

# Create a Video Ad

June 2010

# Installation MXP Extension Kit

Hallo Creative-Team,

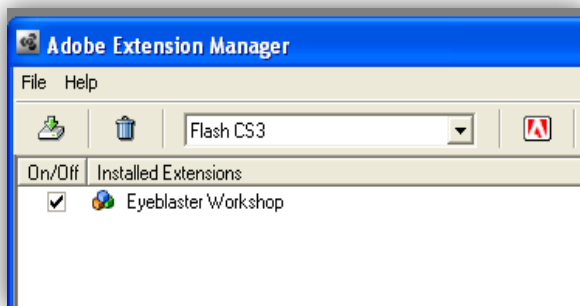
We are pleased that you work with MediaMind.

To facilitate your, we offer you the MediaMind Workshop MXP Extension kit, with which you can create and upload your Ads very simple. All needed Scripts are included.

Please download the Workshop here: [Download MXP Extension Kit](#)

And install it with the den Adobe Extension Manager.

In some cases you have to install the [Macromedia Extension Manager](#), if it is not in part of your Adobe Creative Suite gehört.



# Definition Video Ad

A Video Ad contains:

- Default / Backup Image max. 40 KB (jpeg or gif)
- Default Flash File / Basiselement (swf)
- Rich Flash file with Video
- Videofile (flv)

