

GROW Video Player

GROW Video Player is a video player for broadcasting in-stream advertisements on a publisher's website, dedicated to desktop, tablet and mobile formats (including AMP environment). This solution brings high increases in revenues and enables the use of tools previously reserved for the largest publishers.



The product can be implemented in two variants: Ad Wrapper or Ad Content.

• **Ad Wrapper**

Ad Wrapper is a comprehensive solution that provides technologies (video player), video content management, as the basis for content monetization and a comprehensive advertising setup, generating the highest possible income for the publisher. The most important features of the format:

- The ad is broadcasted automatically, but only when GROW Video Player is in an active visibility area. Until the user interacts with the player, the user is not served an advertisement, thanks to which the advertiser does not pay for advertisements that the user will not see, and thus the quality of the offered view is higher and better valued.
- In-stream ad broadcasting must meet the conditions imposed by Google on video publishers

<https://support.google.com/admanager/answer/3522024>

- As a standard, we integrate scripts separately for desktop and mobile versions (including tablet). It is also possible to implement one emission script which detects the devices on which the ad emission takes place.
- The method of operation and embedding of the player on the website takes place in agreement with Waytogrow.
- GROW Video Player has all the technical capabilities to call on the website, including embedding the player, and in the absence of broadcasting a video ad, returning the call to the display ad (passback).
- By default, GROW Video Player is not shown to the user (no content displayed) if there is no buyer for a given ad view. By way of individual arrangements, it is also possible to permanently embed the Player or display a "backup" advertisement (passback display).
- In the absence of content for the player, Waytogrow is able to offer content, with the provision that it will not be thematically matched material, or, in agreement with the publisher, use its own video materials to which the publisher has the copyright and does not violate the Google Policy
- In the event that the publisher provides its own editorial video materials, the following conditions must be met in order to be used:
 - Waytogrow reserves the right to accept the material
 - Editorial material meets the following conditions:
 - Video length - up to 7-8 minutes
 - File size - preferably max. 1GB
 - Movie quality - aspect ratio as below
 - File format – MP4, WMV, MOV, MKV or AVI

- In the case of sending your own materials, please provide the title of the film with a short description of the aspect ratio as below
- File transfer - e.g. link to the YT channel, Vimeo, Dropbox
- The maximum frequency of replacing the video content with a new one - not more often than once / week YT, Vimeo, Dropbox
- In the case of providing their own video content, the publisher ensures that they have full rights to the materials provided and to use them in the indicated manner (for monetization) on the website

Waytobrow is responsible for the creation and implementation of properly prepared advertising solutions on the publisher's website. The integration consists of embedding the script calling the GROW Video Player library in the website code or using the available ad-server (or another tool), which allows you to call a dedicated script. It is possible to pre-test within the publisher's domain before broadcasting.

. **Ad Content**

Ad Content is a solution that allows the publisher to access advertising demand within their current video player embedded on the website. By integrating with Waytobrow systems, in areas such as Google (Ad Exchange / Open Bidding) and Header Bidding, the publisher has access to an additional source of income. In addition to using publicly available resources, we also provide the opportunity to generate revenue through Programmatic Guaranteed / Direct channels, as well as with the largest video ad providers, helping you to get the most money on the video channel.

- **Own Direct type campaigns**

Waytogrow may provide the player technology to display in-stream advertisements for the implementation of its own (direct) campaigns on the publisher's websites, within the framework of a predetermined commission and business assumptions. Arrangements in this respect are subject to individual consideration by Waytogrow.

Browser compatibility:

- Google Chrome
- Safari
- Mozilla Firefox
- Internet Explorer (above version 11)
- Opera