



# PLAYABLE ADS ON UNITY

Best practises and guides  
V1.8



# TECHNICAL BASICS





Playable Ad MUST be contained in a single HTML index file

When a device wants to show an ad, it downloads only one file (for a Playable Ad, this would be the index.html file, for a video it would be an mp4 file) using a link to our CDN. This means, that we can't have a playable consisting of multiple files, simply because the device will only download one file and one file only.







Name		Size	Kind
 index.html	GOOD	2 MB	HTML

Check the picture below. There is the index.html file, but there is also a game.js file and two folders of which one contains images.

So, if the device now downloads only the index.html file, it will be missing all the other stuff.

 css	
 images	4 Files
 game.js	-> BAD
 index.html	

In the screenshot below, you can see that there are multiple files and folders. Also, the index.html file is only 3 KB in size, so all the actual data is contained somewhere else (here the main part is in "resource").

Name		Size	Kind
 favicon.ico		4 KB	Windows icon image
 index.html	BAD	3 KB	HTML document
 libs		403 KB	Folder
 main.min.js		34 KB	BBEdit text document
 polyfill		6 KB	Folder
 resource		2.7 MB	Folder



The single index.html file MUST be inlined and SHOULD be minified

## Non-inlined:

```
1 
```

## Inlined:

```
1   
7  
8
```

In the “BAD” screenshots from above the index.html file contains links to the other files and folders, meaning that when the device has only downloaded the index.html file and starts showing the playable, it actually needs to download some more stuff from those links, so the ad is not really fully cached to the device.

Also, these links are only relative links like /myParentFolder/resources/images/picture2.png and the device won't find anything using this path because there is nothing there. Same problem when the links are pointing to some URL on the internet where e.g. the images are stored - caching does not work. So, instead of giving a link to an external source, we tell the browser/ad unit right there in the code what it is supposed to display.

Inlining is basically, a super long string of gibberish characters. It's not gibberish to the browser in our ad unit though of course. This data is interpreted as the type of file you are saying it is - so as an image (or in this case actually a gif).

The same thing can be done with sound or video files. It is a rare practice, because for the normal usage of an html file (for a website for example), this is often unnecessary. If you simply want to update an image, you would need to change the source code of the website every time. However, for caching the entire ad to the device memory beforehand, it has to be done this way.



Minifying is a way of reducing the size of software code. It removes empty spaces and shortens variable names etc. It is still perfectly well readable for a machine, but nearly impossible to decipher for a human.

### Non-minified

```
var webAudioCtx = null;
try {
    // Fix up for prefixing
    var _AudioContext = window.AudioContext || window.webkitAudioContext;
    webAudioCtx = new _AudioContext();
} catch(e) {
    alert('Web Audio API is not supported in this browser');
    webAudioCtx = null;
}
function isSupportWebAudio() {
    return webAudioCtx != null;
}
function getWebAudioContext() {
    return webAudioCtx;
}
```

### Minified

```
var __reflect=(this&&this.__reflect)||function(p,c,t){p.__c;EgretShaderLib.primitive_frag="precision lowp float;invariant vec2 ,200));Object.defineProperty(HtmlSoundChannel.prototype,"volume",{ },enumerable:true,configurable:true));WebAudioSound.prototype.load=video.addEventListener("error",function(){return _this.onVideoError;});this._fullscreen=!lvalue;if(this.video&&this.video.paused==false){if(this.headerObj){for(var key in this.headerObj){this._xhr.setRequestHeader;HTML5StageText.prototype._initElement=function(){var point=this.$};HTML5StageText.prototype.$removeFromStage=function(){if(this.in egret.$callAsync(function(){inputElement.style.opacity=1;self});HTML newContext.setTransform(1,0,0,1,0,0);newContext.drawImage(oldSurface;web.WebTouchHandler=WebTouchHandler;__reflect(WebTouchHandler,protor );}}var winURL=window["URL"]||window["webkitURL"];if(!winURL){Html egret.sys.canvasRenderer=egret.sys.systemRenderer;egret.sys.customH;var context=canvas.getContext("2d");this.contextfps=context;context search=search.slice(1);var searchArr=search.split("&");var length_
```

Additional notes:

### Art assets:

Use spritemaps to contain the art assets. These are sprite maps/sheets/databases: It can be used to show the movements of a character, essentially it can be used to animate objects.

A sprite sheet is a bitmap image file that contains several smaller graphics in a tiled grid arrangement. By compiling several graphics into a single file, you enable Animate and other applications to use the graphics while only needing to load a single file.