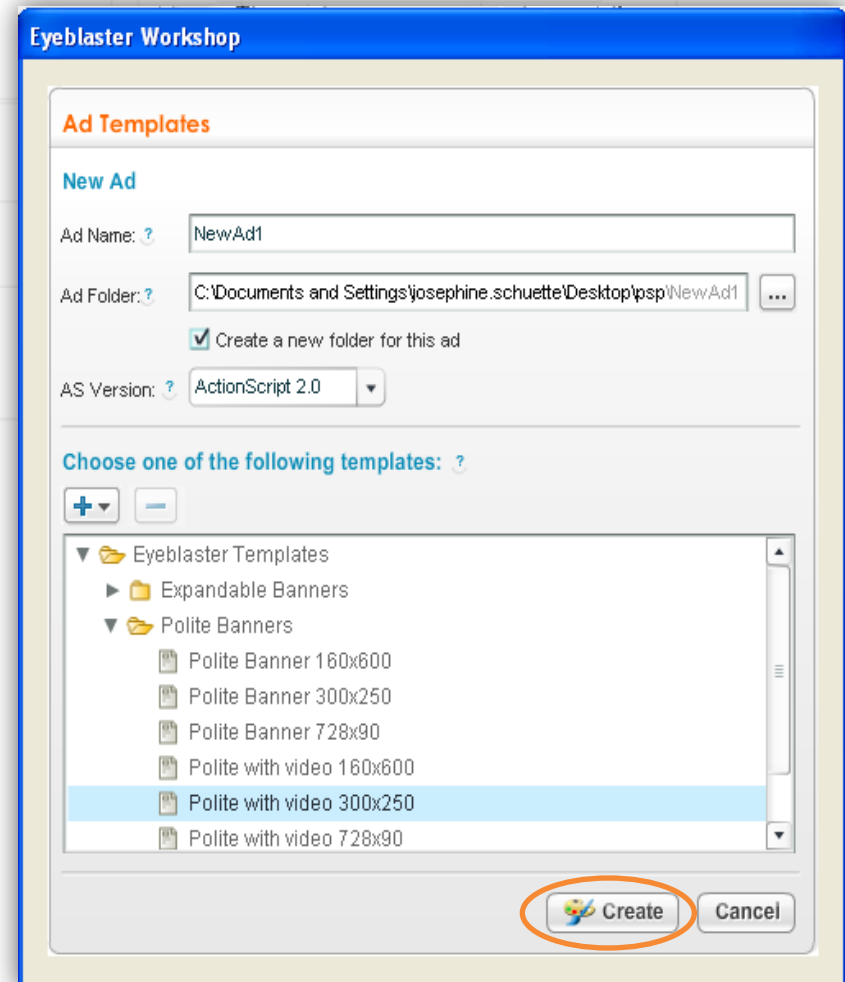


# Create a Video Ad

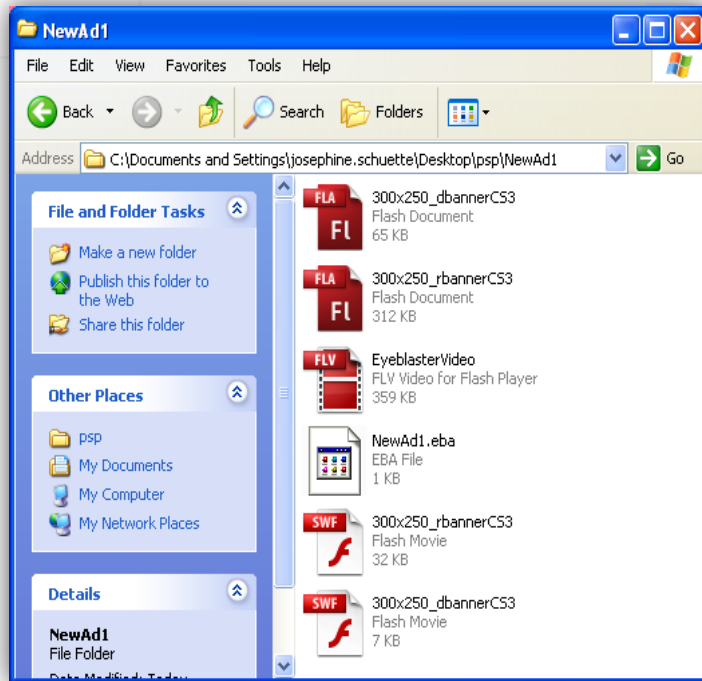
Please use a Template



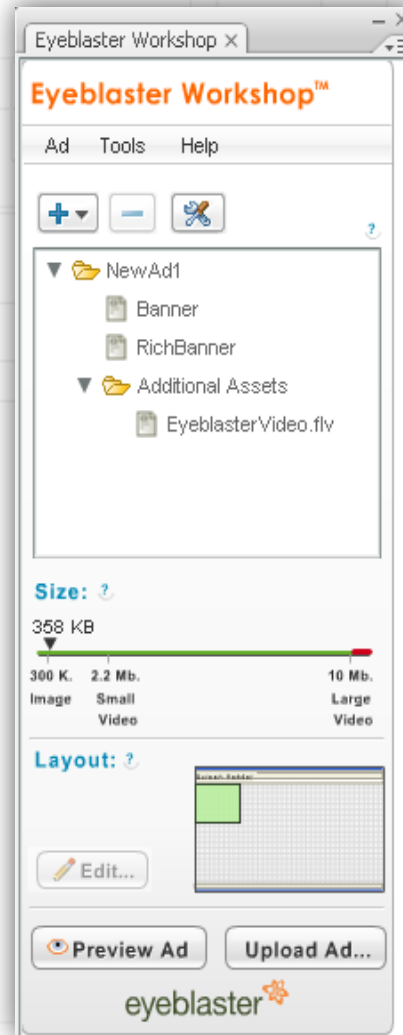
- Name the Ad
- Choose a Location
- Choose a template
- Click "Create"



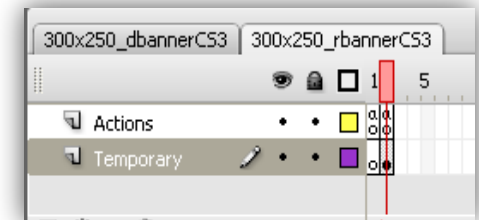
# Video Banner in Workshop



The Workshop created a new folder with your named files: .fla, .eba and .eba



Workshop Window for overview your Video Ad.  
All needed Scripts are preset in templates.



Now the Video Ad is opened in Flash and can be worked on.

