

Minimum Requirements

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If CaptchaAd is to be installed on an Internet page, the following condition–summarized in this document–are to be observed.

Minimum Technical Requirements

For the end-user

For a CaptchaAd to be displayed correctly for the viewer, a few basic requirements must be met.

necessary plug-ins and technology

Technology	min. Version	active/inactive
Flash	10	active
JavaScript	–	active

For coverage of Flash plug-ins, see “Facts and Figures” section below.

(not) supported Browsers

CaptchaAd generally runs in all browsers that support Flash.

iPads and iPhones do not support Flash. If CaptchaAd is not displayed correctly on a website (see Integration Guide) a reCAPTCHA will be displayed to ensure a minimum of security.

What kind of advertising materials should be sent?

When you send us your advertising materials, some standards must be observed in order to ensure full integration of the CaptchaAd.

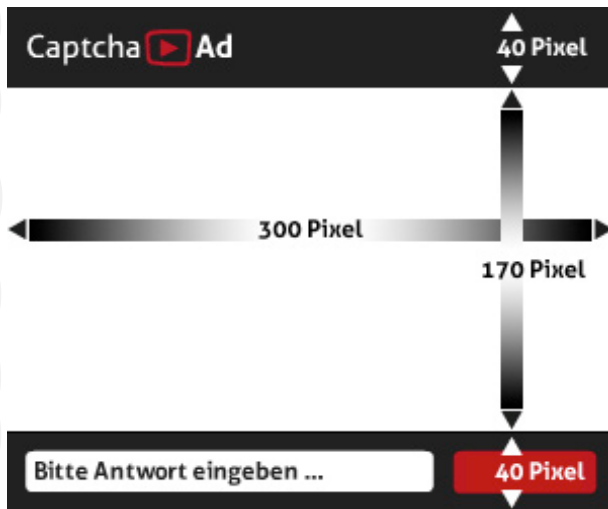
Video-Material

The material to be included in a CaptchaAd must meet certain requirements in order to meet quality standards. Please avoid unusual video codecs, as this may complicate the process unnecessarily.

Measurements

The following figures show the division within a CaptchaAd: The video runs on the entire surface of 300 x 250 pixels, but is fully displayed only within the white area.

DOCUMENTATION



Size distribution (within der 300 x 250 Pixel)

	Size
Maximum length (in seconds)	20
Minimum length (in seconds)	5
Minimum resolution (in order to guarantee loss-free representation)	300 x 250 Pixel
Ideal resolution	300 x 250 Pixel
Safe area (no bars top and bottom)	300 x 170 Pixel

There may be problems if formats come in beyond this ideal resolution. We do not recommend, for example, full-sized videos in HD formats (720p, 1080p), since these formats produce—even in short videos—enormous amounts of data, and must therefore be converted.

Bars above and below (each 40 Pixel)

The video embedded within the CaptchaAd surface has dimensions of 300 x 250 pixels. However, you should note that black bars will be displayed above and below the video, covering it partially (each bar = 40 pixels high). Please ensure that no important information is placed within the scope of this bar in the video (shown above).

Accepted Formats (for direct use in player)



The following formats can be integrated directly into CaptchaAd.

Videos delivered in the following formats need not be converted by us:

-  .flv
-  .f4v
-  .mp4

Accepted formats (for further processing)

For videos that are to be converted by us into CaptchaAds, we accept the following formats (please note that processing costs may be charged):

-  QuickTime-Movie (.mov)
-  AVI

Tips for video-aspect ratios

If you send us videos with aspect ratios that do not fit 1:1 into 300x250 pixels, they will be converted to fit into the format without distorting the video. Were you to send us a video in 16:9 format, for example, the end result will contain the above-mentioned bars on top and bottom.

And, as always with **video**:

Color: RGB

Pixel aspect ratio: square pixels

Questions/ Answers

Condition	Number of letters
Minimum length of question:	10
Maximum length of question:	120
Minimum length of answer:	3
Minimum length of answer:	32
Minimum number of responses:	1
Maximum number of responses:	–

Formulation of questions and answers

Short and concise is the idea here. Formulate a common, easy question. If a question is too complicated, the user might miss the response. Ambiguous questions can, under certain circumstances, lead to misunderstandings.

Some examples of general questions:

- "What product is being advertised?"
- "Who's the advertiser of this spot?"
- "Which film will be coming soon to theaters?"
- "When's this movie coming out?"

Examples of specific questions:

"Which product was offered from the first to the last of January at your local Mediamarkt, and afterwards at Saturn?" (Note: Mediamarkt and Saturn are electronics superstores in Germany.)

Answers

CaptchaAd lets more than one answer apply. Spelling errors, for example, can be integrated into the answer, as there is no maximum number of possible answers. It is also important that the answers be made as short possible. Avoid complete sentences as a response.

Click-URL and Tracking URL

Your advertising delivers in full only when the video click-through takes the user directly to the relevant page. Accordingly, we need a URL to be embedded into your CaptchaAd.

Our ad server then counts the number of impressions and clicks—you can take it easy. If you'd like to take your own count in one of your own systems, all we need is an appropriate Tracking URL where the number of impressions can be counted. This URL will be invoked when the video is played by the user.

Checklist

Have you thought about...?

- Questions
- Possible answers
- Whether it's possible to answer, given the acoustic video content?
- Whether it's possible to answer the question using the optical-video content?
- Whether the video material is in correct format
- The Click URL
- The Tracking-URL

Facts and Figures

Flash-Player

The Adobe Flash Player is a browser plug-in that is automatically installed in most browsers. For more information, visit : <http://get.adobe.com/de/flashplayer/>

Worldwide Distribution of Flash Players

The present data shows, quite impressively, that when using Flash content no major outages based on lack of Flash installation are to be expected. Since the minimum required version of CaptchaAd are version 10, it is assumed that CaptchaAd can be displayed.

	Flash9 -	Flash 10	Flash10.1
USA/Canada	99,9%	99,5%	87,4%
Europe	99,7%	99,5%	86,2%
Japan	98,6%	97,4%	78,6%
Australia/New Zealand	99,1%	98,3%	83,3%

Alternative sources range from 10- 30% below these figures.

JavaScript

JavaScript is a programming language used mainly for building dynamic web pages.

Version	Coverage
JavaScript1.5+	99,7%
JavaScript1.4	0,1%
JavaScript1.3	0,2%
JavaScript1.2	0%
JavaScript1.0	0%