DAAC | **Digital Advertising Alliance of Canada**

Digital Advertising Alliance of Canada (DAAC)

Ad Marker Implementation Guidelines for Video Ads

How Companies Should Use the AdChoices Icon & Text in Video Ads in Canada

Revised July 2019

Ad Marker Implementation Guidelines for Video Ads

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Introduction

The DAAC's Ad Marker provides consumers with access to enhanced transparency and choice for the collection of data under the DAAC Principles. The DAAC has issued these guidelines to promote a consistent consumer experience with the DAAC Ad Marker in video ad formats. Other guidelines provide best practices for implementation across desktop and mobile screens; these include the DAAC AdChoices Icon and Ad Marker Creative Guidelines and the DAAC Ad Marker Implementation Guidelines for Mobile.

Given the diversity of video players and formats across the desktop and mobile environments, the DAAC recognizes that in some cases serving a clickable Ad Marker is not possible in connection with video ads[1]. However, we do encourage companies to adopt technologies such as VAST 4.0 or 4.1 to aid with clickable icon delivery.

When serving the Ad Marker is possible for participating companies, the examples presented in these Guidelines are intended to help participants deliver a consistent consumer experience. Moreover, the DAAC fully expects to revise these Guidelines and expand the implementation options for video ads as innovative new approaches emerge.

These guidelines differ slightly from the DAA US. There are French language requirements detailed in this document.

Scope

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

- DAAC AdChoices Icon and Ad Marker Creative Guidelines
- DAAC Ad Marker Implementation Guidelines for Mobile

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[1] For example, video ads in VAST 2.0 format do not natively support the inclusion of a clickable Ad Marker.

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 other formats where a video ad is presented independent of video content (for example, freestanding in-page or in-banner video ads).

These Video Ad Guidelines are intended to provide guidance for video ads in which a participant is seeking to provide users with enhanced transparency consistent with the DAAC Principles. The use cases include, but are not limited to, in-stream formats (pre-roll, mid-roll, and post-roll).

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 in-page ad. For guidance on in-page ad space delivery of the Ad Marker, please view the DAAC Ad Marker Creative Guidelines.
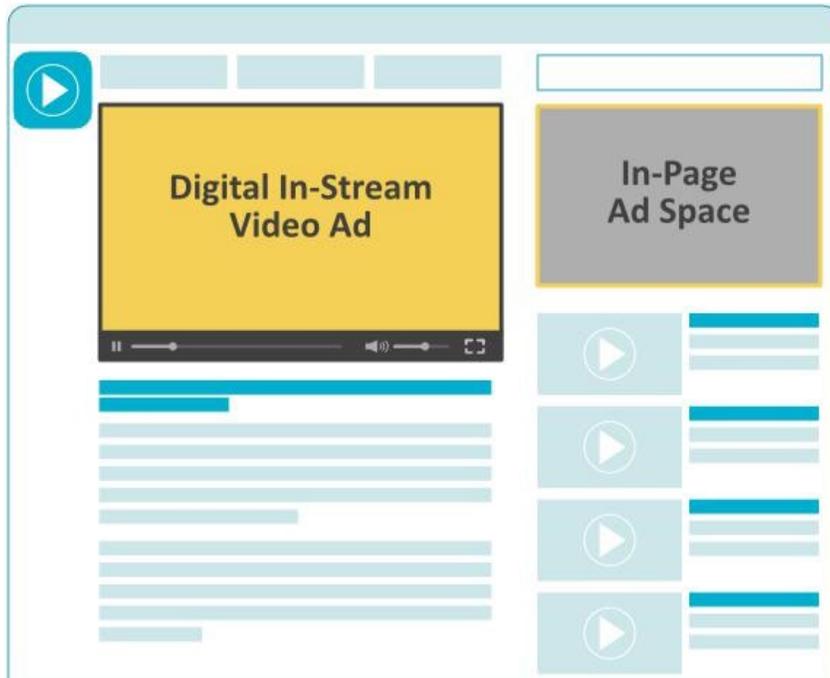