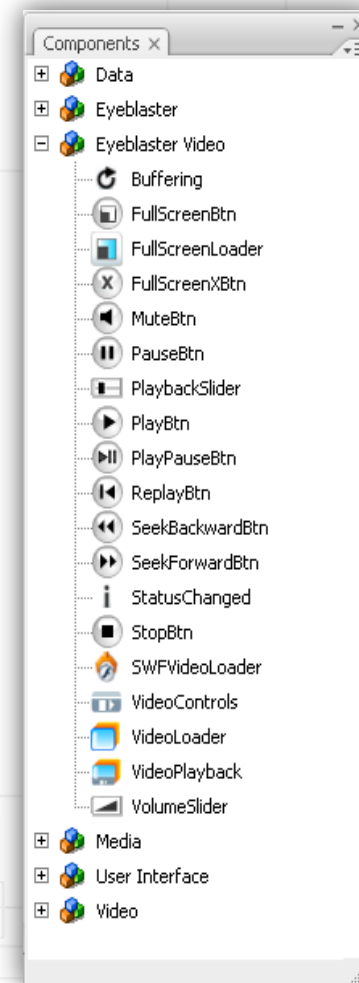
# Create a Video Ad without workshop

You can create Video-Ads without using the workshop, but its important to have the workshop installed and activated.

Create your ad and drag the videoplayer out of the components on your stage.

Automaticly there will be created scripts on the first frame, which you can use to control the video.

At these components you will also find different buttons to control the video

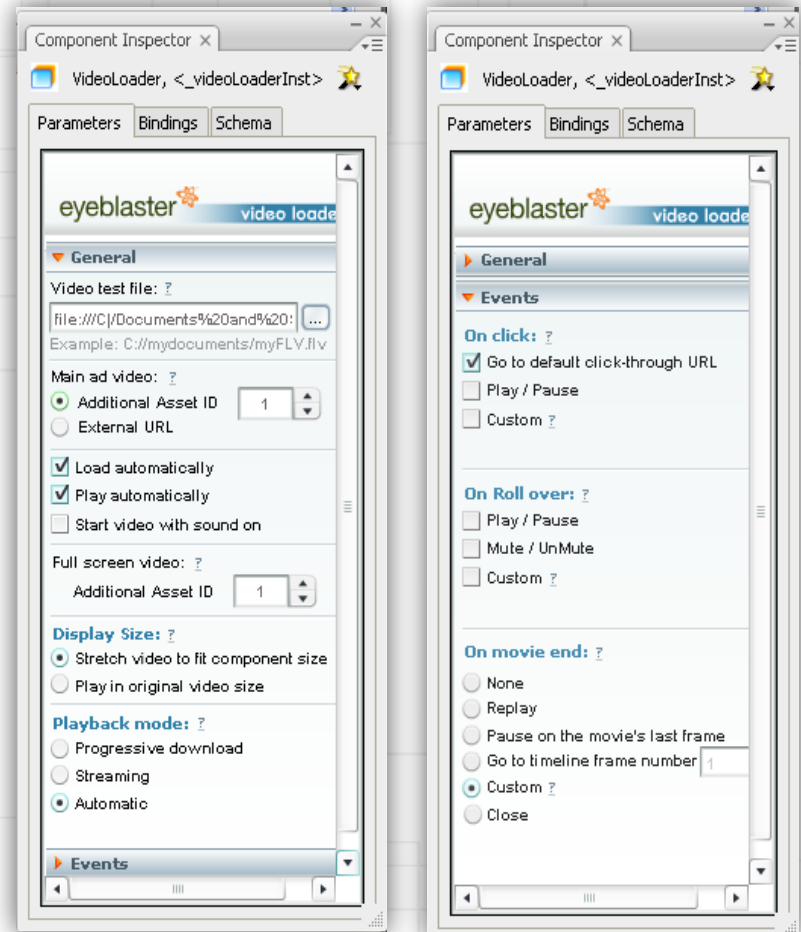


# Create a Video Ad without workshop

At the component inspector you have to choose your path to the video.

It would be recommend to take the same folder you choosed for the .

Here you can make more settings for your video.



