



# YourAdChoices Icon & Ad Marker Creative Guidelines for Video

VERSION 1.1    MAY 2018

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## Introduction

The Digital Advertising Alliance (DAA) YourAdChoices Icon & Ad Marker provides consumers with access to enhanced transparency and choice for the collection of data under the [DAA Principles](#). Through working groups that brought together expertise across the technological, creative, and operational aspects of ad delivery, the DAA has issued guidelines intended to promote a consistent consumer experience with the YourAdChoices Icon & Ad Marker. These include the [YourAdChoices Icon & Ad Marker Creative Guidelines](#) and the [YourAdChoices Icon & Ad Marker Creative Guidelines for Mobile](#). These guidelines also provide best practices for implementation to assist marketplace participants.

Given the diversity of video players and formats across the desktop and mobile environments, the DAA recognizes that in some cases serving a clickable YourAdChoices Icon & Ad Marker is not possible in connection with video ads.<sup>1</sup> However, when serving the YourAdChoices Icon & Ad Marker is possible for participating companies, the examples presented in these guidelines are intended to help such companies deliver a consistent consumer experience. Moreover, the DAA fully expects to revise these Guidelines and expand the implementation options for video ads as innovative new approaches emerge.

## Scope

The YourAdChoices Icon & Ad Marker Creative Guidelines for Video V1.1 supplement the existing YourAdChoices Icon & Ad Marker Creative Guidelines with implementation recommendations specific to video ad formats. The YourAdChoices Icon & Ad Marker Creative Guidelines for Video V1.1 should be read in conjunction with the DAA's previously issued guidelines; if an issue is not addressed here, it may already have been covered by the DAA's existing guidelines. For example, issues relating to companion ads for video ads are addressed in the YourAdChoices Icon & Ad Marker Creative Guidelines because those guidelines address the general issues relating to display ad formats and companion ads are served in a display environment.

## When to Use These Guidelines

Video ads currently are presented in multiple formats, most commonly in-stream as part of the delivery of video content, but also in "out-stream" formats where a video ad is presented independent of video content (for example, freestanding in-page or in-banner video ads).

The YourAdChoices Icon & Ad Marker Creative Guidelines for Video V1.1 are intended to provide guidance for video ads in which an entity is seeking to provide a user with enhanced transparency consistent with the [DAA Principles](#). The use cases include, but are not limited to, in-stream formats (pre-roll, mid-roll, and post-roll) and other formats such as in-page and in-banner video ads.

## IAB New Ad Portfolio

The [IAB New Ad Portfolio](#) replaces all the previous creative display guidelines for mobile and desktop—including the Universal Ad Package (UAP), rich media units, and other ad units' related guidance. The IAB issued a Transition Guide in July 2017 and as of January 2018, the ad units in transition (for example, "Rising Stars") have been delisted.

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<sup>1</sup> For example, video ads in VAST 2.0 format do not natively support the inclusion of a clickable Ad Marker. VAST 3.0 and 4.0 do support the clickable Ad Marker.

The portfolio's new HTML5 ad units are based on aspect ratio and size range rather than fixed pixel sizes and incorporates the LEAN Principles of lightweight, encrypted, AdChoices-supported, and non-invasive advertising within all mobile, display, and native ad formats. Flexible-sized ad units allow for ad delivery across multiple screen sizes and integration with responsive website design. The creative design can scale to different screen sizes.

The YourAdChoices Icon & Ad Marker sizing and placement pixel-based specifications in these guidelines should be maintained when the ad is scaling to different screen sizes.

## In-Stream Video Ads

In-stream video ads typically run before (pre-roll), in the middle (mid-roll), or after (post-roll) streaming video content and may be accompanied by a companion ad.

Figure 1(a): Example of an In-Stream Video Ad.

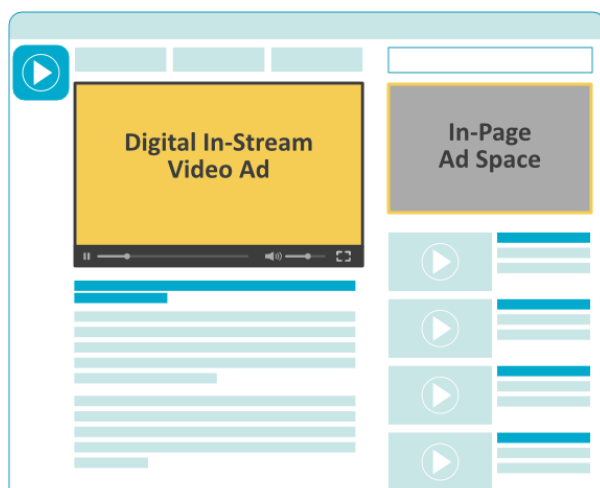


Figure 1(a)

## In-Page/In-Banner Video Ads

In-page video ads can play either as part of an IAB FLEX aspect ratio ad size, or large-format display ad unit, or as a stand-alone video ad within a webpage.

