

Information about options available for Onnetwork's Outstream Player

1. General information:

Onnetwork player is adjusted to serve outstream ads. Outstream ads are normal video ads but shown without following video material. The player for serving outstream ad is visible only when the ad is displayed – before and after the ad serving player is invisible for user.

Many video ads has condition to be displayed in some minimum player size otherwise serving the ad is blocked. To fulfill this condition for the moment of search and start the ad the transparent player is expanded creating the gap in the place where it is embedded. The time for expanding the player takes maximum 2 seconds, and after that time out player is collapsed.

This process can be observed on the:

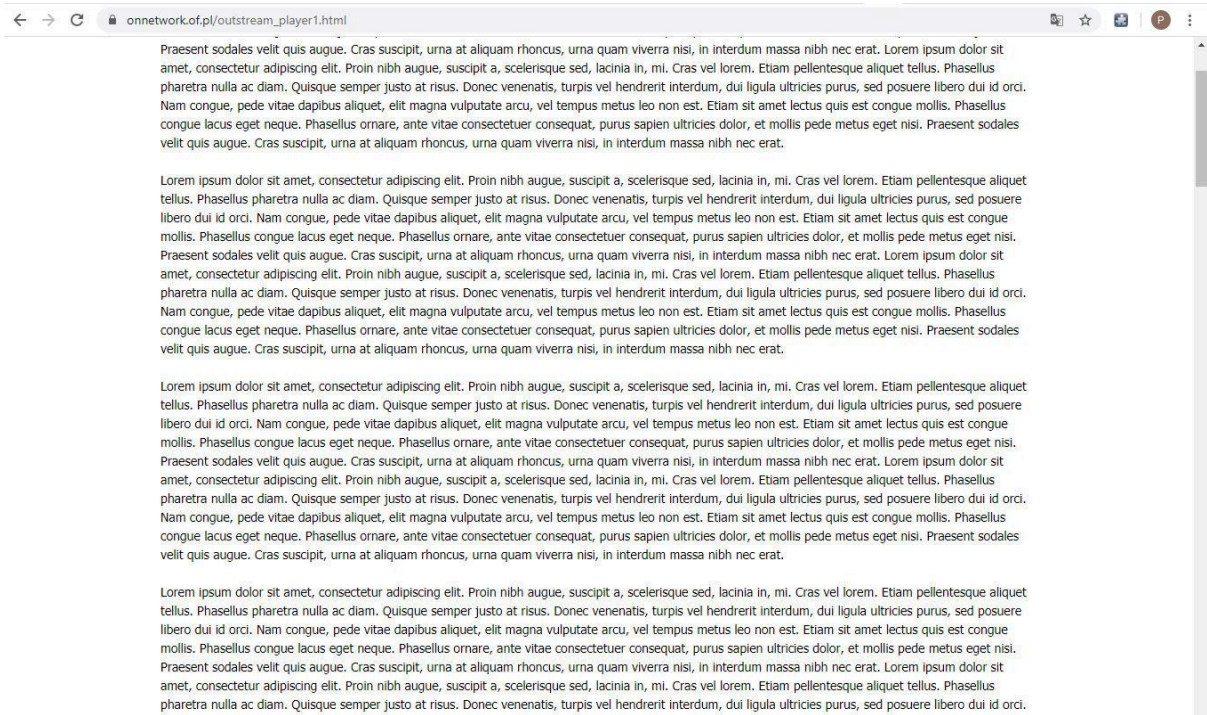
https://onnetwork.tv/demo/nowosci/outstream_video_eng.html

On the example:

