

# Intro to RTÉ Digital Interactive Video

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RTÉ player 

Ad future innovation

  
imaginemore

# Digital Video Rising Stars

## What's required?

1. Does the publisher's video player support the VPAID standard? ✓

2. Is the publisher's video player VPAID compliant? ✓

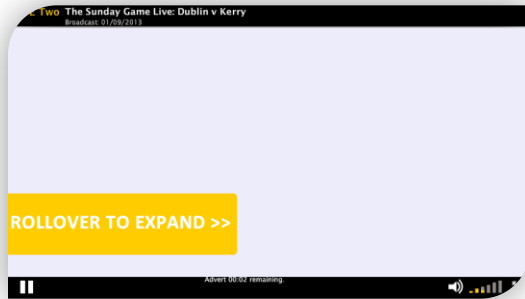
3. Has It been Tested? ✓

4. Has the publisher's video player been certified by MediaMind? ✓

# Digital Video Rising Stars

## The Full Range

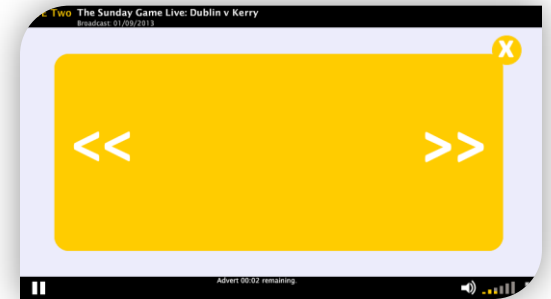
Full Screen



Ad Control Bar



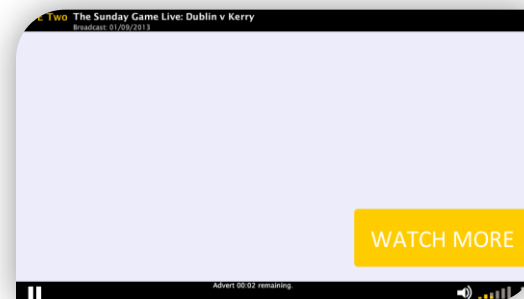
Film Strip



Time Sync

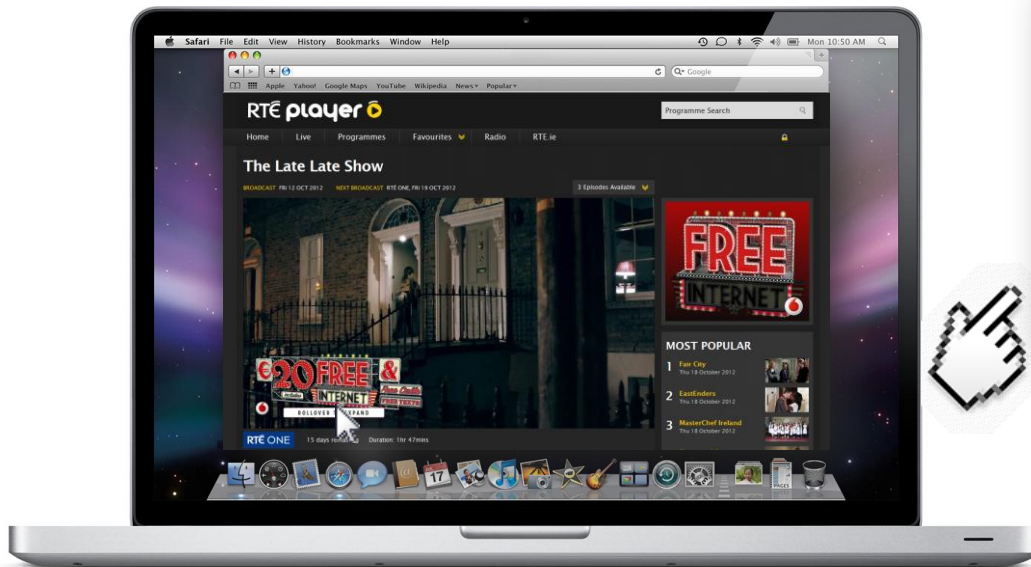


Extender



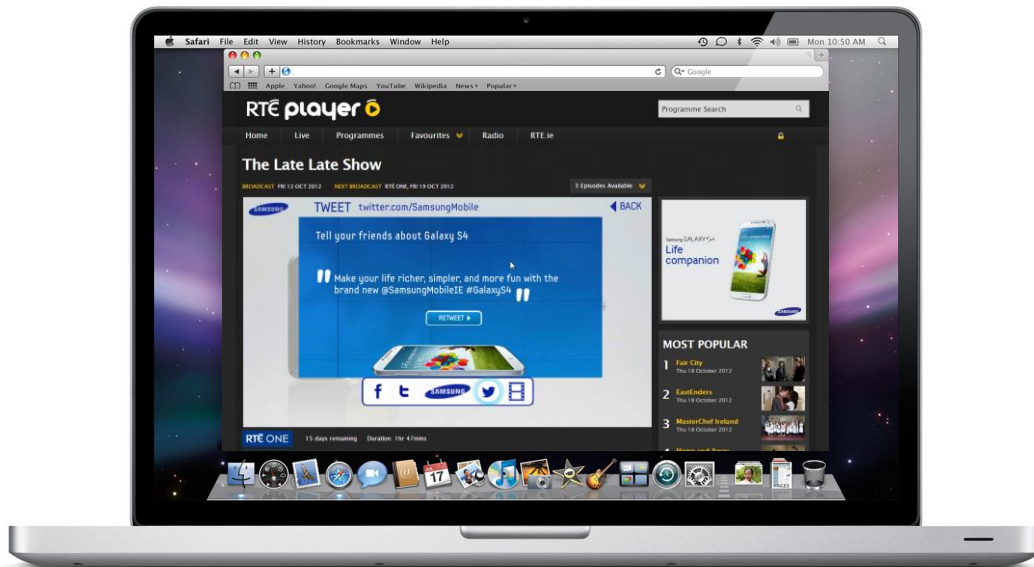
# Interactive Digital Video Full Screen

Invites user to interact, and then fills the player with a full canvas of interaction possibilities, including more video, social.



