**Solve Media Rewarded Video Ad Format**

Solve Media provides a unique Rewarded Video ad format to be used by Huawei’s advertisers to upload into their DSP Ad Campaigns. We currently provide our ad formats in either VAST (using VPAID JS) or MRAID tags. For mobile in-app placements, Solve Media currently uses MRAID, which is used by most major In-App ad platforms in the USA.

Instead of merely watching a video ad, users will type in a brand message into the Solve Media ad in order to be rewarded by App Publishers. This is a much more effective ad unit for advertisers since the user must actually engage with the ad instead of simply letting a video play without any engagement.

Example of a Solve Media ad:

Graphical user interface

Description automatically generated

Solve Media will create each unique ad from the advertiser’s video assets as well as the advertiser’s desired type-in phrase. The ad can also piggy-back third-party trackers that report back to the advertiser. Solve Media will provide the advertiser with the MRAID ad tag for them to upload into the Huawei DSP during the campaign creation process.

Solve Media will track impressions, clicks, video views and type-ins for each ad and can provide this information to Huawei’s DSP and SSP via API.

Solve Media also utilizes various anti-fraud techniques to make sure that a paid ad is not served to non-human users. This process has been described to Huawei elsewhere.

How the Solve Media ad works in the app:

The user will see a Solve Media Rewarded ad and type in the phrase at the bottom. This will trigger an event that the Solve Media ad will send to the Huawei SDK similar to the current OnRewarded event. This will cause the App to reward the user.

For a developer to utilize the MRAID ad, the SDK must implement a new function similar to that of the Rewarded Ad detailed here: <https://developer.huawei.com/consumer/en/codelab/HUAWEIAdsSDK-RewardedAds/index.html#8>, but for MRAID. Alternatively, extend the current Rewarded Ad methods to support MRAID.