**Browser testing:**

Make the final build to work without mraid as well, so that you can successfully run and complete it in desktop browser. Tapping download button in desktop browser should go to the app store page of your choice.

Check the setting for CORS headers on the server where the file is hosted:  
allow origin or Access-Control-Allow-Origin needs to be set to \*

**Download button functionality:**

Do not use automatic redirection to the app store. The playable is not allowed to open the app store automatically or from the very first touch within the playable.

Make sure that download button has visual tap / click response, so users understand it was clicked.

**Linking to the Appstores should be simple mraid.open calls:**

```
case "Android":mraid.open("https://play.google.com/store/apps/details?id=yourgame");
```

```
break;
```

```
case "iOS":mraid.open("https://itunes.apple.com/us/yourgame?mt=8");
```

Please note that user agent on newer versions of iPadOS is 'Macintosh'. We recommend using the following logic to detect the platform a playable is running on: /android/i.test(userAgent).

**Filesize limitation:**

Final filesize of the ad should be under 5 Mb.

**Audio:**

If your playable is using sound, it must use Web Audio API by default and fallback to HTMLAudioElement or HTML DOM Audio Object. Most modern game frameworks and sound libraries (Howler.js) are working this way. Make sure you do too.

Web Audio API is currently the only solution that respects the state of the mute/ringer switch on iOS. Also, use `viewableChangeHandler` to mute or play sound if the app goes background on Android.

**Video Elements:**

For embedded video elements inside the playables, it works as long as the video is inlined and base64 encoded. Also make sure that the native video controls are not available.

```
video::-webkit-media-controls {  
display: none !important; }
```



# TECHNICAL REQUIREMENTS

## BOOTSTRAPPING:

```
// Wait for the SDK to become ready
if (mraid.getState() === 'loading') {
    mraid.addEventListener('ready', onSdkReady);
} else {
    onSdkReady();
}

function viewableChangeHandler(viewable) {
    // start/pause/resume gameplay, stop/play sounds
    if(viewable) {
        showMyAd();
    } else {
        // pause
    }
}

function onSdkReady() {
    mraid.addEventListener('viewableChange', viewableChangeHandler);
    // Wait for the ad to become viewable for the first time
    if (mraid.isViewable()) {
        showMyAd();
    }
}

function showMyAd() {
    ...
}
```

## Download Button in Playable Ads - How to open the store:

```
// Detect platform from user agent
var userAgent = navigator.userAgent || navigator.vendor;

var url = '<replace with iTunes store>';
var android = '<replace with Google Play Store link>';

if (/android/i.test(userAgent)) {
    url = android;
}

mraid.open(url);
```

Note: Do not use automatic redirection to the app store. The playable is not allowed to open the app store automatically or from the very first touch within the playable.



# UNITYADS PLAYABLE AD REQUIREMENTS

MRAID: Mobile Rich Media Ad Interface Definitions

Mraid is injected by our webview and you can just use the mraid methods.

Unity Ads is supporting MRAID v2.0 with the following exceptions:

Support only for full-screen interstitial ads, expand() and resize() will not be available

Custom close buttons will not be available

No support for: sms, tel, calendar and storePicture

inlineVideonext is supported from SDK 2.0.7 onwards

## Requirements outside the MRAID specification:

- Advertisement must be contained in a single HTML file. All assets must be inlined
- Unity Ads SDK supports Android 4.4+ and iOS 9.0+
- Skippability of the advertisement is controlled by Unity Ads SDK
- Advertisements should be designed to support both portrait and landscape orientations
- Advertisements should be designed not to need any network requests (XHR), but for example, analytics calls to track user interaction are allowed
- Advertisement should go directly to the app store/play store using mraid.open() when designing the click-through, any start/view/click attribution will be handled server-side
- Do not use automatic redirection to the app store. The playable is not allowed to open the app store automatically or from the very first touch within the playable.
- Start initialization when receiving the MRAID “ready” event
- Wait for the MRAID “viewableChange” event before starting the actual playable content

## When testing the playable ad:

Upload the file to a server where it can be accessed via a direct url or alternatively upload it to the Unity Acquire Dashboard.

eg. <https://myserver.com/testgame.html>

Note that just <https://myserver.com> would not be enough without a direct url ending with .html

Check the setting for CORS headers on the server where the file is hosted:  
allow origin or Access-Control-Allow-Origin needs to be set to \*

Make sure the filesize of the completed ad is under 5 Mb.

