

Video Player Ad Overlay Unit

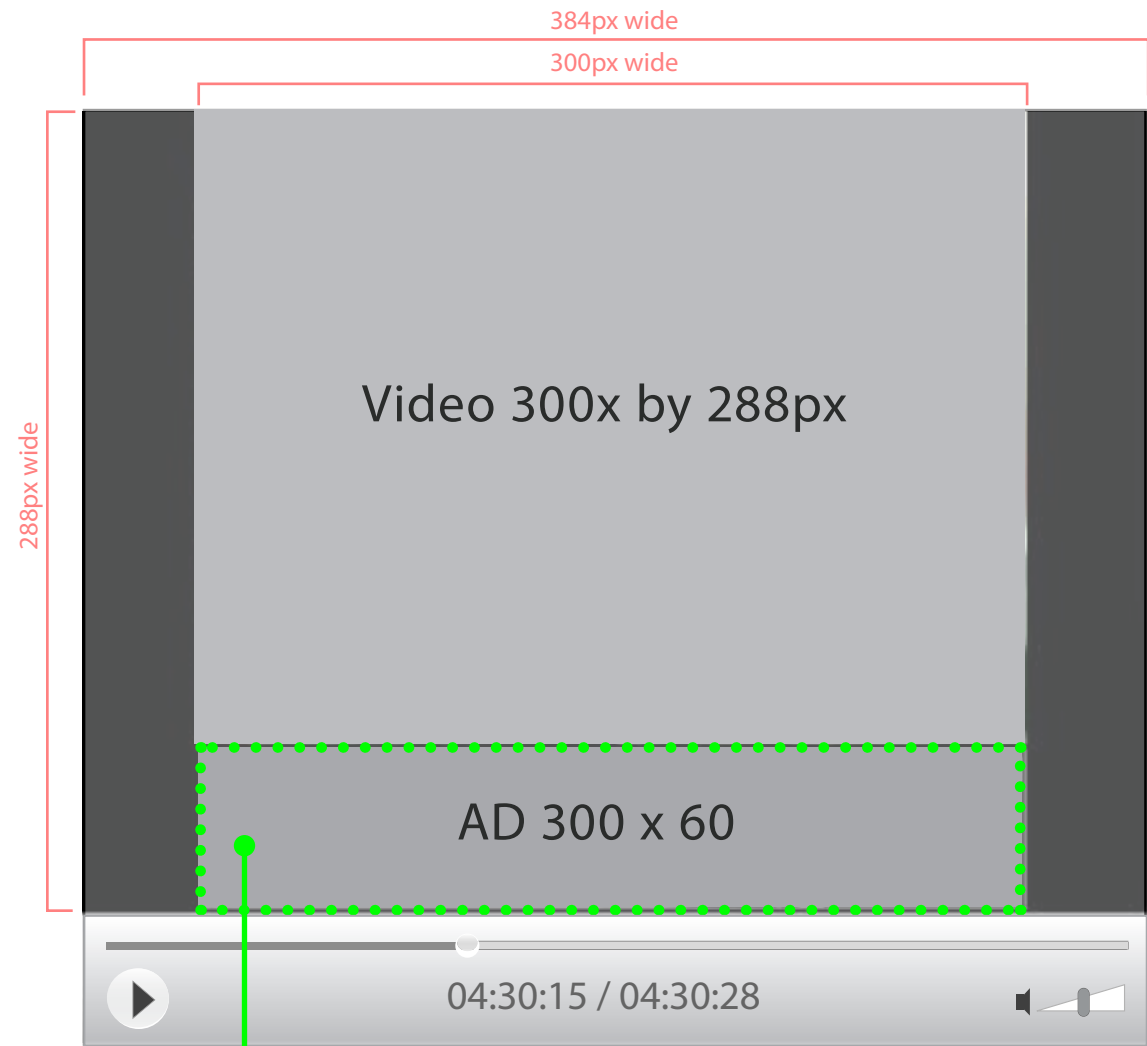
User Experience Wireframes



Video Player Ad Overlay Unit - User Interacts with AD