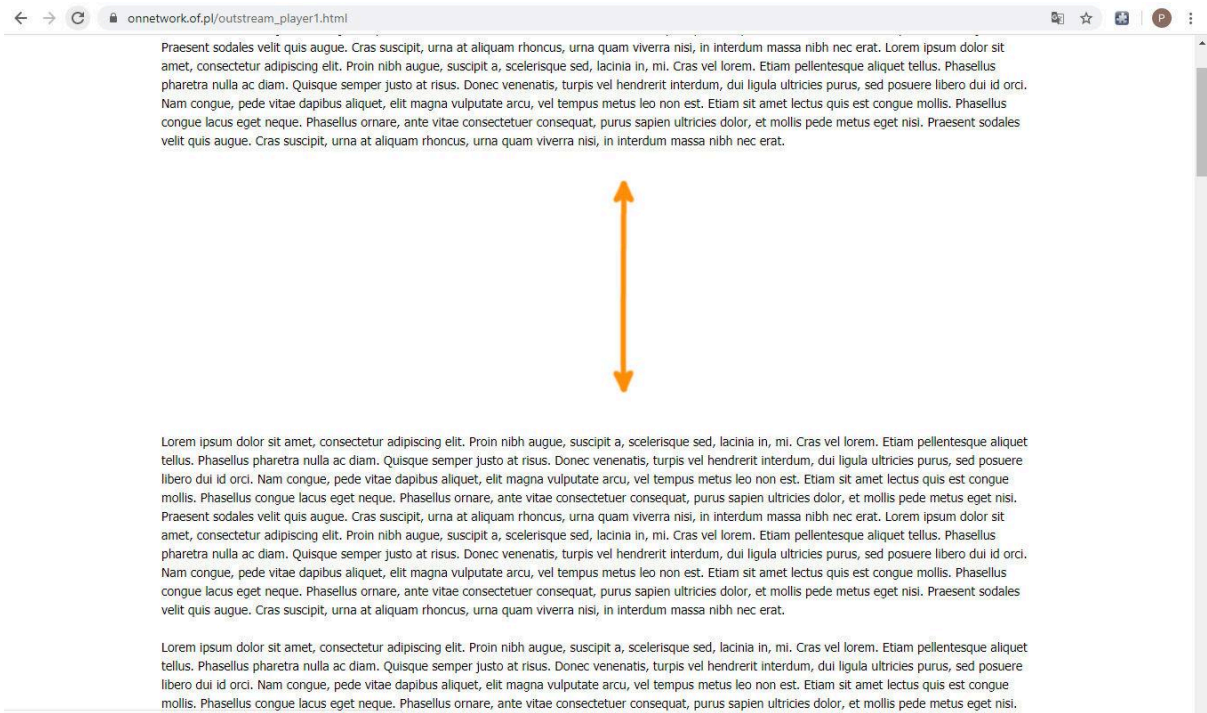
https://onnetwork.tv/demo/nowosci/outstream_player1.html

And screenshots:

Collapsed outstream player before start:



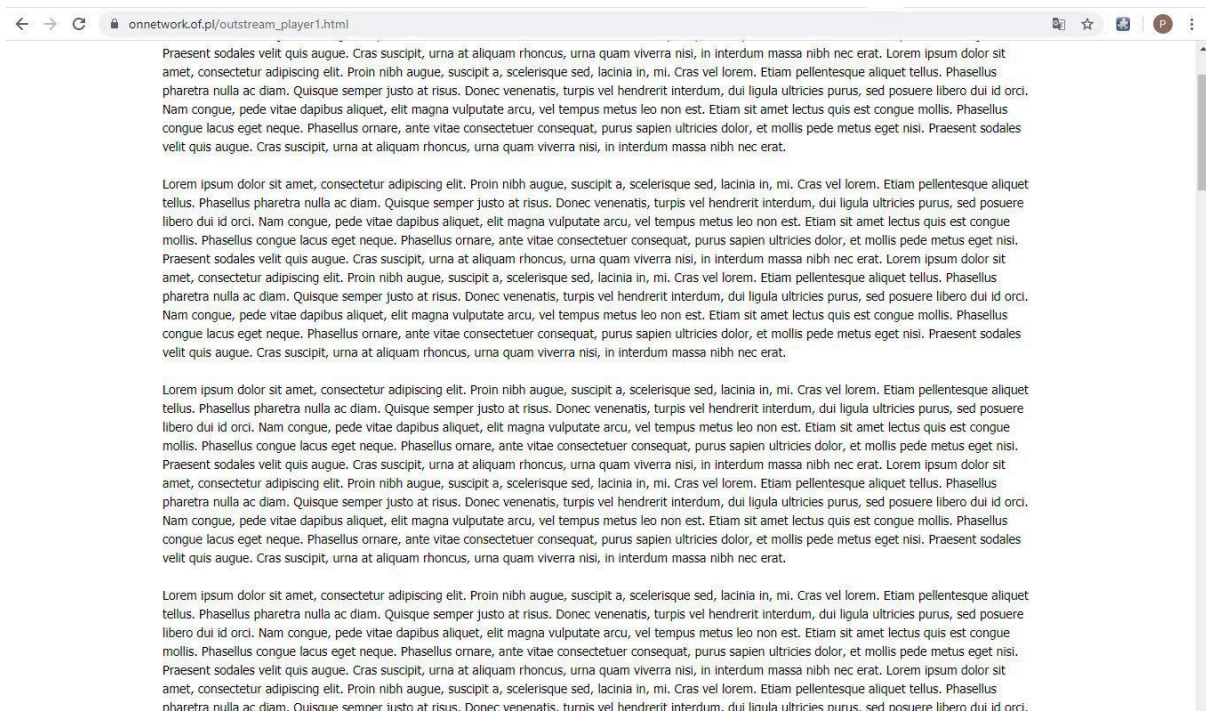
Visible gap after player expands and searches for an ad:



