Unity Documentation

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English

Playable end cards

Interactive playable end cards add a layer of engagement at the end of a regular 15 to 60 second video ad.

> ❗ **Note**: The current version of long video ads (30 to 60 seconds) is a beta release. The features and documentation might change between now and the next release.

Playable end card specifications

- A single, inline, and responsive HTML file up to 5 MB.
- Respect `isViewable` state.
- Playable can start along with video.
- A call-to-action (CTA) button, leading to the Play store or App store.
- Adherence to MRAID [3.0 specifications](#).
- Minified file (optimized for machine-reading by removing empty spaces).
- End cards for both portrait and landscape screen orientation.

> ❗ **Note**: Do not automatically redirect or use the first touch to redirect to the app store. For more information, refer to the documentation on [Playable ad best practices](#).

> ⚠️ **Important**: Due to the sensitive nature of gambling ads across many of our publishers, Unity requires gambling advertisers to be managed accounts. Gambling creatives from unmanaged partners will be rejected in moderation. To become a managed partner or learn more about Unity's gambling ad policies, please [contact us](#). For more information, refer to [Unity's legal site](#).

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Documentation

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