

iOS Rhythm NewMedia Renderer



Summary

FDB-5985
MRM-18404

The purpose of this feature is to implement a renderer for Rhythm New Media (RNM) ads on the iOS platform. The current implementation depends on **Rhythm Ad SDK version 5.1** (build 50714:50716).

This renderer focuses on display ads and ignores what Rhythm sells as "in-stream video ads". Support for Rhythm's in-stream video ad units may be considered in a later release.

RNM ads may be requested in two ways:

1. "Display" ads are requested by size and are manually closed.
2. "Takeover" ads cover the application screen and have built-in functionality for disposing of the ad after a certain period of time. The iOS SDK documentation refers to this as the "takeover" method. When using the takeover method, the RNM SDK chooses an appropriate creative for the device.

Stop action of the Renderer which is playing back Takeover ad

After the stop method of the renderer with Takeover ad is called, the renderer CAN NOT immediately stop, it will stop until the takeover automatically stop after at most 5s or until the user click the close button.

It also means the stop method of the slot with a Takeover ad (if any) CAN NOT immediately affect the Takeover ad.

Method	Description	Applicability	AdManager/Renderer Mapping
appld	Returns the RNM AppID	Display, Takeover	Return value of RNM_APPID renderer parameter
didReceiveAdForAdView	Called when ad retrieved. UIView can be attached to application view hierarchy	Display, Takeover	<ol style="list-style-type: none">1. Display UIView on screen (if display) or call showAsTakeover (if takeover)2. Issue an impression pingback (if display)

didNotReceiveAdForAdView	Called if no ad retrieved	Display, Takeover	Report ERROR_NO_AD_AVAILABLE error
adViewWouldLikeToRemainOnScreen	Ad requests to remain on-screen for a certain amount of time	Display	remember the state and delay [renderer stop] message to adViewDidUnPin
adViewDidUnPin	Ad indicates it may be removed from screen	Display	clear the state and send [renderer stop] message
adViewDidRequestDismissal	Ad requests removal from screen	Display	Remove UIView from screen
locationEnabledForAdView	Indicates whether or not SDK should use location data for targeting	Display, Takeover	Return YES if AdManager has location set via FWAdManager.setLocation. Otherwise, NO. Using new API:[FWRendererController location]
locationForAdView	Returns CoreLocation data for targeting	Display, Takeover	Return CoreLocation set via FWAdManager.setLocation Using new API:[FWRendererController location]
targetingForAdView	Returns a comma-separated string of targeting parameters	Display, Takeover	If RNM_APPLAUNCH is defined, then append "applaunch" to string If available, append the value of the RNM_TARGETING parameter to string
postalCodeForAdView	Zip code	Display, Takeover	If available, return parameter FW_PARAMETER_POSTAL_CODE
areaCodeForAdView	Area code	Display, Takeover	If available, return parameter FW_PARAMETER_AREA_CODE
dateOfBirthForAdView	Date of birth	Display, Takeover	If available, return parameter FW_PARAMETER_DATE_OF_BIRTH
genderForAdView	Male/Female	Display, Takeover	If available, return parameter FW_PARAMETER_GENDER
useCustomLandingPageForAdView	Whether or not App will provide it's own handling of landing page views	Display, Takeover	Return YES
presentLandingPageForAdView	Called when ad requests app handle landing page view	Display, Takeover	1. Issue a click pingback 2. Display FreeWheel in-app view
willPresentLandingPageForAdView	Called before RNM SDK in-app view is displayed	—	<i>Should not be called since we will use the FW in-app view</i>
didPresentLandingPageForAdView	Called after RNM SDK in-app view is displayed	—	<i>Should not be called since we will use the FW in-app view</i>
willDismissLandingPageForAdView	Called before RNM SDK in-app view is dismissed	—	<i>Should not be called since we will use the FW in-app view</i>
didDismissLandingPageForAdView	Called after RNM SDK in-app view is dismissed	—	<i>Should not be called since we will use the FW in-app view</i>
willPresentTakeoverForAdView	Called before ad expands to fullscreen when using the takeover method	Takeover	
didPresentTakeoverForAdView	Called after ad expands to fullscreen when using the takeover method	Takeover	Issue impression pingback (to state:FW_RENDERER_STATE_STARTED)
willDismissTakeoverForAdView	Called before ad leaves fullscreen when using the takeover method	Takeover	to state:FW_RENDERER_STATE_COMPLETING
didDismissTakeoverForAdView	Called after ad leaves fullscreen when using the takeover method	Takeover	to state:FW_RENDERER_STATE_COMPLETED

