

Alive

Full screen format that allows you to include a video player that transmits live content from YouTube via streaming. Recommended for coverage of events such as contests, shows and other live situations.

DEVELOPMENT

Requirements

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Specs for Logan’s development

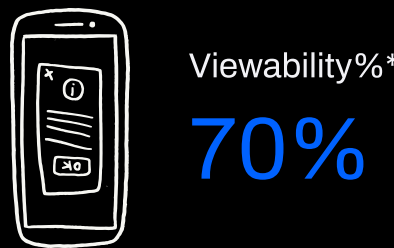
- Fonts used.
- High-resolution images, videos, logos.
- Reference animation links or HTML files.

IMPLEMENTATION in the DSP

- Tags HTML5 y MRAID
Mobile: 320x480px,
Tablet: 768x1024px
- DV360:
We recommend disabling open
measurement to access in-app traffic (higher
CTR).

PMP®

Benchmarks



*Viewability% depending on the measurement system and DSP configuration.