

Coming Soon

Full screen ad designed especially for the entertainment industry. It provides an immersive experience through features such as an interactive trailer, release date countdown, image gallery, character descriptions, save the date, social media sharing, 360° video, and GPS to identify nearby theaters. Recommended for launching series and/or movies.

DEVELOPMENT

Requirements

- Send images for the gallery, trailer, and/or videos to be displayed, 360° video, the countdown end date and time, event to schedule: name, location, brief description, and end date, as well as any additional material deemed necessary.
In case of creating an interactive video, please send the corresponding material and indicate the interaction points (e.g., from minute 02:38 to 02:59).

Specs for Logan’s development

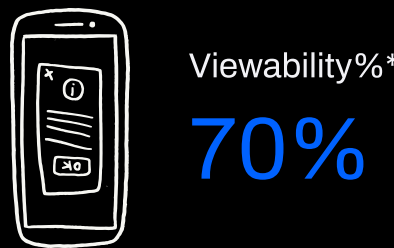
- Editable KVs in .PSD or .AI format with links or embedded images, preferably in vertical format larger than 384x615 px.
- Fonts used.
- High-resolution images, videos, logos.
- Links or HTML references for animation.

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.