Figure 1(a): Example of an in-stream video ad

In-Page/In-Banner Video Ads

In-page video ads can play either as part of an IAB standard-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.
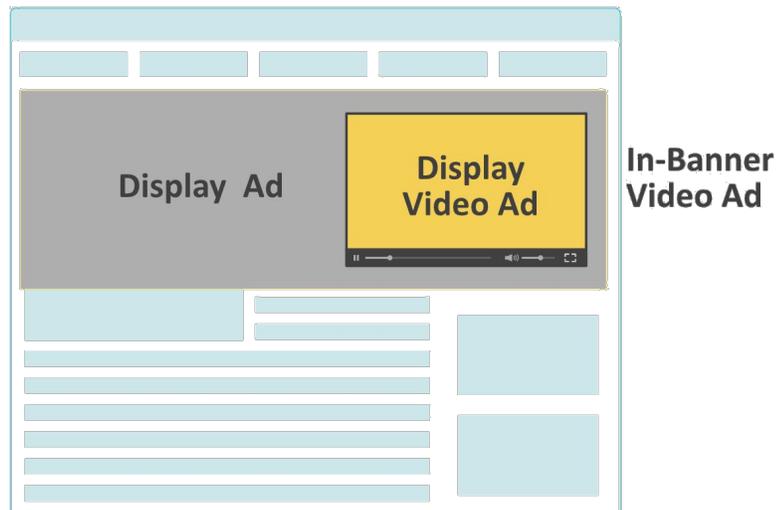

Figure 1(b)

Figure 1(c)

Implementation Inside the Video Ad

Depending on the video player or ad format, the Ad Marker or icon may be served as an overlay in video ads[2]. When an overlay is possible, this section provides examples of appropriate implementation. In the event that a particular 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 [DAAC AdChoices Icon and Ad Marker Creative Guidelines](#), the Ad Marker consists of the icon and accompanying approved text ("AdChoices" or "Choix de pub"). Reasonable efforts should be made to ensure that the language of the Ad Marker reflects the user's browser language (English or French).

Figure 2: The icon and approved text in English (collectively called the Ad Marker).

The DAAC AdChoices Icon and Ad Marker Creative Guidelines provide sizing information for the icon (a minimum of 12x13 pixels) and for the Ad Marker ("AdChoices," 77x15 pixels, "Choix de pub," 87x15 pixels) 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.[3]

Similarly, issues relating to the icon are addressed in the [DAAC Ad Marker Implementation Guidelines for Mobile](#). This includes the use of an invisible touch pad area to facilitate initial user interaction with the icon.

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

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[2] Serving the DAAC icon or Ad Marker for in-video implementation may require integration via custom JavaScript, VPAID, and/or the latest VAST. The IAB's VPAID specification can be [downloaded here](#). The IAB's VAST specification can be [downloaded](#) here.

[3] See "Icon Color Spectrum Wheel" within the [DAAC AdChoices Icon and Ad Marker Creative Guidelines](#).

Positioning of the Ad Marker for In-Video Placement

The Ad Marker or icon should not cover player controls or other elements of the player. When either the Ad Marker or icon 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 DAAC'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 player controls may vary among video ads, implementing companies may choose alternative corners so as 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 Ad Marker or icon should not "float" within the video ad. Consistent with the DAAC's prior guidance, the Ad Marker or icon is placed directly in the corner of the ad with no spacing. Similarly, when the 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").
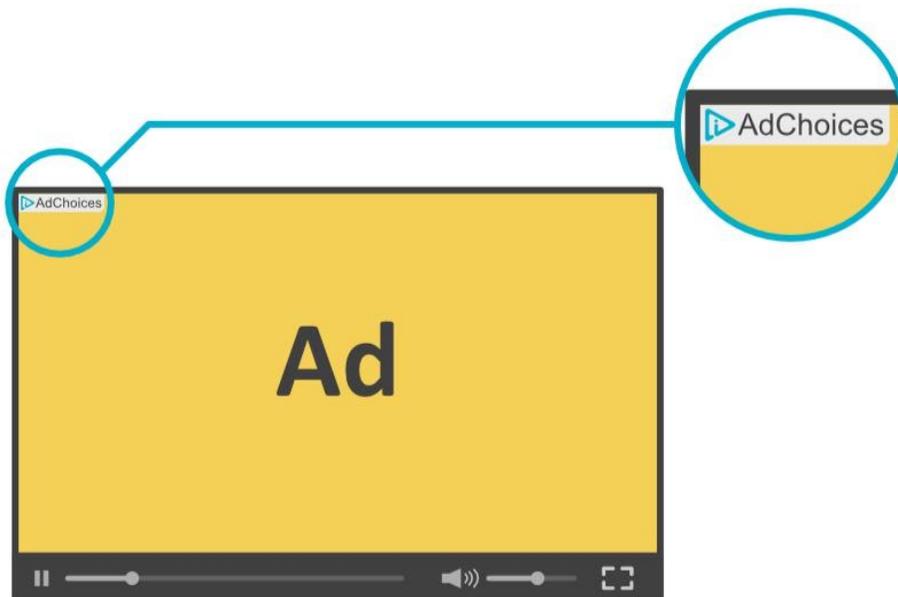

Figure 3(a): Example of icon placement, upper left-hand corner of video, showing the icon only (collapsed display).