Outstream player during the ad display:



Collapsed player after display of the ad:



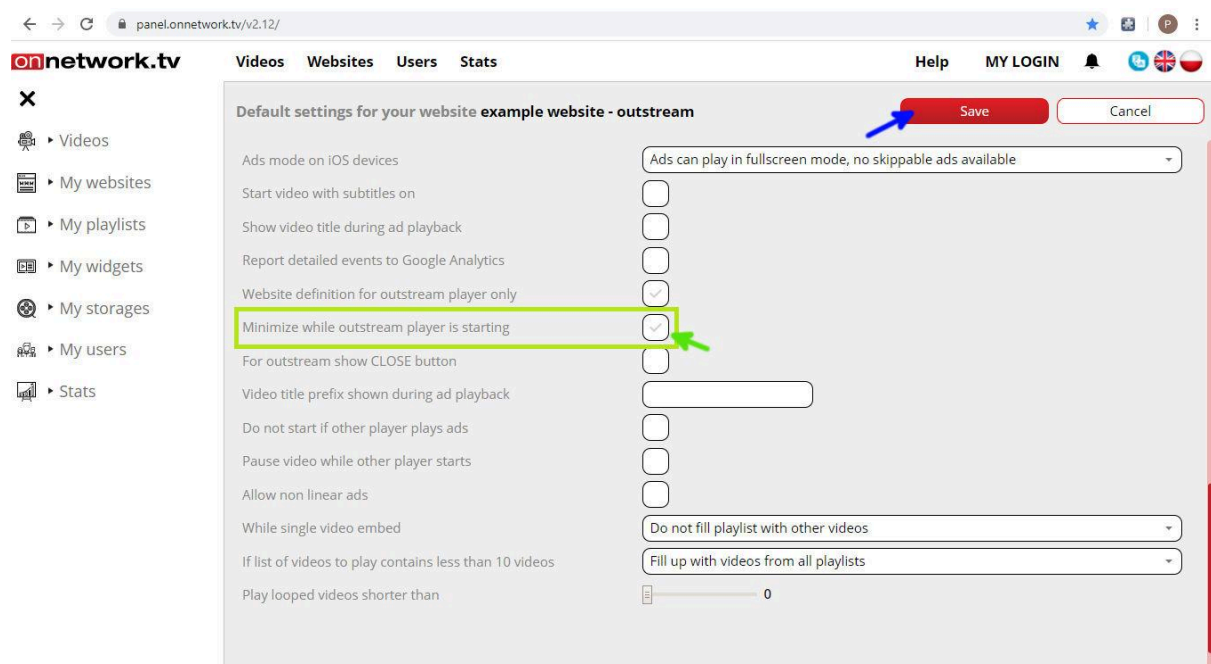
Recommended option to set for outstream player is **Minimize while outstream player is starting**. It allows to skip the moment when the player is creating the gap on the website, making player to expand only in

the moment of the start of ad display. This option is more user friendly, but may decrease the number of ad served as it will automatically eliminate possibility to serve the ad having condition of minimum player size.

Minimize while outstream player is starting option visible on the video.

And the example: website with example

This option can be enabled in the Desktop settings or Mobile settings of the website, as marked with green arrow. Do not forget to Save your settings after choosing that option:



2. Outstream player configuration:

To run the player in the outstream mode in the website settings you need to select **Website definition for outstream player only**. Once you set this option refresh the list of websites – next to your outstream website there will be the embed code that shall be pasted into the source code of the website in the place where you want to serve outstream ads.

