Microsoft Casual Games – Advertising Specs

WINDOWS APPS, MOBILE APPS

Ad components	File Type	Dimensions	Max File Size
Backup Image	GIF or JPEG	300x250, 728x90	40 KB
Initial File Download	HTML5 *Flash NOT supported*	300x250, 728x90	40 KB
Rich Media	In-Banner Video * See expanded specs below	300x250, 728x90	200 KB Initial 100 KB Subsequent

In-Banner Video

Animation/Video Guidelines: *(See video notes below)*	Minimum 24 fps for video 15 sec max length (unlimited user-initiated) 1.1 MB additional file size allowed for host-initiated video Unlimited file size for user-initiated video
Audio Initiation	Must be user initiated (on click: mute/ un-mute); default state is muted
Z-Index Range	0 - 4,999
Minimum Required Controls	Controls = Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)

Video Notes:

Required for ads with video: Video may omit controls until user initiates interaction. Upon user interaction, video controls must include Play, Pause, Mute or volume control to zero (0) output for videos that expand out of initial ad upon interaction. For auto play videos that play in banner only Mute or volume control to zero(0) is required.

HTML5 video controls: To improve performance and reduce file size, use control attributes in the HTML5 video tag for controls instead of providing custom assets for displaying controls.

Adaptive bitrate streaming: HTML5 does not support streaming video, but it can simulate a streaming experience using adaptive bitrate streaming technologies such as HLS and MPEG-DASH. Formatting files for adaptive bitrate streaming enables a smoother viewer experience. Adaptive bitrate streaming uses short fragments (2-3 seconds) of the video at different quality levels and stores them in a playlist file such as M3U8. During playback, the player detects bandwidth at the start of each fragment and plays the fragment at the quality level best suited to the bandwidth and player environment.

Common protocols for adaptive bitrate streaming include HTTP Live Streaming (HLS) in the US and MPEG-DASH in the EU.

Video codec: Use MPEG-4 (MP4) file formats for H.264-encoded video for a more seamless delivery across devices. The H.264 codec should use a Baseline profile to allow for more diverse execution in systems that range from a cellular connection on a mobile screen to a high-speed cable connection on an HTTP-connect TV screen. For audio, AAC is more widely supported (PCM audio is unsupported in Flash players).

Video format: At a minimum, the MP4/H.264 file format should be provided, but alternate files using formats such as WebM and VP8 may also be submitted.

The MOOV atom: Use the web-optimized setting when encoding the MP4 file, which sets the MOOV (movie) atom at the start of the file.

General Ad Specifications

Border	Initial size ad creative must feature a 1 pixel border (gray [#666666] or black recommended, though any color that clearly distinguishes the ad from the content may be used).
Animation/Looping Limit	Allowed; duration 15 seconds
Audio	Audio Audio must be user-initiated and never automatic. Audio on/off toggle button must be present at all times when sound is available. All ad audio must be muted or paused on clickthrough.
HTML5 Required	Conform to all IAB standards
SSL	**REQUIRED FOR ALL PUBLISERS** Both ads and tracking tags must be SSL compliant. Ads that are not SSL compliant will not be accepted. All 3rd party content must serve SSL (https) compliant ads.
Z-index	< 30,000 is required so the service bar and mega menu do not drop behind the ad.
Click URLs	Click destination URL must open in a new browser.