1 - Initial State

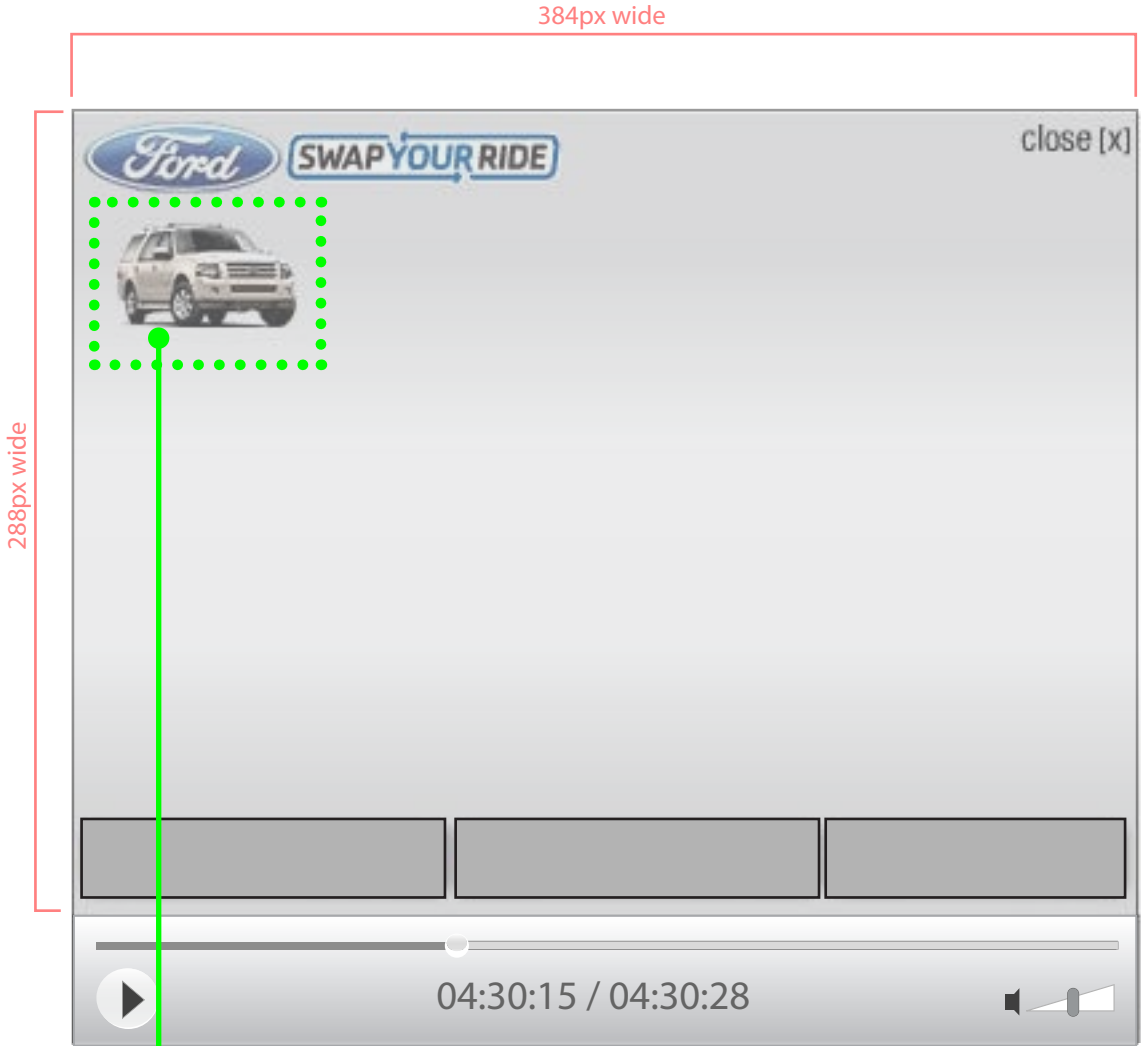
Advertising Overlay unit appears within the video playback window



