# Microsoft

# Skype Expandable Connection Hub

## Creative Acceptance Policy

All creative must meet the requirements of the MSA Creative Acceptance Policy

## Ad Specifications

| Ad Type / Ad Size | Initial Size | Download File Size (GIF/JPG) | Full Expanded Size | Max Number of Panels | Panel Expansion Direction | Max Weight Progressive Download (Video/ Streaming Only) | Audio Specifications/ Limit | Animation/ Looping Limit | Alt Text Limit |
|---|---|---|---|---|---|---|---|---|---|
| Banner 728x90 | 728W X 90H | 50k | 728W X 315H | 1 | down | 5mb | Allowed on user click only; Duration: 30 sec | Allowed; Duration: 15 sec, Loop Limit: 3, Video Duration: 30 sec | 65 char |

**Note(s):**

- All videos must be progressive load.  Streaming not permitted
- Border and iFrame: Must stay within iFrame and have complete border
- Backup Image: Required.  728x90 GIF/JPEG up to 50k in file weight
- This Ad product is only available on Skype version 6.22 and above
- To ensure proper ad behavior, ensure your RM Vendor sets up this creative in their Skype ERM API-compliant template
- On user click, the ad pushes down the content of the Connection Hub window and does not overlay any of the content

## The User Experience

Step-by-step:

1. User opens Skype client
2. User selects a contact from their contact list to open the Connection Hub screen where they can start a chat with that contact.
3. 728x90 ad appears in collapsed state at the top of the Connection Hub screen (above contact information and call options)
4. User clicks the expand ad button to initiate panel expansion
5. When the ad expands to 728x315 dimension, the ad pushes down the content of the Connection Hub window and does not overlay any of the content
6. Ad unit can contain video, sound or other interactivity
7. User clicks the "Close X" to collapse the expanded ad unit back original size
8. Panel collapses to original size and all audio / video stops.

## Ad Specifications

- Required to use certified rich media vendors from list below for production and ad serving for all Rich Media creative (expanding and/or including Video/Audio)
- No fourth-party calls
- Can accept one third-party impression tracking pixel in a 1x1 only formats, no snippet (JS) code.
- Can accept one third-party impression (1x1) tracking for Brand Studies
- Expanded Panel
  - Only one expanded panel allowed
  - On Click-through expanded panel needs to collapse and video must stop
  - Frame Rate: Up to 24 fps

- o Expansion must be click-initiated and click to close
- o Click zone cannot overlay the entire 728x315.
- o There must be a clearly visible collapse button that says "Click to Close X".

**Audio Specifications:**

- User initiated only
- On-load Audio: No sound

**Video Specifications:**

- On-load Audio: No sound
- User-initiated Video:
  - o Can include "Click to Continue", "Click to Play" or "Replay" buttons
  - o Must include: progress bar, play/pause/stop button, mute/un-mute button
- Actions on User Click: Once Pause or Stop is clicked; there should be zero animation or video. All sound and animation should stop upon exit click
- HD video for a full-screen - recommended specifications:
  - o H.264 Video
  - o 16:9 ratio
  - o Can be encoded using Quicktime Pro
  - o 1280×720 resolution for HD experience
  - o Frame rate of 30 fps
  - o Bit-rate of 850 kbps

**General Specifications:**

- Ads cannot mimic Windows or Skype Products, any Skype experience, designs, graphics, colors or logos without prior approval
- Ads cannot have 'strobing' effects
- All ads must have a visible border
- No pop-ups, floating ads, pre-expanded ads, or any ads with un-user initiated audio.
- Mouse effects are allowed provided that such effects must be user initiated (by rollover or click) and are always under the control of the user
- A down level backup image is expected if the ad does not support a particular Operating System, Browser and/or Flash ads if flash is not present (installed or has been disabled). Backup image has to be relevant to the original ad experience and should not contain any specific call to action buttons to interact with the ad other than clicking on the ad to be redirected to a landing page.