# Interactive Digital Video Ad Control Bar

Sitting above the player controls, the ad control bar allows a user to engage in multiple ways, pulling social media content such as a brands Twitter feed, Facebook page & Youtube channel all into the one place.



# Interactive Digital Video Pause Ad

An overlay that is activated when the user presses pause on the player. This branded canvas remains on screen until the user resumes play or exits.



**“a perfect synergy....”**

Liz Finlay Brand manager, Lyons

**“10% to 20% of all digital video ads have some kind of interactive component”**

[www.eMarketer.com](http://www.eMarketer.com)



# Interactive Digital Video New Formats

## Time Sync

Demo: <http://goo.gl/R01g8k>

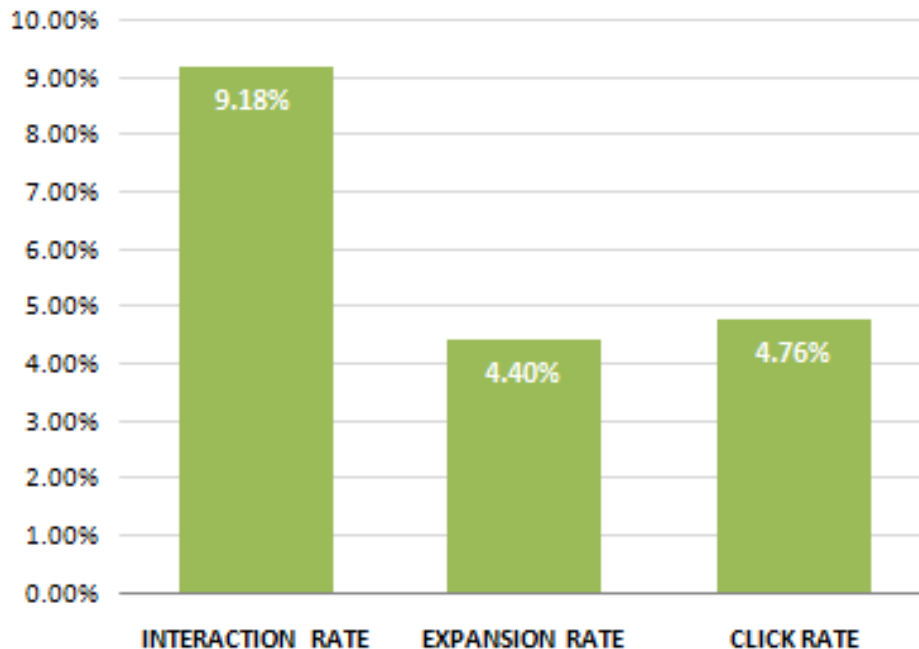
# Interactive Digital Video New Formats

## Film Strip

Demo: <http://goo.gl/pncd2C>

# Interactive Digital Video Insights

## Full Screen - Interaction, Expansion, Click Rates



9.38%

interaction rate

RTÉ player 

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# Interactive Digital Video Future

The roadmap is simple a standardisation of interactivity within video – across all screens.