# Action Script for Video Banner

It is necessary to use the following Script in every Ad on the first keyframe:

AS2: `#include "ebFlashActions.as"`

AS3: `EB.Init(stage)`

Please do nothing else (movieclips or sounds) on the first keyframe.  
All needed Scripts are preset in templates

## Link-Button:

AS2:

```
on (release) {  
    EB.Clickthrough();  
}
```

## Instanzname of Videoloader (Default):

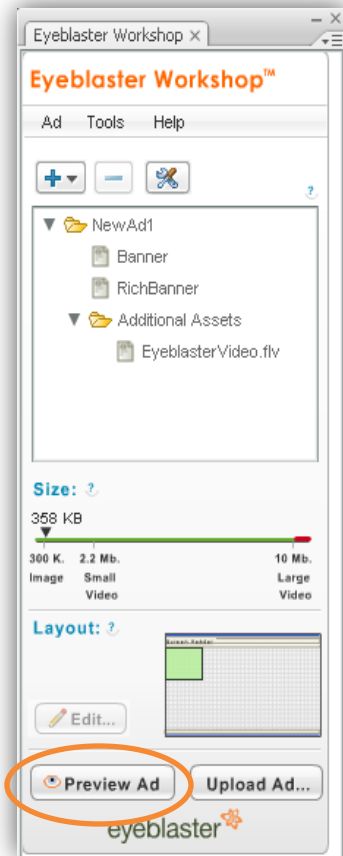
`_videoLoaderInst`

## Optional Videosettings on 1. Keyframe:

```
function _videoLoaderInst_OnClick()  
function _videoLoaderInst_OnRollOver(flIsOver:Boolean)  
function _videoLoaderInst_OnMovieEnd()  
function _videoLoaderInst_OnError(strInfo:String)  
function _videoLoaderInst_OnStatusChanged(strStatus:String)  
function _videoLoaderInst_OnPlayProgress(nProgress:Number)  
function _videoLoaderInst_OnBufferProgress(nProgress:Number)  
function _videoLoaderInst_OnLoadProgress(nProgress:Number)  
function _videoLoaderInst_OnBufferLoaded()
```

# Preview of a Video-Banner

In the workshop-window you has to click on “Preview Ad” you view the preview



## Preview Functions :

 **Positioning**

Preview URL :

 **Interactions Monitor**

 **Share Preview...**

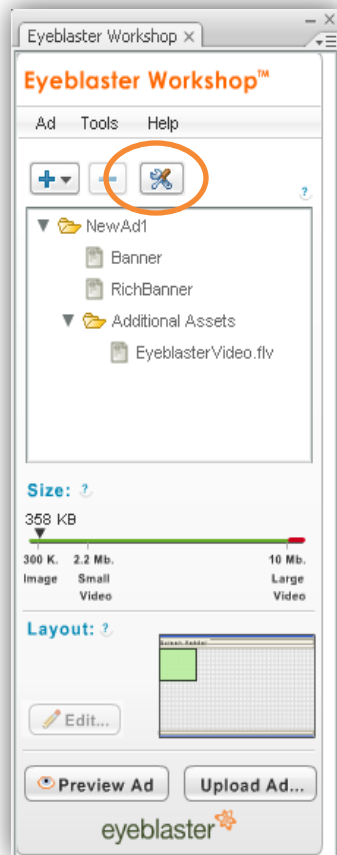
**Positioning:** If you use more ads like expandable

**Preview Url:** to see how it looks on a website

**Interactions Monitor:** to check the EB-Actions Scripts

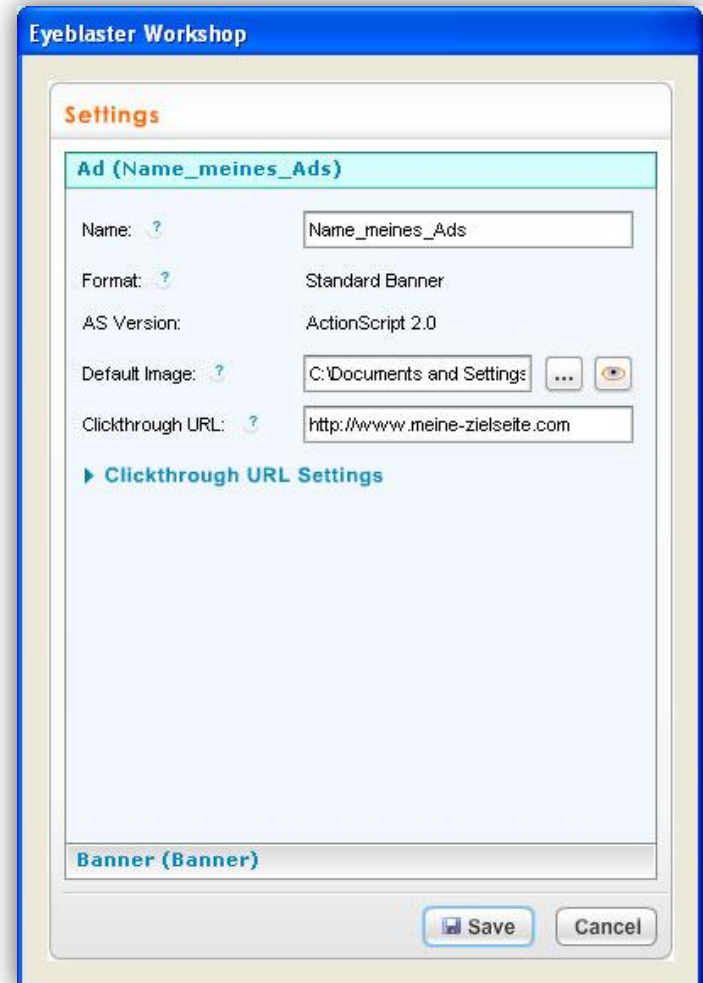
**Share Preview:** To send the Preview-URL to others

