The online advertising industry is seeing a decline in the use of Flash creatives. This is mostly in response to the fact that web traffic is shifting to mobile devices and browser support for Flash is declining – only 60% of users browsing the web use a Flash-enabled browser. However, while Flash is heading towards obsolescence, use of HTML5 creatives is flourishing.

Chrome will pause Flash content that isn't a primary part of the web page

What's happening to Flash?

Chrome introduced a new setting designed to increase page-load speed and reduce power consumption by pausing Flash content that is not a primary part of the page.

From as soon as September 2015, this setting will be turned on by default so that Chrome users can benefit from improved performance and view more content before charging their batteries.

This change will affect most Flash creatives. Some browsers, such as Safari, already have this feature enabled, and others, such as Firefox, are blocking plugins like Flash when vulnerabilities are found, and are considering putting in place a permanent block.

How does this affect Publishers?

As advertisers and agencies respond to these changes, you'll start to see an increase in HTML5 creatives. This is because HTML5 brings many advantages and, unlike Flash, it is supported in the most common browser platforms and devices.

In addition, HTML5 relies less on third-party plugins, which means fewer security vulnerabilities for hackers to exploit and a safer user experience for all.

For the industry, HTML5 offers built-in access to native device features, allowing for even more creative ways for advertisers to get their marketing messages across.

All of this means that you need to ensure your ad ops team is ready for HTML5.

Publisher Action Items

1. Update your creative specification

We anticipate an increase in HTML5 creatives. All publishers should update their specs to explicitly include HTML5 as a supported technology and increase associated filesize limits as HTML5 creatives can be larger.

2. Consider our suggested specifications to share with agencies

Initial Load: asset files are immediately loaded when the ad tag is inserted in the page.
Recommendation: Desktop/Tablet 150kB, Mobile (mWeb or In-App) 40kB

- Typical old/current specifications set this at 40kB
- Web 2.0 allows for a more engaging user experience, without slowing down the Publisher page load

Politely Loaded: All of the creative's subsequent assets are loaded once the host webpage has completed loading.
**Recommendation: Desktop/Tablet 2MB, Mobile (mWeb or In-App) 300kB**

- Typical old/current specifications set this at 150kB
- HTML5 allows richer features, but requires flexible size restrictions

3. Understand how to traffic HTML5 creatives

We anticipate that you'll receive HTML5 creatives in the following way:

HTML5 Creative Format	Creative Format Description	Publisher Ad Ops Action
3rd party tag	The HTML5 creative will be stored on a 3rd party server.	No action required. Traffic this as you normally would any other 3rd party tag.
DoubleClick Studio creatives	A HTML5 creative will be directly pushed to your DFP network from DoubleClick Studio.	No action required. Traffic this as you normally would any other DoubleClick Studio creative.
DoubleClick Campaign Manager tag (DCM inred)	A HTML5 creative hosted by an advertiser/agency using DoubleClick Campaign Manager.	No action required. Traffic this as you normally would any other DCM inred tag.
Self-contained HTML5 creative	A self-contained HTML5 creative in a single code snippet.	No action required. Traffic this as you would traffic any other Custom creative.
HTML5 creative bundle	A set of files that make up the creative. Includes creative assets such as HTML/JavaScript code and images. Normally all bundled in a ZIP file.	Build a creative template that includes the creative assets, and adjust the creative snippet to refer to the hosted assets.
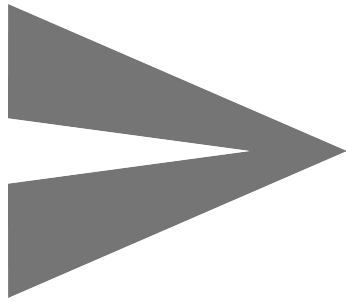
What if my advertiser/agency continues to send me Flash (SWF) files?

To help your advertising partners migrate to HTML5 as soon as possible, here are some additional free resources you can point them to:

- **Google Swiffy** - Convert existing Flash creatives into a self-contained HTML5 creative, then traffic as described in DFP.
  - **Google Swiffy** *(https://developers.google.com/swiffy)*
  - **DFP Premium - Swiffy Help** *(https://goo.gl/JzDh00)*
  - **DFP Small Business - Swiffy Help** *(https://goo.gl/QsErtf)*
- **Google Web Designer** - Advertisers and agencies can use this to build creatives in HTML5.
  - **Google Web Designer** *(https://www.google.com/webdesigner/)*

Next steps...

Our teams across Google are reaching out to the advertisers we work with to inform them about this change and the need to move towards HTML5. We would encourage you to do the same with any advertisers that you have a direct relationship with.

About DoubleClick for Publishers

Don't let manual processes, poor visibility and inflexible systems hold back your profit-generating potential. DoubleClick™ for Publishers (DFP) from Google combines intuitive design, unprecedented insight, sophisticated algorithms and greater platform openness to bring a new level of intelligence and usability to ad serving.

For more information visit: **www.doubleclick.com**

About DoubleClick

Google's DoubleClick™ products provide ad management and ad serving solutions to companies that buy, create or sell online advertising. The world's top marketers, publishers, ad networks and agencies use DoubleClick products as the foundation for their online advertising businesses. With deep expertise in ad serving, media planning search management, rich media, video and mobile, our DoubleClick products help customers execute their digital media strategy more effectively.