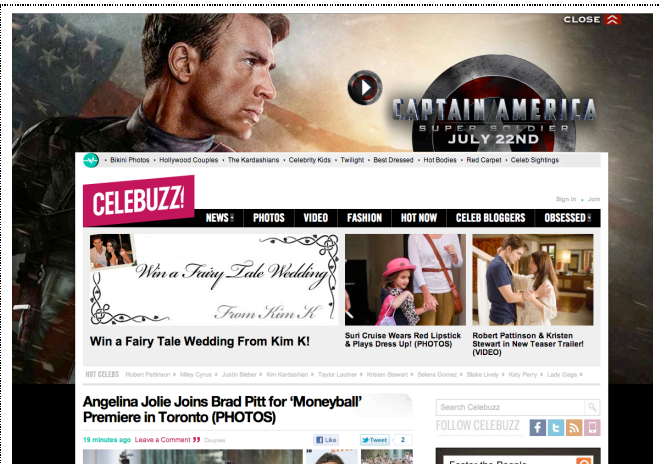# BUZZMEDIA™

Video Wall

Premium, multi-state unit that plays a large, muted video in the background of the site in the initial state, and then expands to play a full screen, sound-on video upon user engagement.

THREE STATES FOR STANDARD VIDEO WALL

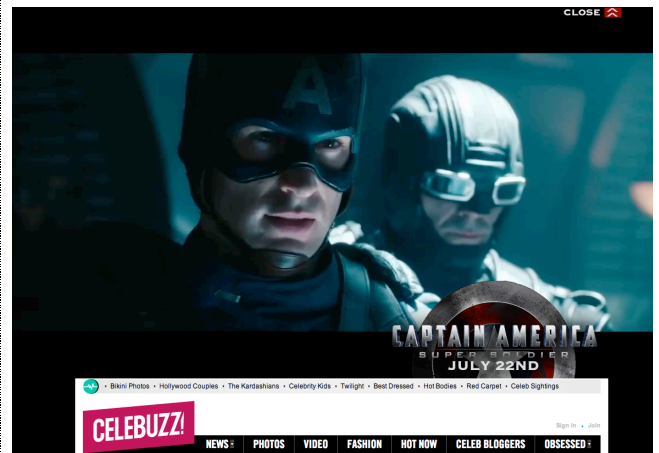**INITIAL STATE**

1200x250 -250 Pixel Pushdown

- Plays 8-15 second intro in header and in rails of site, with no audio, partially behind the website
- Resolves to a 1200x667 static background in same area.
- Should have key messaging and key-art and must have call-to-action to play video (expand unit) inside 970x250 area
- Must have CLOSE Button in upper right

EXPANDED STATE

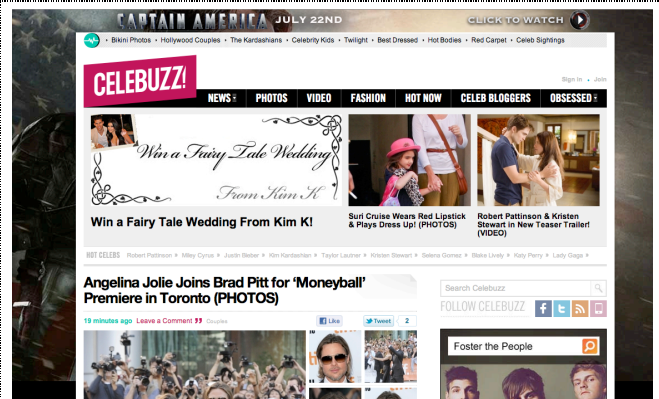1200x667 - 667 Pixel Pushdown Video Player

- Expands to a 667 pixel tall video player, plays high-resolution video, sound-on
- Video should be 0:30 - 3:00 in length
- Can have key messaging in lower or upper portion of the video
- Must have CLOSE button in upper right (same as 250)
- When closed from this state, unit fully collapses to 40px closed state.

CLOSED STATE

1200x40 - Pencil State:

- Call-to-action to expand and play inside pencil area 970 x 40 pixels
- Branding and key messaging

Demo Link: http://bit.ly/pxwRu5

Specs:

File Size (flash):	• 50kb initial load max, 150kb subsequent load max for SWFs. Total File Size (Initial + Polite): 200k
Audio:	• Must be user-initiated
Video:	• *Video auto play* – audio must be user-initiated • User-initiated load should be less than 1.5MB • Video Ratio: 16:9 • Format: MOV, FLV uncompressed • Max FPS: 15
Animation:	• None
Frequency:	• No frequency cap
General:	• Unit is built in house and served through DFP • Unit starts out open and remains closed once user initiates close button (cookie) • Must contain a clearly defined Expand & Close buttons. Close buttons: Top right corner (Prominent and obvious) • Clickable static skin built in house, using client assets, and optimized to 1280 screen resolution
Tracking:	• 1x1 impression tracking pixel and click URL
3rd Party Tracking:	• Accepted
3rd Party Serving:	• Not accepted

BUZZMEDIA Build:

Deliverable	Description
Ad creative / key art / logo / title treatment	Layered PSD
Style Guide	PDF
Fonts / Copy	Mac and PC format / Word Doc
Video(s)	Standard video, Aspect Ratio 16:9, file type QT Uncompressed, file size 25MB, 8-15 sec video and :30 sec – 3min video required for initial and expanded states
Storyboard / Mock-up	JPEG or PDF
3rd party click tag	Client provided tracking tag and any specifications on what needs to be tracked.

• BUZZMEDIA build: requires a 14-day turnaround time for mock, build, testing and implementation.