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 icon or Ad Marker.
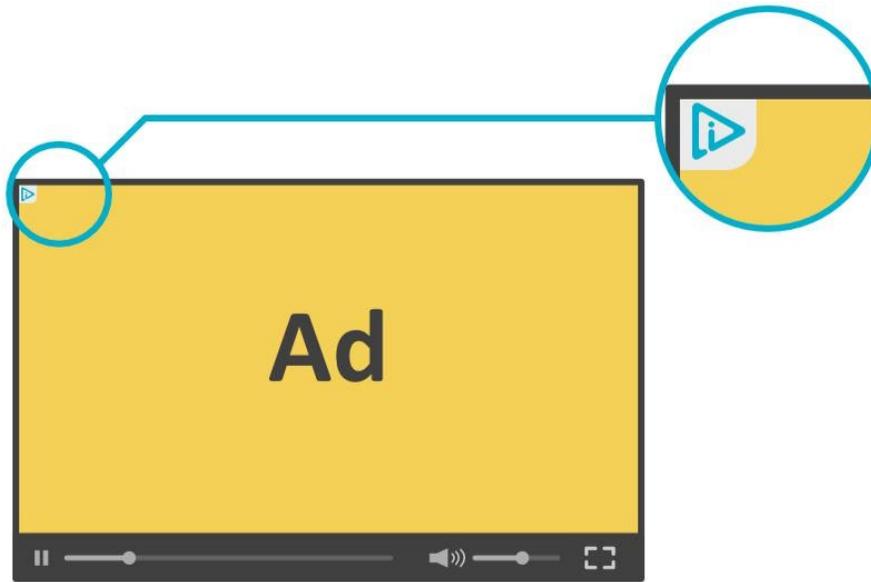

Figure 3(b): Example of icon placement, upper left-hand corner of video, showing the full Ad Marker (expanded display).

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

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, 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 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, serving entities may link to disclosure in a new window (e.g. to its own disclosure page and/or to the DAAC's website).

Overlay Approach

The serving entity should pause the video ad once the user engages with the icon or 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 icon or Ad Marker, the overlay opens and the video will either pause or continue to play if a partial screen overlay is presented.

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 a choice mechanism and/or the industry-developed choice tool(s) found at https://youradchoices.ca/choices/.
- Disclosures and other information relating to the serving entity or the advertiser, consistent with the DAAC Principles.
- Links to pertinent privacy disclosures.
- When serving to Canadian users, reference the Canadian program (e.g. YourAdChoices.ca, VotreChoixDePub.ca).

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 link to a user choice mechanism, per the bulleted list above. 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 a choice mechanism and/or the industry-developed choice tool(s) found at https://youradchoices.ca/choices/.
- Disclosures and other information relating to the serving entity or the advertiser, consistent with the DAAC Principles.
- Links to pertinent privacy disclosures.
- When serving to Canadian users, reference the Canadian program (e.g. YourAdChoices.ca, VotreChoixDePub.ca).

Implementation Outside the Video Ad

Placement of the Icon or Ad Marker Adjacent to the Video Ad

Entities that wish to serve the icon or Ad Marker adjacent to the ad may use the same approaches previously recommended in the DAAC' AdChoices Icon and Ad Marker Creative Guidelines and the DAAC's Implementation Guidelines for Mobile, working with Web Site Operators and App Developers to secure such placement. This approach may be needed when there are limitations on the placement of overlays for the video ad unit.

Other Forms of Notice

Web Site Operators and App Developers seeking to provide adequate disclosure through the icon or Ad Marker in connection with video ads may employ the additional forms placement covered in the prior guidelines, including placement in accordance to Website Notice in Section II.B of DAAC Principles and in-app implementation approaches covered in the Implementation Guidelines for Mobile (which include, for example, the placement of the icon at the point of app download and within settings menus for apps).

Appendix

These Guidelines should be read in conjunction with other DAAC documentation:

- Canadian Self-Regulatory Principles for Online Behavioural Advertising
- Application of Self-Regulatory Principles to the Mobile Environment
- Canadian AdChoices Icon and Ad Marker Creative Guidelines
- Ad Marker Implementation Guidelines for Mobile