

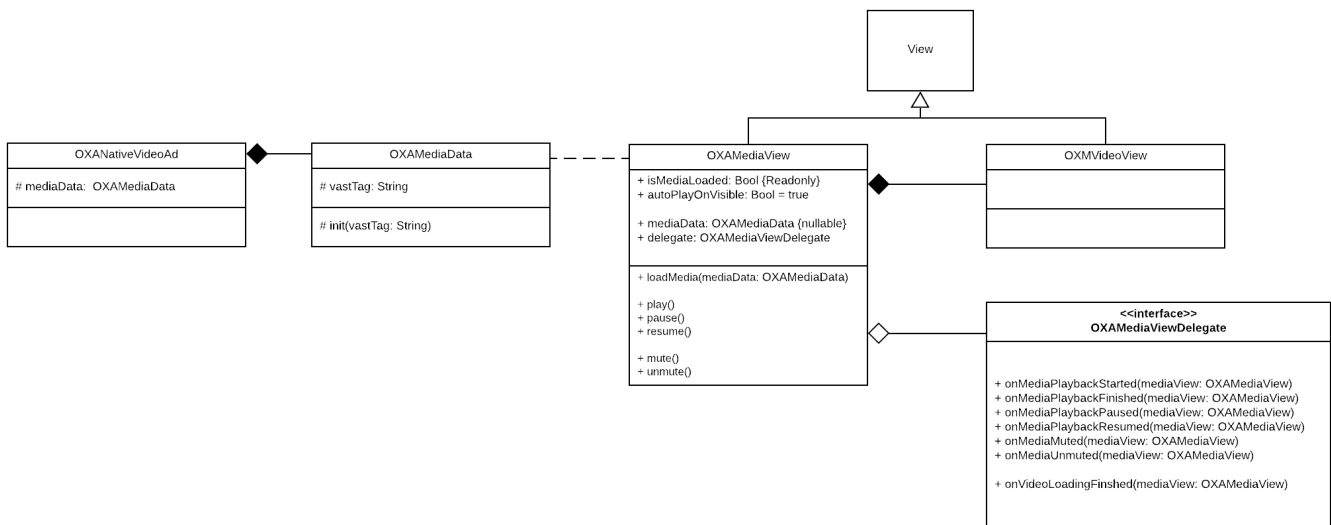
[EXTERNAL EXPORT] [Native] Media View

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Background

The native ad might have a Video component. According to [IAB Specification](#) paragraph **5.6 Video Response Object**, the response object contains only one field - **vasttag**, which provides an actual VAST tag. This VAST tag should be parsed and its media content should be displayed in the video view.

Specification



OXANativeAdVideo

`OXANativeAdVideo` - is an object that represents the Video Asset of the Native Ad.

For now, we believe that SDK should not provide access to the raw VAST file because it contains impression, click, and playback events. Providing access to such kind of data is providing a backdoor for simulating the displaying of the ad, just by tracking the particular events.

It adds complexity to following the Native ads spec. The Native Ad can contain several Video assets. But due to the current implementation, we are not able to parse the VAST tag without loading the media file and it means that we are not able to provide publisher info about the video asset efficiently. And it means that we can't give publishers the ability to choose between different assets because there is no access to properties that could be compared.

That is why in the MVP version the **OXANativeAd utilizes only one Video Asset** from the bid, basically the first one in the array. Eventually, we provide access to all video assets, but it requires global refactoring.

OXAMediaData

`OXAMediaData` is a structure that represents the media asset obtained from the VAST tag.

OXAMediaView

`OXAMediaView` is a view that can display video content described by the VAST tag. Eventually, it could be adopted to display not only Video media files from the VAST but audio and static images as well. That is why we will call this class using the Media word.

Since we do not expose the VAST tag the `OXANativeMediaView` should be initiated with the `OXANativeAdVideo` object and get the VAST tag via the protected property (Android) or interface (iOS).

Roadmap

MVP

- OXAVideoAd supports a single OXANativeAdVideo.
- The publisher is prohibited to request several video objects
- OXANativeAdVideo does not provide any info about the VAST asset
- OXANativeMediaView is able to load and display video assets from the internal property of OXANativeAdVideo.
- OMID support events

TODO:

- OXAVideoAd supports multiple OXANativeAdVideo objects
- OXAVideoAd provides basic properties of Media File(s) f.e., Duration, [MediaFiles], ect.