Figures 1(b) & 1(c): Examples of Video Ads that Run In-Page and In-Banner.

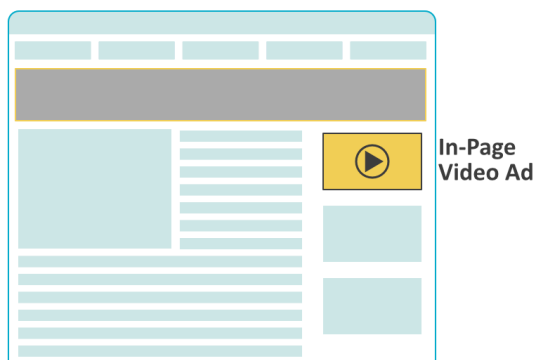


Figure 1(b)

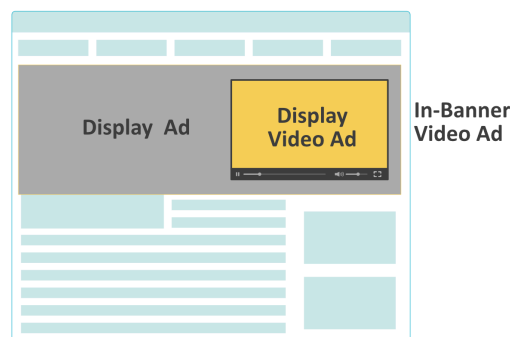


Figure 1(c)

## Implementation Inside the Video Ad

Depending on the video player or ad format, the YourAdChoices Icon & Ad Marker may be served as an overlay in video ads.<sup>2</sup> When an overlay is possible, this section provides examples of appropriate implementation. If a player format does not permit the display of an overlay, a serving entity may employ the alternative approaches covered later in these guidelines.

### Sizing of the Ad Marker

As explained in the YourAdChoices Icon & Ad Marker Creative Guidelines, the Ad Marker consists of the YourAdChoices Icon and accompanying approved text (such as “AdChoices”) in Arial Regular font.



Figure 2: Icon and Icon with accompanying approved text

The YourAdChoices Icon & Ad Marker Creative Guidelines provide sizing information for the YourAdChoices Icon (a minimum of 12x12 pixels) and for the Ad Marker (“AdChoices,” 71x16 pixels, e.g.), regardless of the aspect ratio of the total ad size, and guidance on the use of an expandable version of the icon. Font and container opacity are also specifically addressed, as well as the permissible icon color palette.<sup>3</sup>

Similarly, issues relating to the expansion of the YourAdChoices Icon via hover are addressed in the YourAdChoices Icon & Ad Marker Creative Guidelines for Mobile. This includes the use of an invisible touch pad area to facilitate initial user interaction with the Icon.

The assumption for the use cases addressed in this version of the YourAdChoices Icon & Ad Marker Creative Guidelines for Video is that the user can interact with the YourAdChoices Icon & Ad Marker, whether by click or screen touch.

### Positioning of the Ad Marker for In-Video Placement

The YourAdChoices Icon & Ad Marker should not cover player controls or other elements of the player. When either the YourAdChoices Icon & Ad Marker is placed inside the video ad unit, it may be placed by the serving entity in any of the four corners of the video ad unit. This flexible approach is necessary because of the following considerations:

- The DAA’s display guidelines generally advise that companies default to the upper right hand corner of the creative so as to minimize the possibility of duplication or visible collision in Ad Marker delivery by multiple entities. However, given that player formats and the positioning of

<sup>2</sup> Serving the YourAdChoices Icon & Ad Marker for in-video implementation may require integration via custom Javascript, VPAID, and/or VAST 3.0 or 4.0. The IAB’s VPAID specification can be [downloaded here](#). The IAB’s VAST specification can be [downloaded here](#).

