

onnetwork.tv

Brandings

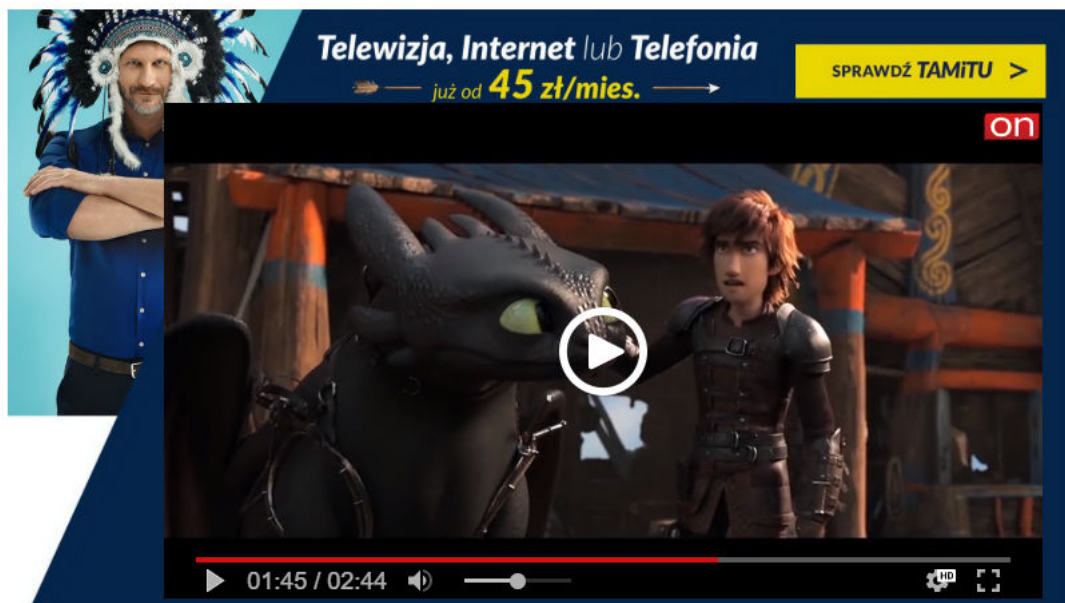
1. General information:

Branding is the new form of ad available in the player. It is graphical element located around the player. This ad is clickable with possibility of defining the landing page.

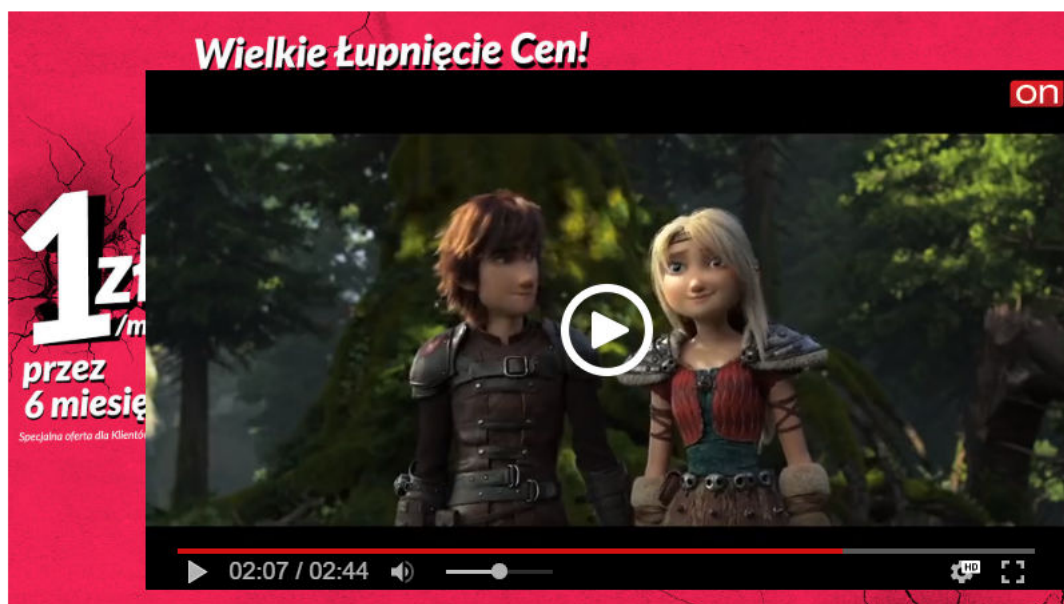
Branding can be switched on for chosen materials or group of materials on the website with defined conditions (point 3 and 4).

Branding can be limited with number of impressions or time period (point 2) To launch branding graphical material in commonly used format (JPG,PNG) is required. Branding creator on Panel will let you configure it to your requirements (point 2).

