

Introduction

adap.tv provides a platform for displaying contextual ads using a transparent “overlay” layer that appears over a video.

This document describes the process by which a Brightcove video player can be modified to integrate with the adap.tv AdPlayer. The resulting functionality will be that

- Ads display in an overlay layer over the video frame.
- The ad display will be synchronized with the playback of the video, including a post-plate if desired.
- The video player will pause when the user clicks on an ad.
- The ads will change when the player moves to playing a new video from the playlist.

Technical Requirements

- You must use the Brightcove video player.
- The JavaScript API must be turned on. To do this, go to the Brightcove studio console "Security" tab and uncheck the box that says "Disable ActionScript/JavaScript API."
- You must be able to modify the HTML source code of the webpage containing the video player.

Step 1: Insert JavaScript Code in the Head

Copy and paste the code below into the “head” section of the HTML of the webpage that embeds your video player. The “head” section of the code typically occurs at the top of the HTML file, between the <head> and </head> tags. This code imports JavaScript commands and functions from the adap.tv JavaScript library file, and then declares a set of JavaScript variables, which allow the player to be positioned properly for showing ads.

```
<script type="text/javascript" language="Javascript" src="http://www.adap.tv/client/adaptv.js">
</script>
<script type="text/javascript" language="Javascript">
  // positioning information
  AdapTV.width = 640;
  AdapTV.height = 480;
  AdapTV.xoffset = 0;
  AdapTV.yoffset = 0;
  AdapTV.align = "left";

  // configuration information
  AdapTV.adPlayerUrl = "http://www.adap.tv/client/AdPlayerWrapper.swf";
  AdapTV.videoPlayerID = "videoPlayer";
  AdapTV.autoPilot = false;
  AdapTV.debug = true;

  // your publisher key
  AdapTV.key = "test";
</script>
```

Step 2: Insert Code to Load the AdPlayer

1. In the <body> section of the page, find the element where the Brightcove video is embedded. It will look similar to this:

```
<div name="stackedPlayer" id="tcPlayerContainer">
  <script type="text/javascript">
    var config = new Array();
    config['videoId'] = 769432911;
    config['videoRef'] = null;
    config['lineupId'] = null;
    config['playerTag'] = null;
    config['autoStart'] = false;
    config['preloadBackColor'] = '#000000';
    config['width'] = 480;
    config['height'] = 400;
    config['playerId'] = 626919000;
    createExperience(config);
  </script>
</div>
```

2. Insert a line which sets the wmode to "transparent", just before the line which says "createExperience(config)", as follows:

```
config['wmode'] = "transparent";
```

3. Place the following script entry after the final </div> of the Brightcove video embed entry:

```
<script type = "text/javascript">
  AdapTV.loadAdPlayer();
</script>
```

This will embed the AdPlayer next to the video.

Completion Test: Load the modified HTML page in a web browser, and you should see a transparent blue rectangle somewhere on the screen, probably below the video player. If so, you have successfully completed steps 1 and 2.

Step 3: Size and Position the AdPlayer

1. Set the wmode parameter of the VideoPlayer to "transparent". This allows the AdPlayer overlay to display itself transparently over the VideoPlayer.
2. Load the modified HTML page in a web browser. You should see a transparent blue rectangle where the adap.tv AdPlayer is currently positioned, probably below your video player object. By default, it is not likely to be sized and positioned correctly for your webpage and video player. The goal of this step is to size and position it so that it precisely covers the video frame, and doesn't obscure the video controls.
3. Find the width and height JavaScript variable definitions that you pasted into the head. They look like this:

```
AdapTV.width = 640;
AdapTV.height = 480;
```

Now modify their values to reflect the actual width and height of the video frame in pixels. If you have a control bar in your video player, the size of the video frame will be less than the size of the whole player. For example, suppose your video player is 320 pixels wide, and 270 pixels high, where the control bar at the bottom that is 30 pixels high, so that the video frame is actually only 240 pixels high. Then you should set the variables as follows:

```
AdapTV.width = 320;
AdapTV.height = 240;
```

You may also need to take into consideration borders above and to the side of the video frame when reducing the height and width.