<sup>3</sup> See “Appendix A: Icon Color Spectrum Wheel” within the YourAdChoices Icon & Ad Marker Creative Guidelines.

player controls may vary among video ads, implementing companies may choose alternate corners in order to avoid conflicts in user interaction.

- Other factors, such as the coloring of the video ad creative and avoiding conflict with embedded calls to action, may similarly necessitate flexibility for the serving entity in choosing which corner to provide the Ad Marker.

The YourAdChoices Icon & Ad Marker should not “float” within the video ad. Consistent with the DAA’s prior guidance, the YourAdChoices Icon & Ad Marker is placed directly in the corner of the ad with no spacing. Similarly, when the YourAdChoices Icon is used in conjunction with approved text, the icon should be placed in the immediate corner of the ad with the approved text adjacent to the icon.

Figures 3(a) & (b): Examples of icon placement: Upper left-hand corner of pre-roll video, showing both (a) collapsed display (Icon only) and (b) expanded (full Ad Marker using “AdChoices”)

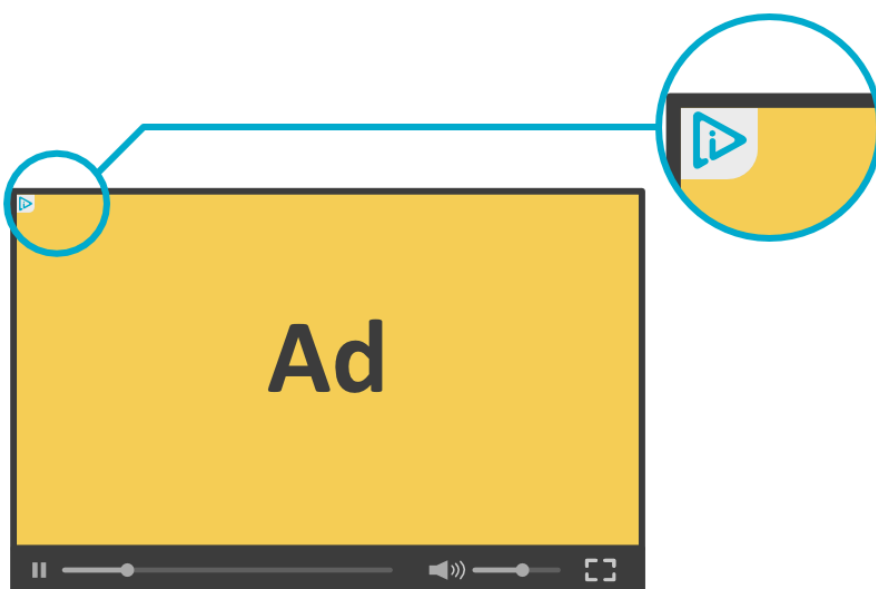


Figure 3(a)

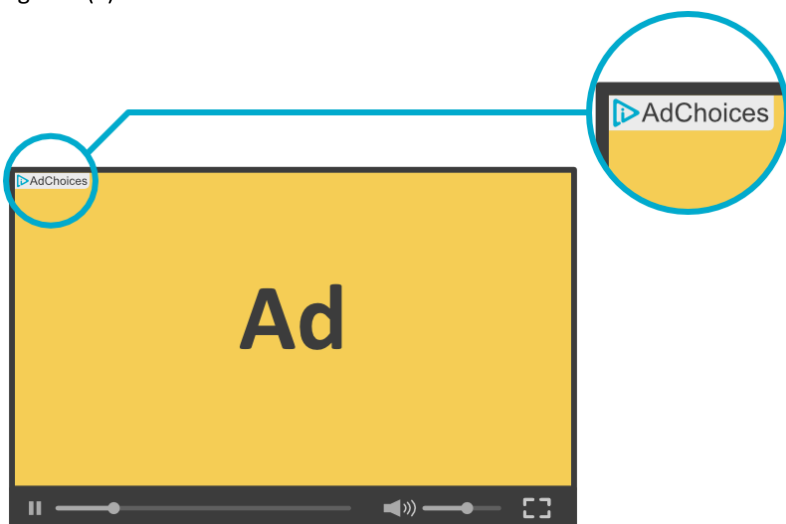


Figure 3(b)

To accommodate other interactive elements within the video ad, one possible approach is to allow for 16 pixels of space at the top or bottom of the video ad to allow for the placement of the YourAdChoices Icon or Ad Marker.

Figure 4: Example of icon placement combined with 16-pixel space below or above the interactive element.