User clicks on the Advertising Unit

2 -Expanded State

Advertising Unit expands to provide more information



User clicks on interactive icon

3 - User Interacts with Ad

Commercial for a truck

Alternate Template
600px by 450px

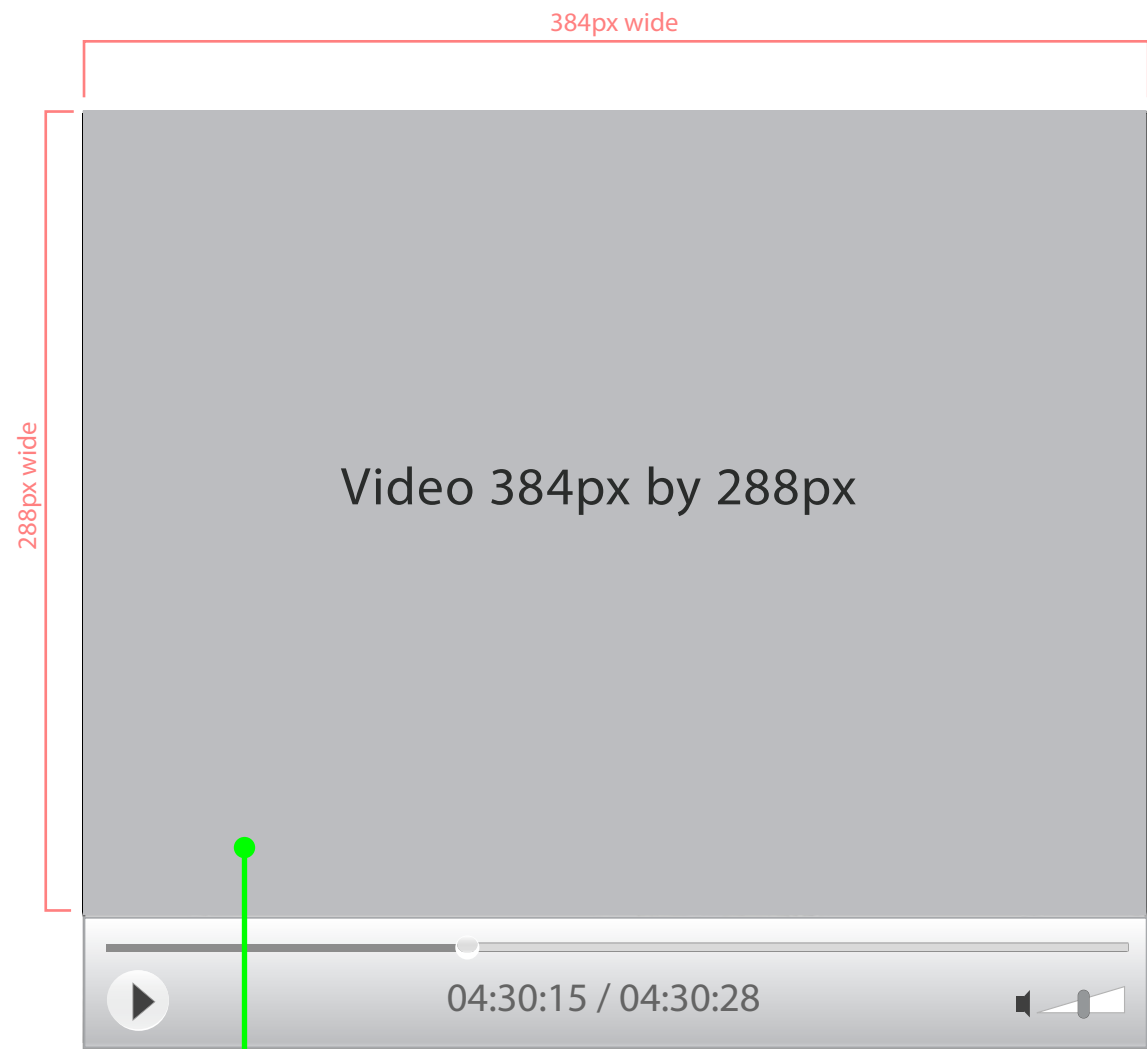


User clicks on "Close" icon