# Adapted with Ad-Settings

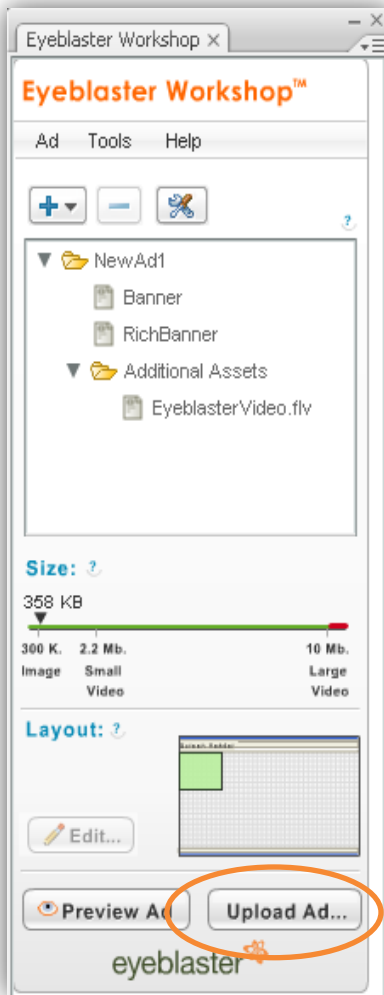


You can make different settings at the workshop with the tool-icon

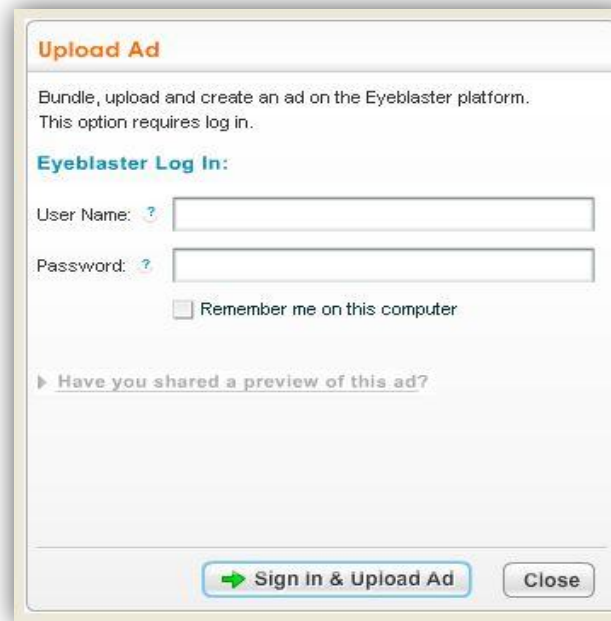
You can assign a default image and a target-url.



