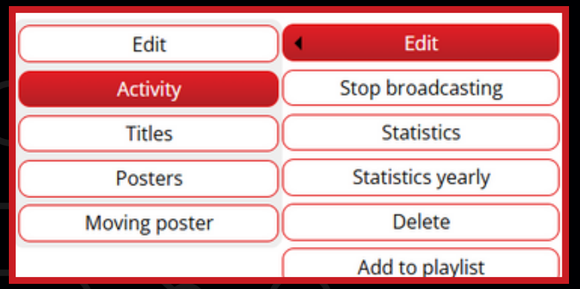
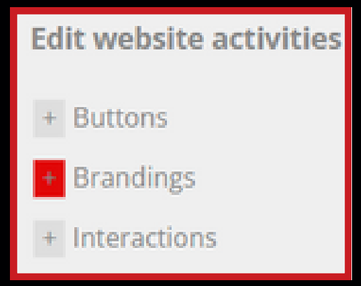
Display

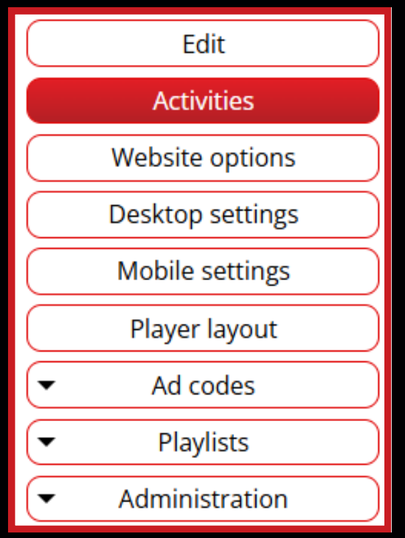
You can activate branding for individual materials by going to **My Videos** and clicking **Activitiy** next to the selected video.

To start the display on a website for all materials shown on it and go to Website **Activities.**





In both cases select **Branding**.



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If you have any questions, write to us!

pomoc@onnetwork.pl

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