

Video with light HTML5

Interactive Video is developed in-house – Gameloft’s expertise

1. Video

Resolution: 640×360 or 480x270
Extension: mp4
Framerate: 25-30
Weight: 3Mb max (1Mb per 10 secs)
Length: 30 sec
Audio: 48kHz, stereo
Peak framerate (VFR): On
Aspect ratio: 16:9
Web optimized: On – for progressive download

Play Mode: Auto-play

Codecs

Video Encoder: H.264

- up to 1.5 Mbps
- Low-Complexity version of the H.264
- Baseline Profile with AAC-LC audio up to 160 Kbps

Video Encoder: H.264

- up to 2.5 Mbps
- Baseline Profile up to Level 3.0 with AAC-LC audio up to 160 Kbps per channel

Video Encoder: MPEG-4 video

- up to 2.5 Mbps
- Simple Profile with AAC-LC audio up to 160 Kb

Design Requirements

The following buttons & features will be added on the video by our team (please do not add any to your creative)

- Timer will be located in one of the corners of the video
- Close button will be located in the top right corner of video
- “Advertisement” label will be added at an appropriate area

Subtitles should not be displayed inside mattes (outside the letterbox area).

ASSETS TO PROVIDE:

1. Video
2. Brand / Product Images & Details (Final assets required subject to change depending on site features chosen.)

	2. Brand / Product Images & Details
ASSETS TO PROVIDE: (continued) <ol style="list-style-type: none">1. Video2. Brand / Product Images & Details (Final assets required subject to change depending on site features chosen.)	Mood board of the campaign/brand/product TV or print ads, preferably with a link to view them Logo in PSD/PNG/JPG Product in PSD/PNG/JPG & in High Definition Texts and copies in English Fonts (if any, with legal clearance)
OTHER REQUIRED ELEMENTS	Assets in other Languages if to be supported Redirection link (optimized for mobile) 3 RD Party tracking link(s) (if applicable)
PLATFORM	 