Supported Ad type of Rhythm NewMedia

- Display
- Takeover

Content types, slot types and ad units

Supported Content Types or Wrapper Types:

- external/rhythm-new-media-display
- external/rhythm-new-media-takeover

Supported Slot Types:

- external/rhythm-new-media-takeover
 - midroll
 - preroll
 - postroll
- external/rhythm-new-media-display
 - display

Supported Base Units:

- fixed-size-interactive

Book on ADServer

Parameter only CreativeRendition with following common parameters.

Common parameters

Name	Constant	Description	Required	Default Value	Valid Values	Where to set
renderer.rhythm.applicationID		Client's Rhythm New Media Application ID	Yes			MRM UI,Player
renderer.rhythm.testMode		Rhythm SDK runs in test mode	No	"false"	"true","false"	MRM UI,Player
renderer.rhythm.clickURLForTestMode		click URL used in test mode	No	nil	valid url string	MRM UI,Player

renderer.rhythm.creativeKey			Display:Yes Takeover:No		"kBanner","kMediumRectangle","kLeaderboard" ,"kWideSkyscraper" ,"kFullPageGlossy" ,"kInterstitial"	MRM UI,Player
renderer.rhythm.targeting		A targeting string agreed upon by Rhythm and App developer	No	nil	Comma-separated targeting parameters	Player
renderer.rhythm.targetingToAppLaunch		Boolean indicating whether to use Rhythm New Media's app launch targeting	No	"false"	"true","false"	Player
postalCode	FW_PARAMETER_POSTAL_CODE	the postal code of current App user	No			Player
areaCode	FW_PARAMETER_AREA_CODE	the area code of current App user	No			Player
dateOfBirth	FW_PARAMETER_DATE_OF_BIRTH	the birth day of current App user	No		NSDate object	Player
gender	FW_PARAMETER_GENDER	the gender of current app user	No		"male","female"	Player

Supported Creative type of Display Ad

Creative Type	RNM SDK "type"	Devices	Dimensions	Description
Full Page Ad	kInterstitial (iPhone) kFullPageGlossy (iPad)	<ul style="list-style-type: none"> iPhone iPad 	320x400 (iPhone) 1024x768 (iPad)	Full screen ad for display while an app is loading or as an interstitial between application sections. The iPad version of the "Full Page Ad" is called "Tablet Full Page" in the Ad Specs document. The iPad version of "Full Page Ad" is retrieved by requesting an interstitial with size kFullPageGlossy.
Tablet Square	kInterstitial	<ul style="list-style-type: none"> iPad 	512x512	Creative for display as an interstitial between application sections
Tablet Leaderboard	kLeaderboard	<ul style="list-style-type: none"> iPad 	728x90	Display ad intended for use on iPads
Wide Skyscraper	kWideSkyscraper	<ul style="list-style-type: none"> iPad 	160x600	Display ad intended for use on iPads
Medium Rectangle	kMediumRectangle	<ul style="list-style-type: none"> iPhone iPad 	300x250	Display ad embedded within content
Banner	kBanner	<ul style="list-style-type: none"> iPhone 	320x50	Display ad embedded within content

kBadge is deprecated.

Error conditions

Condition	Indication	Renderer Error
No ad available	didNotReceiveAdForAdView in RhythmAdDelegate	ERROR_NO_AD_AVAILABLE
Missing app ID	renderer.rhythm.applicationID missing	ERROR_MISSING_PARAMETER
Booked incorrect creative key (only for Display Ad)	invalid renderer.rhythm.creativeKey	FW_ERROR_INVALID_VALUE
Takeover ad returned for non-temporal slot or Display ad returned for temporal slot except overlay	Incompatible slot	FW_ERROR_INVALID_SLOT

Which callback events are supported

Callback Event Name	Support	Other Info (optional)
defaultImpression	true	
defaultClick	false	set capability accordingly
_close	false	the Takeover Ad can not handle user close event even if user did it using close button
others	false	