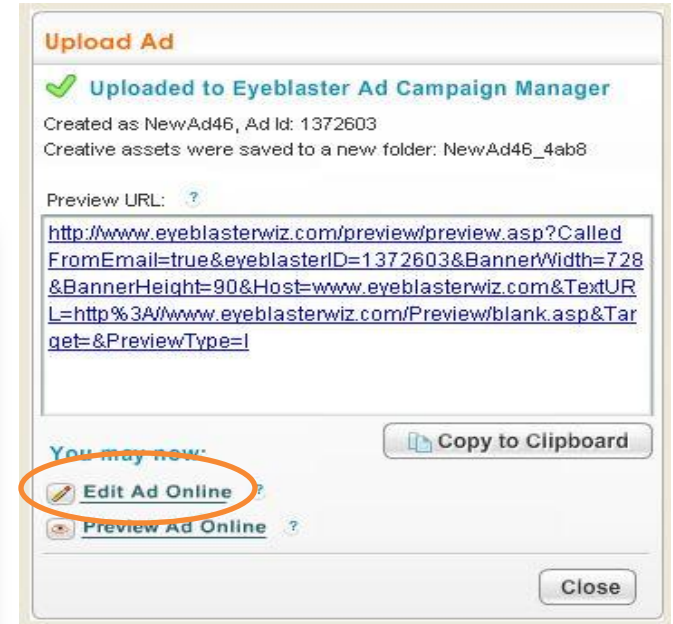
# Upload at the Adserver



Please upload the Ads in a package (.ebs File) out of the workshop.

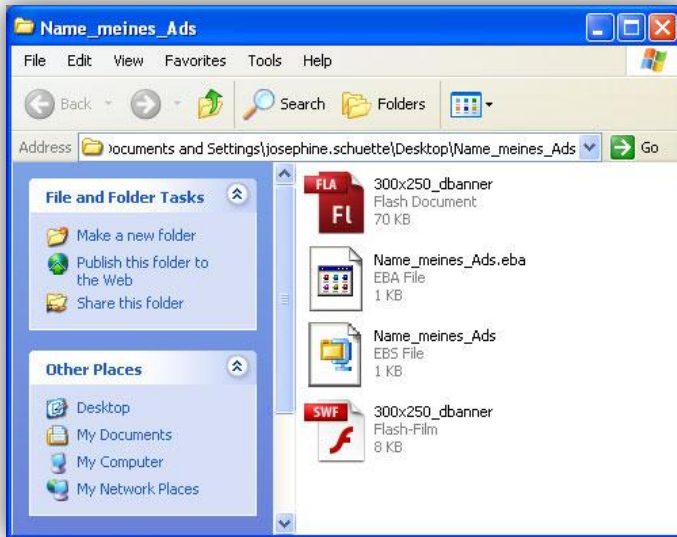


Please log in



Now, the Ad is complete uploaded on the adserver.  
Clicking the EditAd Online-Link you can change it on the Adserver itself.

# Definition of .ebs, .eba, .ebc



.ebs und .eba Dateien will be generated automatically after uploading the Bundles. There are local saved :

**.eba-File** is a Eyeblander Projekt File. Settings like Panel Positioning and Click Url are saved in it. Eba only can be opened in Flash - Workshop-Window (Open an Existing Ad). It is generated automatically.

**.ebs-File** is a Eyeblander Bundle File. Backup Image, SWF's and .eba-Datei are compressed in. It can be uploaded at the Adserver (Create Ad from Bundle). It is generated automatically.

**.ebc-File** is a Eyeblander Sourcefile. All files actionscrips and are contained. Ebc only can be opened in Flash - Workshop-Window (Open an Existing Ad). It's is generated per Click.

# Advantage of MediaMind Workshop

- Individual adjustable Templates
- Uncomplicated Upload out of Flash
- Preview in Flash
- Interaction Monitor
- Bundling all Files to one Ad

# General

- You can only use Eyebalster Workshop with MXP Extension Kit. [Download](#)
- Ad Name = Asset Folder Name
- You can make settings (positionierung, links) at the adserver or directly in Flash
- You can save the files wherever you want
- You can adjust some templates
- All files are bundled to one file (.ebs)
- Download Step-for-step-Video-Documentations about making Ads with Workshop ([Download](#))
- Please ask for a log in to Eyebalster Adserver:  
[creative\\_de@mediamind.com](mailto:creative_de@mediamind.com)

# Thank you

If you have any more questions, please ask:

[Creative\\_de@mediamind.com](mailto:Creative_de@mediamind.com)