## Other Specifications
**Initial Ad Experience**
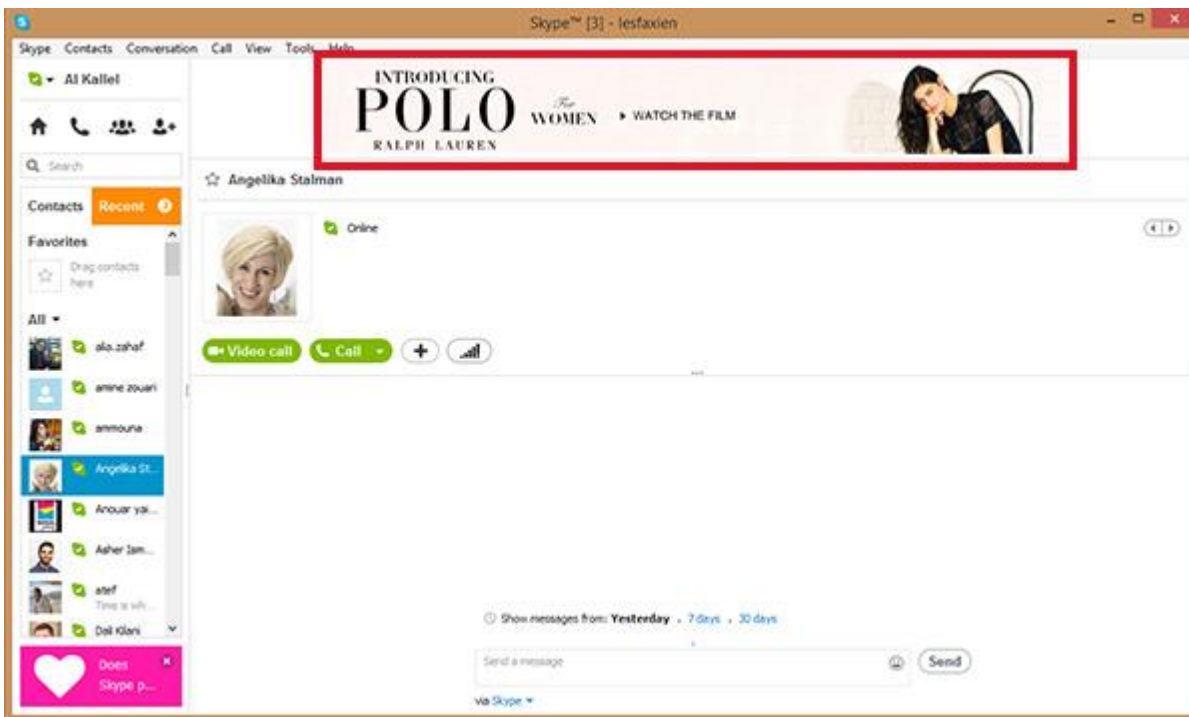
**Expanded Ad Experience**
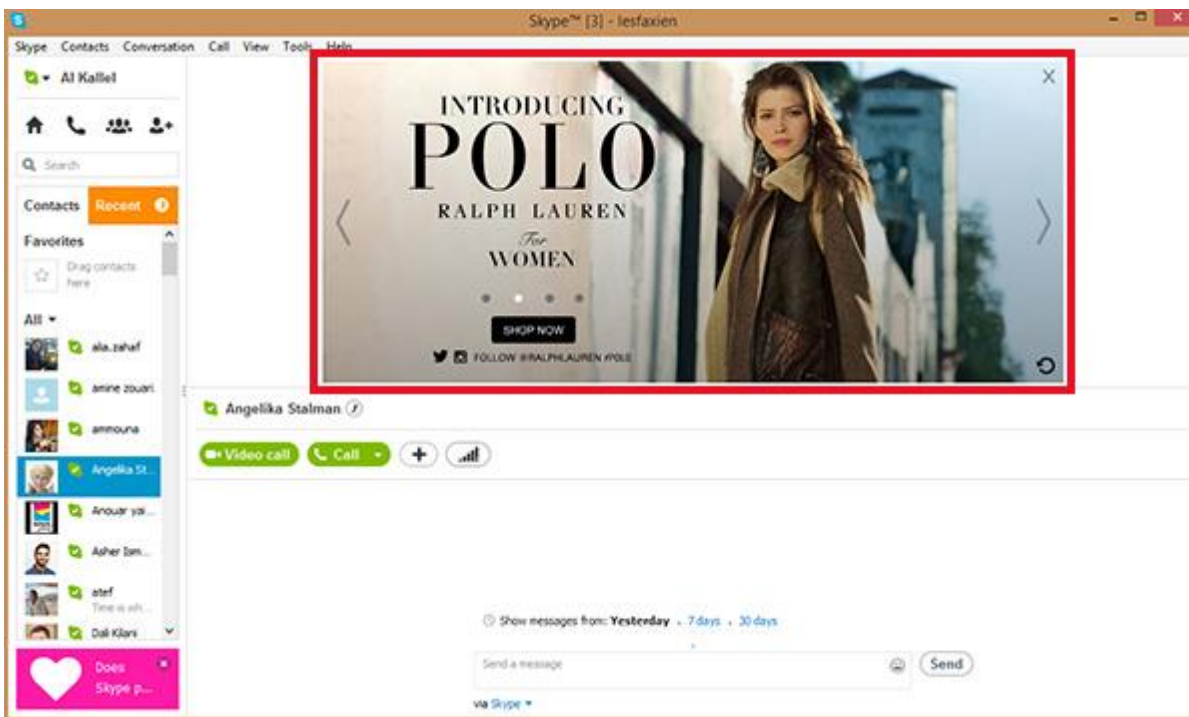


## Certified Rich Media Vendors

To ensure proper ad behavior, ensure your RM Vendor sets up this creative in their Skype ERM API-compliant template.

- Adform
- Admotion
- DoubleClick
- Flashtalking

- Pointroll
- Sizmek
- Weborama

Note: Additional Rich Media vendors are being certified and will be added to the list accordingly.

## Data Collection

- Advertisers cannot generate a list of Skype users.
- Advertisers may not give Skype user data collected through running an ad to any third party, including information derived from targeting criteria.
- Microsoft permits advertisers to collect user-provided personal information (for example, through web forms embedded in ads).
- Advertisers may be required to modify ad units or provide additional disclosure in order to be acceptable for advertising on Microsoft/Skype sites.
- Advertisers wishing to collect personal information (according to specifications above) within advertisements must follow these guidelines:
    o Clearly identify organization
    o Provide link to privacy policy (usually adjacent to the web form's "submit" button)
    o Identify purpose for collecting information

## Ad Submission Guidelines

All creative must meet the MSA Ad Submission Guidelines