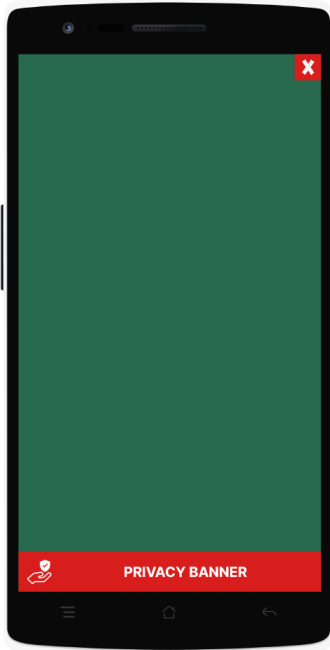


# GAMEPLAY AND VISUAL LAYOUT

Entire ad duration should be designed around 30 seconds.

Aim to have the endscreen splash appear in about 27 seconds for optimal time to suggest a download, instead of the close button.

For non-rewarded ads, the close button will appear after 5 seconds.



## FIXED ELEMENTS

These come pre-built from Unity

Do not place any functionality to these areas

Countdown timer in the top right corner

Timer turns into a close button when ad is closeable

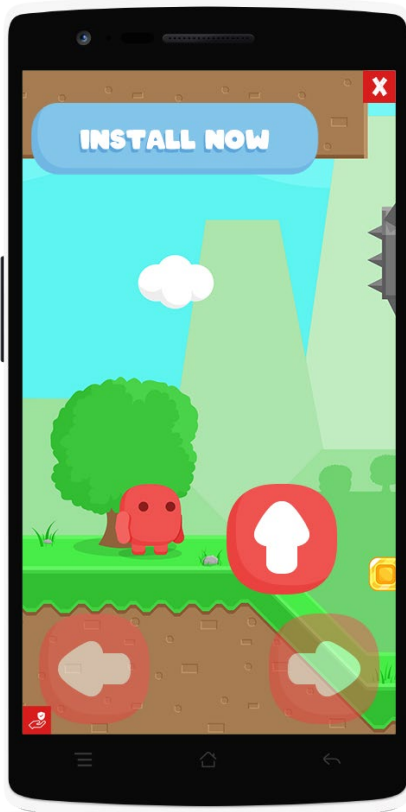
In the EU region, GDPR banner on the bottom

The banner is visible for the first time an ad is shown

The banner takes about 100 pixels in height

Only the privacy icon will be shown on the bottom left corner if:

- Not in the EU region
- Consent given for personalized ads
- GDPR banner was seen by the user once



## START SCREEN

A short guide for the gameplay

- Gameplay should start immediately to catch attention
- Fade or animate into gameplay if no input is given
- Show initial interaction by examples
- Show more, tell less