NOTE:

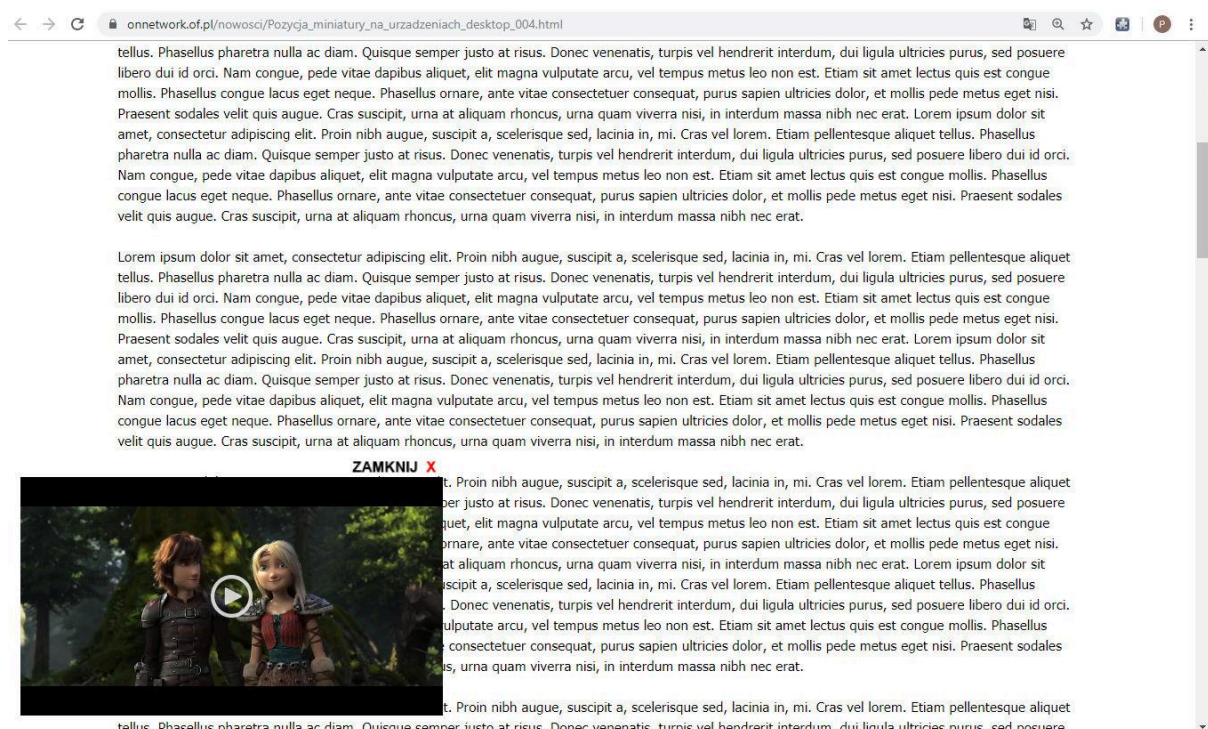
It is strongly recommended to create the new definition of the website where outstream ads are to be served (so if you serve both instream and outstream on one website create two website definitions – one called

"name of website" – outstream). That kind of configuration allows for creating different definitions of player behaviour and look then for normal instream player. For outstream player it is worthy to consider dedicated set up of player background, color of title bar and buttons as transparent. In the outstream version of the player the only available icons are mute/unmute, volume and full screen.

3. Onnetwork Player with miniature:

We recommend using the outstream player together with a miniature (sticky player), so that the advertisement can be delivered to the user also when the main player is out of the user's screen. This will have a direct impact on the ad viewability and number of advertisements delivered.

Example look of the miniature:



The position and size of the miniature player can be customised on our platform and there is many options for desktop and mobile devices.

Some examples of options for the miniature on our platform:

- Sticky/miniature player options	
Show sticky player	Do not show small player
Id or title of ad required to show miniature	
Sticky player position	At upper left corner
Horizontal sticky player margin	0
Vertical top sticky player margin	0
Vertical bottom sticky player margin	0
Level of visibility to start sticky mode	<input type="range"/> 0 %
Sticky closer icon	Show small player close icon - it closes irrevocably all small players
Sticky closer icon delay	<input type="range"/> 0 s
BODY classes that disable the thumbnail of the player	
Do not hide sticky if other player visible	<input type="checkbox"/>
Show sticky with first movie only	<input type="checkbox"/>
Restore closed sticky with closest ad	<input type="checkbox"/>
Restore closed sticky with closest movie	<input checked="" type="checkbox"/>
Restore closed sticky with next ad/movie	<input checked="" type="checkbox"/>
Restore closed sticky after scroll	<input checked="" type="checkbox"/>
Show constant sticky with player start	<input type="checkbox"/>
Change sticky mode while miniature showed	<input type="checkbox"/>
Do not show sticky if current ad is viewable	<input type="checkbox"/>
Do not restore closed stickv if current ad is viewable	<input type="checkbox"/>