Figure 4

### Duration of Ad Marker Display

Display of the Ad Marker should persist through the entirety of the video ad, as permitted by network performance.

If the video ad contains an interactive element (such as a microsite), when the user suspends the video ad to engage with this element, then it is not necessary to display the Ad Marker within the interactive element provided that the Ad Marker remains displayed in the video ad itself when the user resumes engagement with the video ad.

### Ad Marker Clickthrough: Overlay or Linking Experiences

When a user clicks the YourAdChoices Icon or Ad Marker, the preferred approach is that the serving entity opens an overlay, as this maintains the user's direct interaction with the video content or in-page video ad. However, if this implementation is not feasible, then serving entities may link to disclosure in a new window.

#### Overlay Approach

The serving entity may pause the video ad once the user engages with the YourAdChoices Icon & Ad Marker to open an overlay, and resume playing the video ad when the user clicks or otherwise activates a resume function, or closes the overlay. Alternatively, as long as the in-ad overlay does not cover the majority of the player interface, the serving entity may elect to have the ad continue to play behind the overlay.

When the user clicks the YourAdChoices Icon or Ad Marker, the overlay opens and the video will either pause or continue to play if a partial screen overlay is presented.

Figures 5(a) & (b) – Examples of overlays for paused ads.

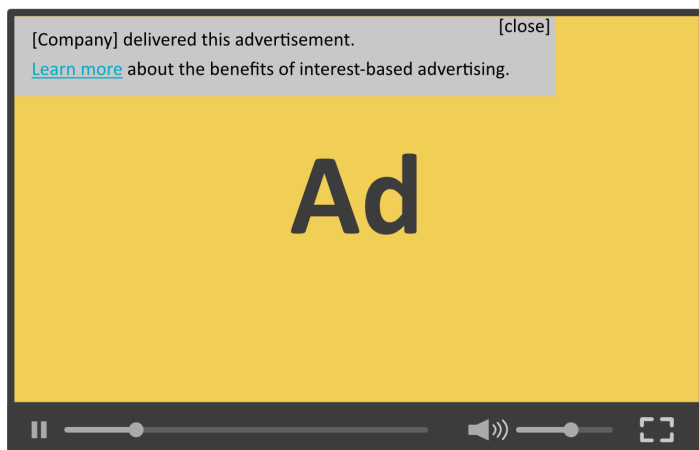


Figure 5(a)

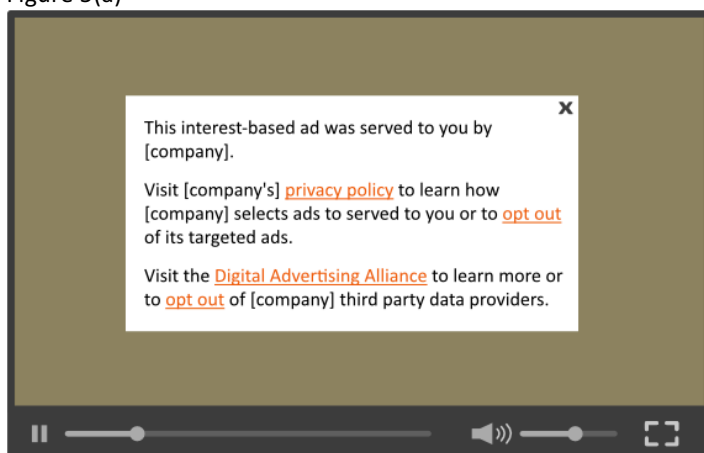


Figure 5(b)

The overlay may fill the entire space occupied by the video ad. The text of the overlay may include the following elements:

- A link or button that links to the preference manager page
- Disclosures and other information relating to the serving entity or the advertiser, consistent with the DAA Principles
- Links to pertinent privacy disclosures
- Link to an industry-developed choice tool

The overlay should also provide an action button that allows the user to close the overlay and resume ad playback.

In certain circumstances, the implementing entity may elect not to pause the video ad while serving the overlay. If the video ad is not paused, the overlay should cover less than 50% of the video ad creative. However, in mobile formats where viewer legibility of the overlay may be an issue, an overlay that



covers a substantial portion of the video may be implemented to accommodate the text of any consumer-facing disclosure and call to action to the user to exercise choice.

