Ventuno Technologies (P) Ltd

HTML5 Player

v1.0.1

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i.   Description

Easy and efficient digital video deployment on mobile devices, better security measures and enhanced battery life for devices are few of several reasons why almost all industries involving online video have started moving away from Flash towards HTML5. Understanding the requirement for it we at Ventuno have upgraded our players, widgets and other ad management solutions to support HTML5.

v.   Ventuno's HTML5 players

Our players would now support Content and Ad playback support with HTML5. No more plugins and frequent updates. Integration procedures and player rendering are the same. In addition to full-featured video playback without Flash support, our players have undergone design revisions and make the experience of video viewing an absolute pleasure.
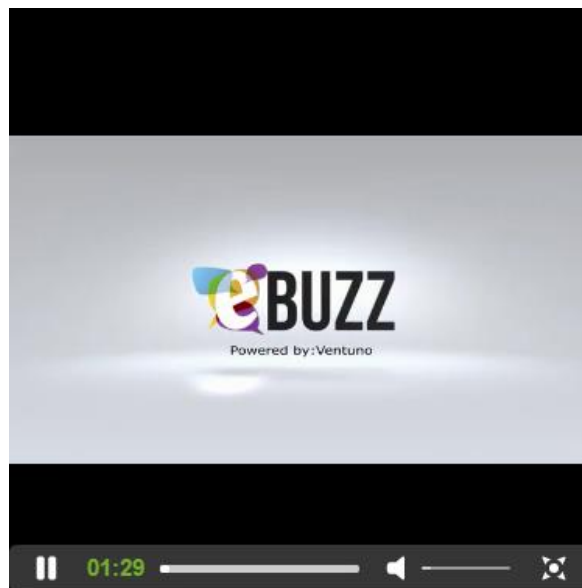
Fig 1. HTML5 Editorial player

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Fig 2. HTML5 Playlist Player

A. New Features

Here are a set of new features added to our HTML5 players.

i. Player branding options (Desktop)

Publishers and Infra partners can customize their players to display their logos/branding options in the player. It will appear on the control bar to their users.

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ii. Page views beacon (Both)

A script in the player will track publisher's page views wherever Player is integrated. When a user visits/loads the page where player code is integrated, a player request will be generated. This will be tracked and will help measure not only player performance but also page performance in terms how page views are faring post player-implementation.

iii. Title Card Support (Desktop)

Publishers and Infra partners can setup a Title card to display logo before content rolls out in the player.
HTML5 players now come with this capability.

iv. Flash Fallback (Desktop)

This feature enables content playback in Flash for browsers where HTML5 support isn't available. This is common in older versions of browsers (Firefox, Internet Explorer). In those cases, automatically Flash fallback will happen where Flash support is available. Users have to ensure Flash plugins have been installed for fallback to be valid.

v. Google IMA support (Desktop)

HTML5 Players have the ability to parse Google IMA Ads. This means publishers can target Google ads into our players now.

vi. Overlay ad support (Desktop)

Non-linear in-stream ads such as overlays can now be displayed over content playback in our HTML5 players now.

B. Default features

i. Content Playback

MP4 video playback, player rendering, controls and analytics will all happen without Flash across all player types (Editorial, Playlist and Content Players). The experience on both mobile and desktop browsers, JavaScript APIs for plugins and events will remain the same no matter what browser it's running on.

ii. Ad playback

IAB compliant Flash-based VPAID, JS VPAID and VAST Ad requests and responses will be handled with ease. Ad fill rates, targeting and CPM payments to publishers will remain unaffected.

vi. Browsers supported

Google Chrome (supported)
Firefox, IE 11 and after, Safari 8 (In Progress)

Contact us at marketing@ventunotech.com to enable our HTML5 players or for any support with switching to HTML5 from Flash.