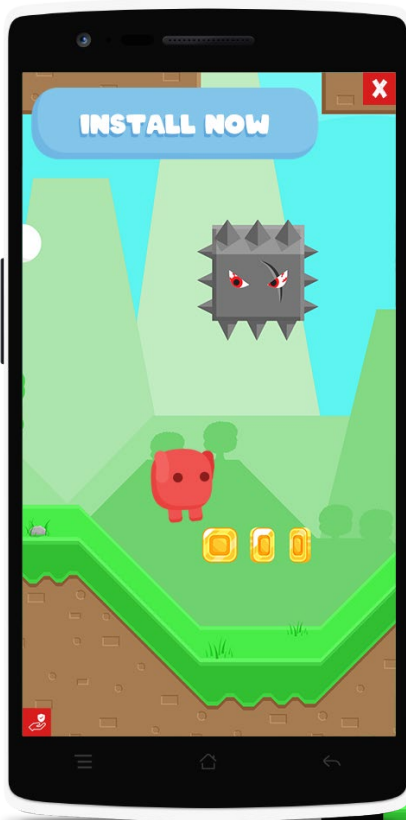




## GAMEPLAY

- Allow the player to finish the game
- Create a Download button to fit the game

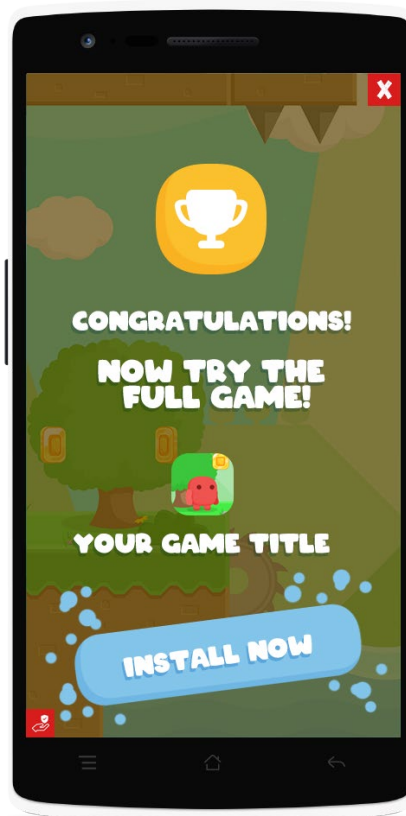
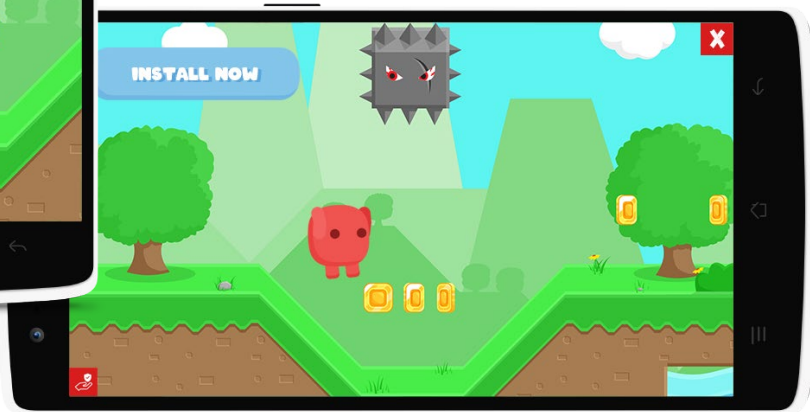
A midgame download button guarantees more clicks and installs as it can be hard to judge when the player reaches the end of the game before the ad can be closed.



- Make sure that the game also works in both orientations
- Design the gameplay to work atleast comparatively well on both.

You can fill the excess space with a wallpaper or move the Download button there for example.

Ads get served to both portrait and landscape locked games so forcing the user to turn the device is a bad ad experience.



## END SCREEN

Either fail message or congratulations

- Include the game name icon and logo etc.
- Animate the download button to give it more attention, but do not use a strobe effect. Apple does not allow it on their platform.



# QUALITY ASSURANCE AND TESTING

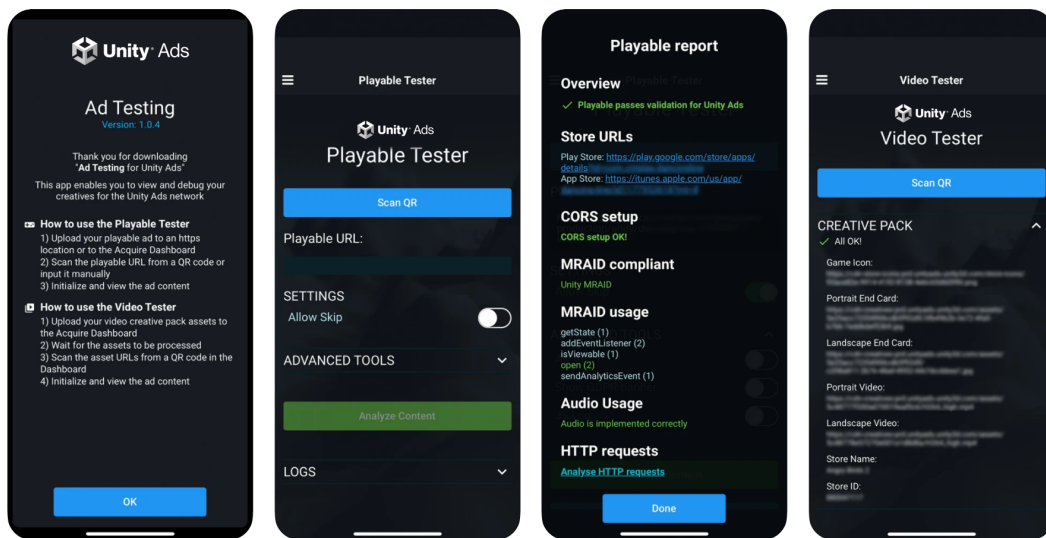
We have a testing app that you can use to test/debug playables and videos in our real ad unit and SDK instead of a desktop browser or simulator.

App Store Preview



**Ad Testing** 4+  
for Unity Ads  
Unity Technologies ApS  
★★★★★ 5.0 • 3 Ratings  
Free

Screenshots iPhone iPad



You can find the test app in the Apple Appstore and Google Play storefronts.  
<https://play.google.com/store/apps/details?id=com.unity3d.auicreativetestapp>  
<https://apps.apple.com/us/app/ad-testing/id1463016906>

## Usage:

Upload and host the playable .html file where it can be accessed with an URL.  
Or alternatively upload it to the Unity Acquire Dashboard.