Video Player Ad Overlay Unit - User Ignores AD - AD times out

1 - Initial State

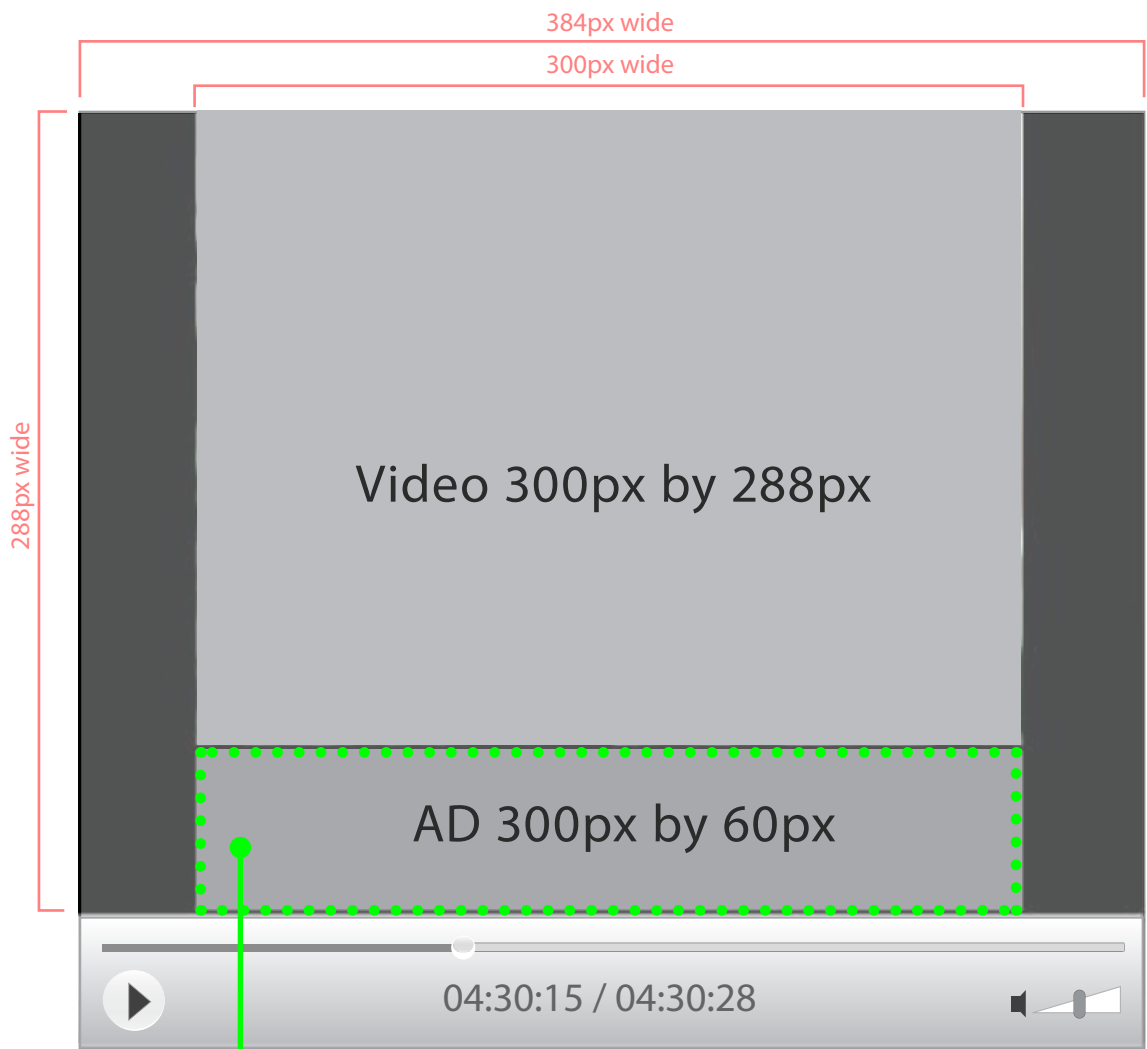
Video is playing - Ad is not showing



User clicks on the Advertising Unit

2 - Ad 300 x 60 is displayed

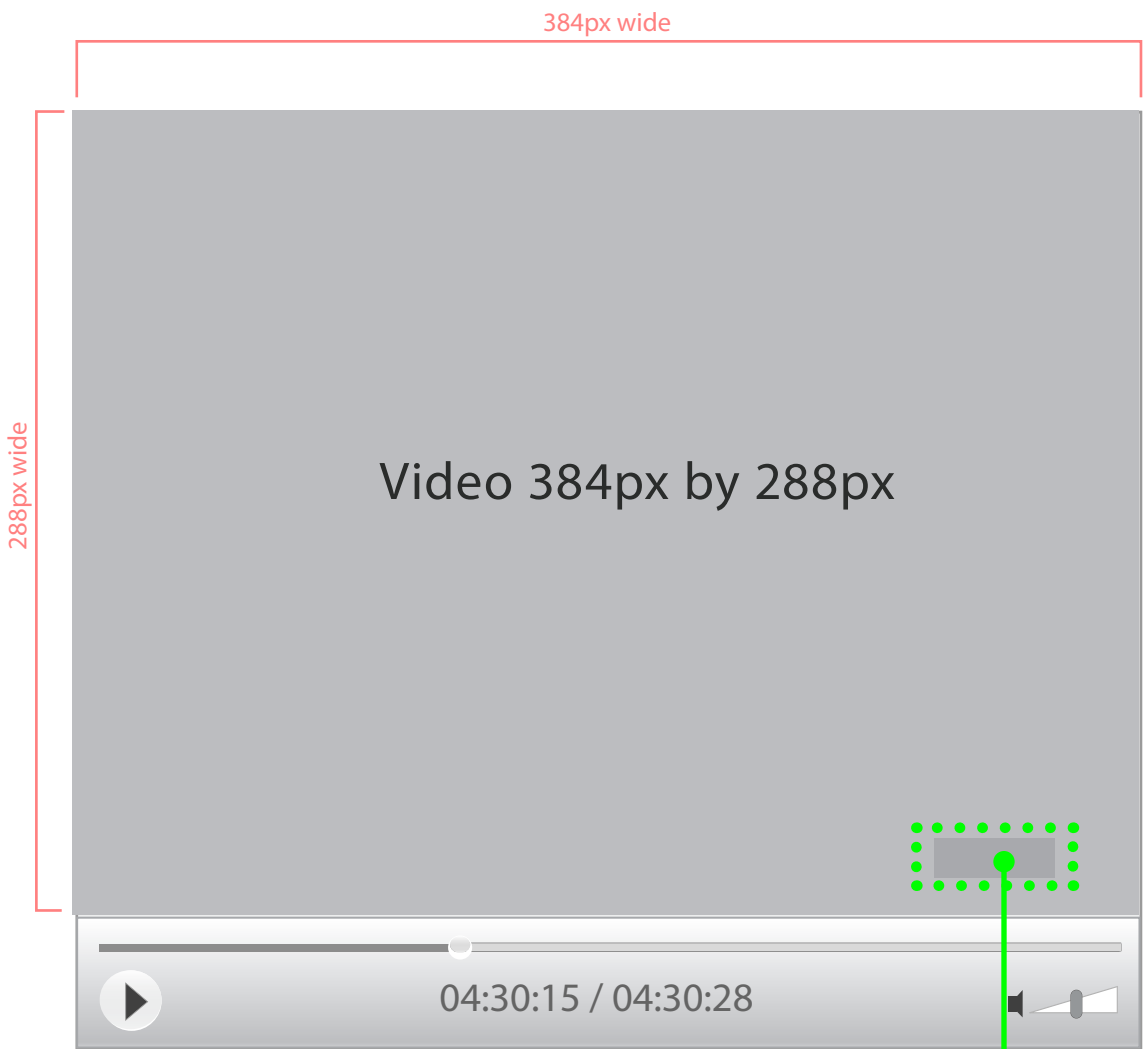
Advertising Overlay unit appears within the video playback window



User clicks on the Advertising Unit

3 - Small Leave Behind

The videoplayer issues a "hide" command, then the overlay should switch to its Hidden state (45x15 that sits just to the right of where the 300x60 was sitting, 5-10 pixels up from the bottom).



AD Small Leave Behind 45px by 15px