4. Load or reload the HTML page in your web browser to verify that the adap.tv AdPlayer has the right size, although it may still be in the wrong position.
5. Find the xoffset and yoffset JavaScript variable definitions that you pasted into the head. They look like this:

```
AdapTV.xoffset = 0;
AdapTV.yoffset = 0;
```

These variables take values that are positive or negative pixel amounts to shift the adap.tv AdPlayer so that it sits directly over the video frame. Negative values of xoffset will move the AdPlayer to the left, positive values will move it to the right. Similarly, negative values of yoffset will move the AdPlayer up, and positive values will move it down. For example, if the adap.tv AdPlayer is located directly below the video player, for the example given above, you'll need to shift it 270 pixels up in order for it to be over the video frame, as follows:

```
AdapTV.xoffset = 0;
AdapTV.yoffset = -270;
```

You may need to guess at the appropriate offset values, load the HTML page in your browser, and then modify them again, iteratively, until the AdPlayer is in exactly the right position.

Completion Test: The blue rectangle of the adap.tv AdPlayer should be positioned precisely over the video frame, and test ads should appear every few seconds.

Step 4: Provide Publisher Key to the AdPlayer

In this step you will provide the adap.tv AdPlayer your publisher key. The publisher key is a string which identifies you as a publisher to the adap.tv system, and allows your traffic and clicks to be credited to your account. The key will be provided by your adap.tv account manager. Find the variable assignment you pasted into the <head> in step 1, which should look like this:

```
AdapTV.key = "test";
```

Now replace the string "test" with the key given to you by your adap.tv account manager.

Completion Test: The adap.tv AdPlayer should begin to display ads that are not test ads, and which are contextually relevant.

Step 5: Make the AdPlayer Transparent

Once the AdPlayer is in the right position, you can set the debug variable in the head to false, and the AdPlayer will become transparent except for when it is showing ads, as follows:

```
AdapTV.debug = false;
```

Completion Test: The adap.tv AdPlayer be completely transparent and display ads over the bottom of the video frame every few seconds.

Step 6 (Optional): Call the AdPlayer From an Ad Server

This step is optional, and is only for publishers who currently use an ad server (e.g., DART, Accipiter, Atlas, Zedo, etc.) to switch ad campaigns by zone, and who would like to use the adserver to control the presence or absence of the adap.tv AdPlayer on your webpage. This step requires that you can create campaigns in your ad server, specify Flash creatives (SWFs) and map them to particular zones on your website.

1. In your ad server interface, create a new campaign for the adap.tv overlay, and set the creative for that campaign to be the following URL: `http://www.adap.tv/client/AdPlayerWrapper.swf`.
2. Find the following variable assignment in the head

```
AdapTV.adPlayerUrl = "http://www.adap.tv/client/AdPlayerWrapper.swf";
```

and replace the URL with a URL that calls the ad server instead, where presumably you pass the name of the zone of the current page. The exact syntax of this call varies considerably by ad server. Contact adap.tv support if you have trouble with this step.

3. In the ad server interface, map the zones where you want to display the adap.tv overlay to the adap.tv campaign.

FAQ

Q: I don't see the blue rectangle.

A: First, verify that you have copied and pasted the block of JavaScript as in step 1 above. Second, make sure that `AdapTV.debug = true`.

Q: The blue rectangle is not on top of the video frame.

A: Change the values assigned to the variables `AdapTV.xoffset` and `AdapTV.yoffset` until the blue rectangle is aligned properly.

Q: I can't tell if the video information is being passed.

A: Set `AdapTV.debug = true`, and look at the information printed on the screen. It should say "setVideo() called with..." and given information about the video information that the AdPlayer received.

Additional Support

If you experience any difficulty with the adap.tv integration, please contact the adap.tv technical support staff and we will respond quickly to your request.

Technical Support
support@adap.tv