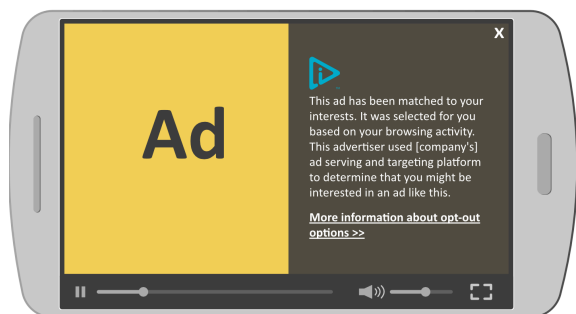


Figure 6: Example of an overlay displayed in mobile format where the video continues playing.

Similar to the overlays served upon video pause, the overlay in this scenario may include the following elements:

- A link or button that links to the preference manager page;
- Disclosures and other information relating to the serving entity or the advertiser, consistent with the DAA Principles;
- Links to pertinent privacy disclosures;
- Link to an industry-developed choice tool

The overlay should also provide an action button that allows the user to close the overlay and resume the playing of the video ad.

### New Window Approach

If an overlay approach is not feasible, serving entities can open a new window on user click through. Similar to the overlay approach, the disclosure may include the following elements:

- A link or button that links to the preference manager page;
- Disclosures and other information relating to the serving entity or the advertiser, consistent with the DAA Principles;
- Links to pertinent privacy disclosures;
- Link to an industry-developed choice tool

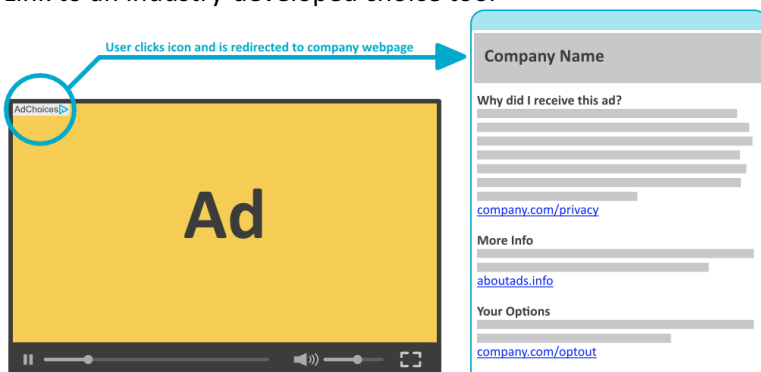


Figure 7: Example of new window disclosure

Serving entities may also link to a preference mechanism selected by the serving entity, provided the consumer receives the disclosures otherwise required by the DAA Principles.

## **Implementation Outside the Video Ad**

### **Placement of the YourAdChoices Icon & Ad Marker Adjacent to the Video Ad**

Entities that wish to serve the YourAdChoices Icon & Ad Marker adjacent to the ad may use the same approaches previously recommended in the YourAdChoices Icon & Ad Marker Creative Guidelines, working with publishers to secure such placement. This approach may be needed when there are limitations on the placement of overlays for the video ad unit.

Specific examples of such implementation in connection with video ads will be presented in subsequent versions of this document.

### **Other Forms of Publisher Notice**

Publishers seeking to provide alternative placement of the YourAdChoices Icon & Ad Marker in connection with video ads may employ the additional forms of YourAdChoices Icon & Ad Marker placement covered in the prior guidelines, including footer placement and in-app implementation approaches covered in the YourAdChoices Icon & Ad Marker Creative Guidelines for Mobile (which include, for example, the placement of the Icon at the point of app download and within settings menus for apps).

## Resources

[YourAdChoices Icon & Ad Marker Creative Guidelines](#)

[YourAdChoices Icon & Ad Marker Creative Guidelines for Mobile](#)

[Website & Mobile Web Guidance for First & Third Parties](#)

[Mobile App Guidance for First & Third Parties](#)

[Application of the DAA Principles of Transparency and Control to Data Used Across Devices](#)

[Application of the Self-Regulatory Principles to the Mobile Environment](#)

[Self-Regulatory Principles for Multi-Site Data](#)

[Self-Regulatory Principles for Online Behavioral Advertising](#)

[IAB New Ad Portfolio](#)

## About the DAA

The DAA establishes responsible privacy practices across industry for relevant digital advertising, providing consumers with enhanced transparency and control through multifaceted principles that apply to Multi-Site Data, Cross-App Data, Precise Location Data, and Personal Directory Data gathered in either desktop or mobile environments, including across associated devices. The DAA is an independent non-profit organization led by leading advertising and marketing trade associations.

### Founding Associations

