iOS Vast Translator

Summary

VastTranslator Cocoa implements a subset of functionality of VastTranslator 2.0 AS3. Refer there for a full understanding of what VastTranslator does.

Requirement Differences with AS3 version

- No support for companion ads.
- Less content types support, e.g. no swf or xap.
- No support for creative API, since no support for swf.
- No support for clicktag.
- No parameter "allowEchoHTML" because this will be resolved in another way in v3.2.

Supported Slot and Content Types

Slot Types:

- Temporal
- NonTemporal

Wrapper Types:
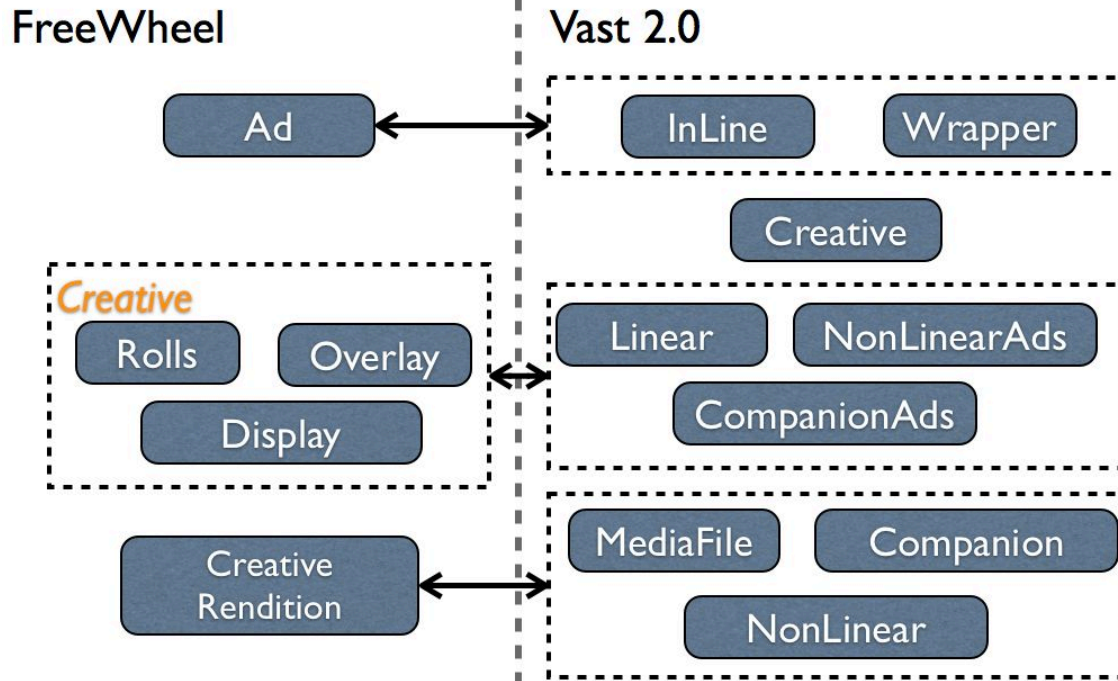
- external/vast
- external/vast-2

Translated Content Types:

- Video
    - video/mp4-h264
- Overlay
    - text/html -> text/html_doc_ref
    - text/javascript -> text/js_ref
- HTML
    - text/html_doc_lit_mobile

Translated Mime Types: follow the mime type of selected vast rendition.

Model Mapping between FreeWheel and Vast 2.0

FreeWheel <=> Vast 2.0

FreeWheel

Ad

Creative
- Rolls
- Overlay
- Display

Creative Rendition

Vast 2.0

- InLine
- Wrapper

Creative

- Linear
- NonLinearAds
- CompanionAds

- MediaFile
- Companion
- NonLinear

Implementation Notes

Differences between Vast 1 and Vast 2

Difference	Vast 2	Vast 1
"version" attr	VAST/@version = "2.0".	No version attribute.
"Creatives" and "Creative" elements	Have them in InLine and Wrapper.	Don't have them.
Rendition URL/Content	Stored in "StaticResource"/"IFrameResource"/"HTMLResource" elements	Stored in "URL"/"Code" elements, with "ResourceType" element to distinguish.
Position of "VideoClicks"	As child element of "Linear".	As child element of "Video" or "Wrapper".
"Linear" or "Video"	"Linear"	"Video"
Position of "TrackingEvents" element	As child element of "Linear"/"NonLinearAds"/"Companion".	As child of "InLine"/"Wrapper".
Position of "AdID"	As attribute of "Creative" element.	As child element of "Video" element.
Structure of URL-indicating elements (including TrackingURL, ClickThrough, MediaFile, CompanionClickThrough, NonLinearClickThrough, VastAdTagURL, CompanionImpression, NonLinearImpression etc)	Use text value to store the URL.	Use one or more URL child elements to store URL values.
VastAdTagURL or VastAdTagURI	VastAdTagURI	VastAdTagURL

"NonLinearAdTag" and "CompanionAdTag" in Vast 1	N/A	In Wrapper element, "NonLinear" and "Companion" are renamed to "NonLinearAdTag" and "CompanionAdTag".

Gotchas

- For InLine node, find at FWRendition level; for wrapper node, find at FWRendition level first, then FWCreative level, then FWAd(Vast 1) level.
- The "L" is capitalized in "NonLinear".
- Impression on ad level only apply for linear and nonLinear, not for companion.
- In VAST2, TrackingEvents element appears at creative level for Linear and NonLinear, but at rendition level for companion.
- Most differences between Vast 2 and Vast 1.