Hang Time Video

Specifications

VIDEO UNMUTE

Video audio is muted when it scrolls into frame. This button unmutes the video audio.

SKIP BUTTON

Essentially a 'close' button. Hang Time ad instantly scrolls out of the viewport..

PROGRESS BAR

Indicates user scroll position before Hang Time exit.

Hang Time format...

Portrait-style viewing is native to mobile. The Hang Time gives mobile advertising content creators a powerful canvas to support vertical content.

As the user scrolls the ad into frame, the Hang Time ad will temporarily fix at the top of the viewport to give the user an **impactful, scroll-controlled, full-screen experience.**

... now with video! Read on...

Video Features

Video Scaling

- Video supplied should be 9:16 ratio

- Video will automatically scale to fit the available view area on sites.[1]

- Depending on device and publisher header sizes, the Hang Time background may be visible as at sides of video. This colour is customisable.

Controls

- The video will also show semi-transparent **audio** and **skip-button** controls overlaid - be aware of these when you create your design / video. A good rule of thumb for portrait video is it's best to keep essential content centred vertically wherever possible.

- Hang Time Progress Bar. This colour is customisable

Audio and playback

- The video is **muted** as it enters the viewport.
- Users have the option to **unmute** the video, scroll through the Hang Time while the video plays, or skip to the end of the experience instantly.
- The video will **automatically play or pause when 50% in view**, with audio if the user previously unmuted the video.

Click through

- Click-through area is the full video area. Audio and Skip controls are overlaid.

Build a Hang Time Video

NEW! You can upload your design and MP4 video directly in the Playground Wizard!

1. Visit https://playground.xyz/build/hang-time/
2. Select your desired video template
3. Click Build Creative
4. Download the design template (PSD)
5. Create your artwork and output as PNG
6. Drag and drop your PNG and MP4 video onto the Wizard to build your ad

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[1] the guarantee of full video visibility on all sites only applies to the natural scroll of the Hang Time *ie as the user is scrolling down the page*. Scrolling up can introduce browser components which can cover the Hang Time. Additionally some publishers have retractable headers and footers, which temporarily cover the Hang Time on upward scroll.

Required assets

9:16 portrait video (MP4, M4V file)

- 1080px x 1920px HD Video (recommended)
- MP4 or M4V file
- 15 seconds maximum
- audio optional

Playground Wizard Template Design (PNG)

Your design will provide us with
- Hex colours for the Hang Time background and Progress Bar
- Fallback MREC design
- Optional Footer design
- Optional transparent Video Overlay design

As with all Playground templates, the PSD contains a mock/ preview of your design for you to use in pitch decks for clients etc.

Want more? Advanced options on next page…

Advanced options

Image Overlay (transparent)

The 9:16 video can be overlaid with a transparent 9:16 image overlay. This is included in the PSD template.

Footer

The "leave-behind" footer from standard Hang Times can be appended after video. Simply supply a 640px x 100px image to include.

"Fill" video size

By the default the video will "fit" the Hang Time container. If preferred it can be set to "fill" the Hang Time Container for an impactful video experience.

The video will **automatically scale to fill the Hang Time** with your video content. This may lead to your video being cropped, depending on the device.

In this mode, essential content (e.g. video text and titles, CTA) must appear within the *safe area* we supply for your creative team.

PSD design / wizard template available. Video editors can download the safe area guide here.

Orginal video showing 'safe area'