iOS Medialets PEM and AdRenderer

Tested Version

All our codes and QA are based on **Medialets_Universal_SDK_iOS_2.6.1.0** since 4.4.2 http://jira.freewheel.tv/browse/MRM-19707
MedialetsMovie has been deprecated.
Before 4.4.2: **Medialets_Universal_SDK_iOS_2.4.8.0**

Overview

Medialets is a mobile adserver which has built a custom SDK to serve and display ads. This SDK was designed to be installed in the customers applications and passively download ads to the SDK for play later in the application. This way they can "immediately" serve high quality rich media display ads to the user regardless of the bandwidth limitations.

Medialets documentation and SDK

http://support.medialets.com/display/IOSUNIDEVDOC2X/Developer+Documentation

username: dev
password: R7devaG

https://muse.medialets.com/sdks
register and download.

created ticket on 2.6.1.0http://help.medialets.com/tickets/282
user: xchen@freewheel.tv
pwd: cepartic

How to setup Medialets

For the Medialets appKey cae02e92be1965cd4a3e2471d8c3441f19b05665 we are using for testing, we need to set MedialetsUseTestServers to:YES in the app's info.plist

Medialets load

Name	Description	Required	Value	Default Value
extension.medialets.appKey	Medialet App Key	YES	NSString	

Medialets load Behaviors

at Medialets class's creator we will call
[MedialetsAdManager sharedInstance initializeWithAppID:@"cae02e92be1965cd4a3e2471d8c3441f19b05665" appVersion:@"1.0" locationManager:nil locationTracking:NO];
and make sure it is only be invoked once no matter how many Medialets instance created

1. the first parameter: anAppID. @"cae02e92be1965cd4a3e2471d8c3441f19b05665" is a test key
2. the second parameter: appVersion. Should be our AdManager version.
3. the third parameter: locationManager. nil
4. the fourth parameter: locationTracing. NO.

MedialetsAdRenderer

Which kind of ad can be played

- Video
- Banner Ads

Which content types, slot types and ad units are supported

Supported Content Types or Wapper Types:

- external/medialets

Supported Slot Types:

- temporal
- nonTemporal

Supported Ad Units:

- display
- preroll
- midroll
- postroll

MedialetsAdRenderer Parameters

Name	Description	Required	Value	Default Value
renderer.medialets.adSlotKey	Name of Slot, must be unique	YES	NSString	
renderer.medialets.adSlotType	Should be ~~one of "MedialetsMovie" or~~ "MedialetsInterstitial" for preroll, midroll or postroll	NO	See constants description below	
renderer.medialets.adBlockKeywords	Keywords used for blacklist, "," separated	NO		nil
renderer.medialets.adSlotKeywords	Keywords used for ad selection, "," seperated	NO		nil
renderer.medialets.keyValuePairs	Text replacement in a, "escape(a)=escape(b)&escape(c)=escape(d)" format	NO		nil

Two kinds of ad types

- Display Ads: the banner ads
    - Adaptable Ads: ad can expand right beside it, users can interact with the below player
    - Expandable Ads: ad can expand to fullscreen and exit fullscreen to collapse, users cannot interact with the player when it is in fullscreen state.
- Interstitial Ads: ad displayed in fullscreen mode, it won't stop itself unless user clicks "close" button
- ~~Video Ads: ad displayed in fullscreen mode, it will stop itself when video ends~~

Ads Behaviors

- Display Ads
    - support expand and collapse event. When it enters into fullscreen mode or expands, main video should be stopped. when it exits from fullscreen or collapses, main video should be resumed.
- Interstital Ads:
    - support close event.

How to construct MedialetsAdView

There are two ways to construct MedialetsAdView

- prepareWithSlotSize
    - all banner ads, size are equal to slotBase frame.size
    - preroll, midroll and postroll ads whose renderer.medialets.adSlotType parameter is empty or null. Size are equal to the screen.frame.size
- prepareWithSlotType
    - preroll, midroll and postroll ads whose renderer.medialets.adSlotType parameter is MedialetsInterstitial. The slotTyps is MedialetsInterstitial320x480 when UIDeviceOrientationPortrait, MedialetsInterstitial480x320 when UIDeviceOrientationLandscape
    - ~~preroll, midroll and postroll ads whose renderer.medialets.adSlotType parameter is MedialetsMovie. The slotType is MedialetsMovie480x320.~~

Which callback events are supported

Callback Event Name	Support	Other Info (optional)
firstQuartile	false	
midPoint	false	
thirdQuartile	false	
complete	false	
_mute	false	
_un-mute	false	
_collapse	true for Banner Ads, false for others	
_expand	true for Banner Ads, false for others	
_pause	false	
_resume	false	
_rewind	false	
_accept-invitation	false	
_close	false	
_minimize	false	
defaultClick	false	

Under what conditions will it enter into the FAIL state

Condition	Fallback	Error Code	Other Info (optional)
adSlotKey is nil	true	FW_ERROR_INVALID_VALUE	adSlotKey is null or empty
Medialets framework is not included	true	FW_ERROR_UNKNOWN	No MedialetsAdView Class
Medialets ad is not available(only for Temporal Ad, Interstitial ~~and Movie~~)	true	FW_ERROR_NO_AD_AVAILABLE	Ad is not available

Special Items

- ~~if adSlotType equals MedialetsInterstitial480x320, the final display ad maybe Video or maybe interstitial.~~
- Adaptable Ad support "expand" and "collapse" when clients click the ad to expand and click "close" button.
- Interstitial Ad duration is set to rendition duration, default value is 15 seconds. When the interstitial is in AppView, the time won't be calculated in duration.

Limitation

- Click tracking is not supported
- Close is not supported for ~~Movie and~~ Interstitial Ad
    - ~~For Movie, we cannot make a difference if it close by clients click the "close button" or stopped by itself~~
    - For Interstitial, we cannot set "close" event before enter into playing state