



English

# Playable asset specifications

Playable ads allow users to play a quick interactive demo of your game. Playable creatives must be:

- Contained in a single HTML index file ( `index.html` ), with no links to other files or folders.
- An inlined, minified file (optimized for machine-reading by removing empty spaces).
- Under 5 MB.
- Compliant with the Mobile Rich Media Ad Interface Definitions (MRAID) [3.0 specifications](#).

In addition, Unity requires the following specifications outside of MRAID:

- Advertisements must be contained in a single HTML file, with all assets inlined.
- Android games must use Android version 4.4 or higher.
- iOS games must use iOS version 9.0 or higher.
- Ads should support both portrait and landscape orientations.
- Ads should not need any network requests (XHR), but analytic calls to collect player interaction data may be permitted if they do not contain personal data (such as user or device identifiers) and otherwise comply with all applicable laws and platform policies.
- Ads should not automatically (for instance, without explicit user action or a call-to-action) redirect to the app store.
- Ad call-to-actions should link directly to the app store using `mraid.open`.
- Ads should wait for the MRAID `viewableChange` event before starting playable content.

## Introduction to MRAID

MRAID (Mobile Rich Media Ad Interface Definitions) is the common API for mobile rich media ads running in mobile apps. MRAID is injected by the Unity Ads webview, so you can use MRAID

methods detailed in the guidelines. To learn more, review the [IAB's documentation](#) for detailed information on MRAID 3.0 methods, best practices, and standards.

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## Documentation

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