If uploading to your own hosted location, please then use any QR code generator (e.g. <http://www.qr-code-generator.com>) to generate a code from the URL of the playable.

Unity Acquire Dashboard generates the QR codes automatically and can be found under your Creative Packs and clicking on "Show QR Code"

You can then use the Test App to read the URL and view the ad.

**Note:** Make sure the url ends in .html

**Note:** For iOS, the URL that hosts the playable has to use secure **https** instead of just http due to Apple platform security.



**When you are finished and are submitting the ad:**

This might sound self explanatory, but make sure the playable actually loads and plays correctly. Play it a few times to catch any potential bugs or functionality.

Make sure that the playable is all inlined into one HTML file and is under 5 Megabytes.

**The UnityAds SDK supports iOS 9+ and Android 4.4.1+ for playables**

When testing, make sure, the URL you are hosting the playable in is using **https** not only http. iOS requires https due to the platform holders security concerns.

Check the setting for CORS headers on the server where the file is hosted:  
allow origin or Access-Control-Allow-Origin needs to be set to \*

You can read more about CORS here:

<https://docs.aws.amazon.com/AmazonS3/latest/dev/cors.html>

Make sure the filesize of the completed ad is under 5 Mb.

Some of the playables won't work in a browser, try it with the Unity Test App and on several different devices if possible, from old Androids to the latest iPhone.

Some of the playables will work in a browser but fail to implement MRAID correctly and thus fail in our ad unit. In that case it is hard for you to spot that and we can check it in the final QA. When you use our testing apps, you can spot many issues beforehand.

**Things to look for:**

Performance throughout the whole playable should be stable. Make sure the ad runs smoothly.

Install button should lead to the correct store and game. Check on an actual iOS device as the simulator runtime doesn't have an App Store.

Duration (check how long does it take to reach the end screen and Call-to-action). Total experience should take just under 30 seconds.

Orientation Changes, making sure game still functions and looks okay when orientation is switched from portrait to landscape and vice versa.

**Common things to check for on older Androids like 4.4, 5.0:**

Generally polyfill issues (object.assign, etc.)

**Sound Issues:**

If a user locks the screen, the sound should stop. And if the screen is unlocked, the sound should restart. Check that the physical mute button is respected.



**I'm getting an error while uploading my playable:**

**Q:** I'm getting an error "invalid URL" when I'm uploading a playable to the Dashboard

**A:** We have some requirements for using the upload via URL functionality:

Playable must be hosted on a HTTPS server, not HTTP server.

The URL must contain the full filename, including the .htm / .html extension.

The URL can not have parameters after the filename and extension.

The URL must be a valid web address, not a local URL.

**Q:** I'm getting an error about failing to fetch content when I'm uploading a playable to the Dashboard via a URL

**A:** Verify that you can access the playable with the Ad Testing app and verify that your CORS is set up properly. Please check section 'Suggested CORS setup' for more information. You can also upload the playable directly from a file on your local computer.

**Q:** I'm getting an error about the file size

**A:** Make sure your playable is under 5MB in size. Often it is possible to optimize for example image assets without degrading the quality too much.

**Q:** I'm getting an error about an invalid store URL

**A:** Make sure the playable source code contains a link to your game's store page. Make sure the URL is present in plain text and not constructed on the fly during runtime.

**My playable fails to work on the Ad Testing app:**

**Q:** My playable gets stuck at the loading screen in the Ad Testing app on iOS

**A:** The likely cause for this is misconfigured CORS headers on the hosting server. Please check section 'Suggested CORS setup' for more information.

**Suggested CORS setup:**

If the CORS headers of your web server are not properly set up, the ad will stall at the loading screen when it is viewed in the Ad Testing app on iOS. Uploading the playable via a URL to the Acquire Dashboard will also fail in this case.

Check the setting for CORS headers on the server where the file is hosted:  
allow origin or Access-Control-Allow-Origin must to be set to \*.

Read more about setting up CORS for Amazon S3 here:

<https://docs.aws.amazon.com/AmazonS3/latest/dev/cors.html>

Read more about setting up CORS for Cloudflare here:

<https://support.cloudflare.com/hc/en-us/articles/200308847-Using-cross-origin-resource-sharing-CORS-with-Cloudflare>

Read more about setting up CORS for Google Cloud Storage here:

<https://cloud.google.com/storage/docs/configuring-cors>

**Thank you for reading!**