- Sticky/miniature player options	
Show sticky player	Do not show small player
Id or title of ad required to show miniature	Do not show small player
Sticky player position	Show small player
Horizontal sticky player margin	Show small player only if scrolled below normal player
Vertical top sticky player margin	Show small player only while player is playing
	Show small player only while ad is playing
	Show always small player only while video ad is playing
	Show small player only while player is playing and if scrolled below normal player

Sticky player position	At upper left corner
Horizontal sticky player margin	At upper left corner
Vertical top sticky player margin	At top center (for mobile devices)
Vertical bottom sticky player margin	At upper right corner
Level of visibility to start sticky mode	At bottom left corner
	At bottom center
	At bottom right corner
	At top/bottom center (depends on player position, for mobile devices)

4. Embed code:

Go to "My Websites" and after you have set up your website as an outstream (whole explanation in points 2 and 3) and in the list of websites there will be an embed code assigned for the outstream player to be placed on your website

<p>Outstream code for the embedded player (for HTML5 and JavaScript player)</p> <p>Customization of the player's aspect</p> <ul style="list-style-type: none"> Aspect ratio Volume Miniature of the player Pause player if not visible Block vpaid ads <p>Player start code</p> <ul style="list-style-type: none"> Player start when on screen and ad available Player start when on screen and ad available (default) Player start when on screen and ad available Player start when on screen and ad available Player start when on screen and ad available Player start when on screen and ad available Player start when on screen and ad available Player start when on screen and ad available <p>Content of player's top bar</p> <ul style="list-style-type: none"> Content of player's top bar Content of player's top bar Content of player's top bar Content of player's top bar Content of player's top bar Content of player's top bar Content of player's top bar Content of player's top bar <p>Way to fill the player's top bar (not recommended for background for material)</p> <ul style="list-style-type: none"> Way to fill the player's top bar (not recommended for background for material) Way to fill the player's top bar (not recommended for background for material) Way to fill the player's top bar (not recommended for background for material) Way to fill the player's top bar (not recommended for background for material) Way to fill the player's top bar (not recommended for background for material) Way to fill the player's top bar (not recommended for background for material) Way to fill the player's top bar (not recommended for background for material) Way to fill the player's top bar (not recommended for background for material) <p>Other code</p> <ul style="list-style-type: none"> Other code Other code Other code Other code Other code Other code Other code Other code 	<p>Website name .example website - outstream</p> <p>ID</p> <p>Website partner</p> <p>Website address / URL</p> <p>Ad status Accepted</p> <p>Website category business, finance, law</p>
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Outstream code

```
<script type="text/javascript" src="https://video.onnetwork.tv/embed.php?sid=MXNkLFN4ZSww&o=1"></script>
```

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The options working in the same way for instream and outstream player:

Aspect ratio

Volume

Miniature of the player

Pause player if not visible

Block vpaid ads

The options working differently in outstream then in instream:

Player start: The only available options are: automatic start when player on screen and ad available (default) or automatic start when ad available. Choosing other option will switch on default option.

If no ad available two functionalities are available:

- if replacement url was defined and option to use it selected then redirection to this url address will be executed
- otherwise player will be hidden and in main window function window.injectAdvert will be executed (if defined).

Following IAB standards and most advertising system requirements muting all outstream advertisement is set by default.

Options ignored in outstream website settings:

- content of players top bar - always empty
- playlists
- hide player after finishing material
- PG (age classification)
- optimization for material not ads
- number of ads in midroll
- do not start automatically when muted
- do not start automatically for mobile devices

- autoplay for mobile only with wi-fi connection
- show skip button
- preload for ads
- start video with subtitles on
- show video title during ad playback
- do not start if other player plays ads
- pause video while other player starts
- filling the playlists
- ad can be paused

5. Examples:

- Outstream player
- Outstream player + minimize while outstream player is starting
- Outstream player with closing button
- Outstream player + show small player if main player not visible:
 - miniature without closing button
 - miniature with closing button
 - miniature – closing button appears after 5 seconds
- Outstream player as miniature (sticky to website's corner)