First example of the player with branding ad [\[example\]](#):



Second example of the player with branding ad [\[example\]](#):



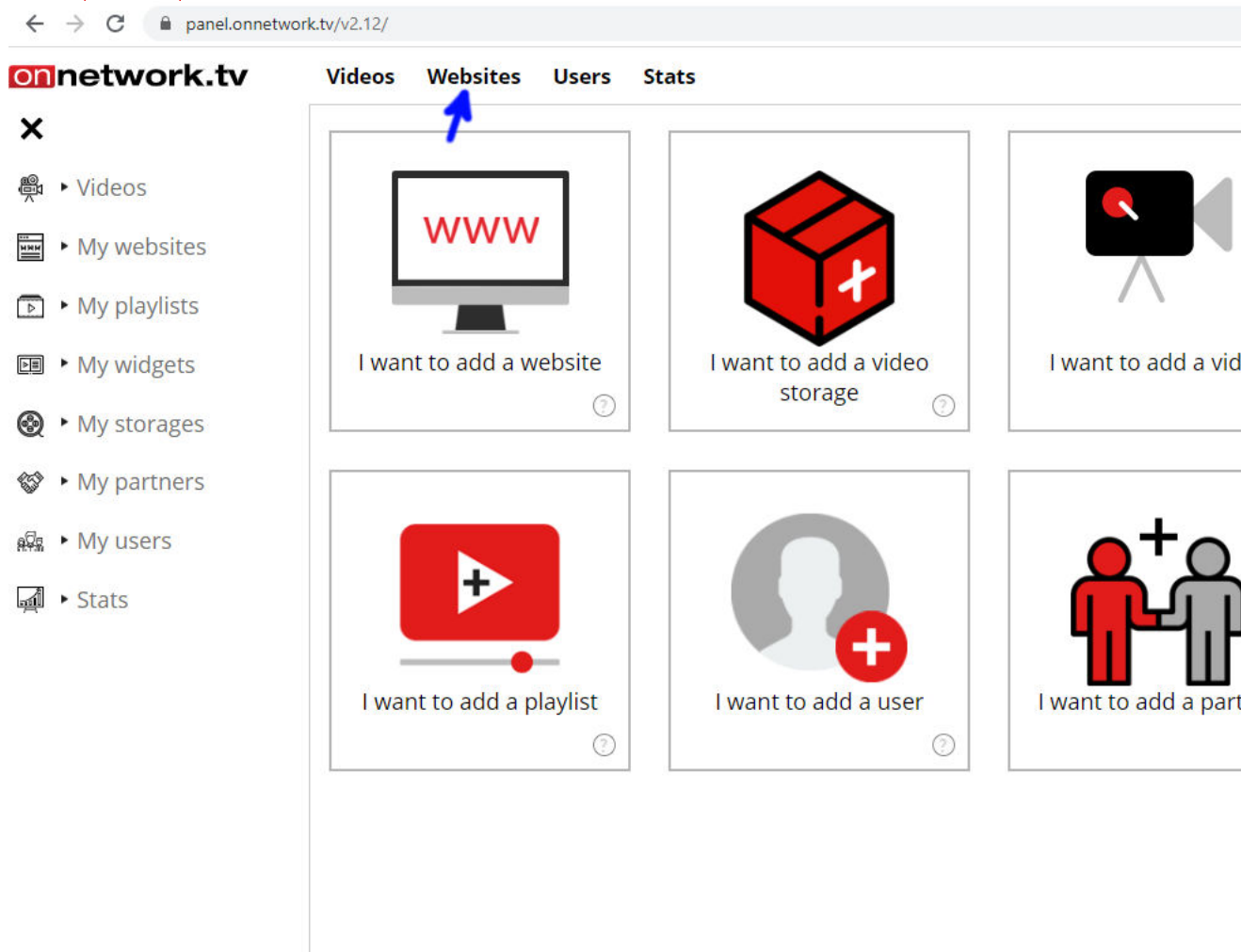
Example configuration with playlist:

Playlist includes 3 video materials, each with different branding showed depending on video material displayed to user:

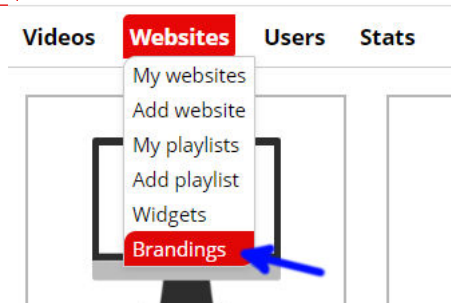
[\[example\]](#)

2. Creating branding ad:

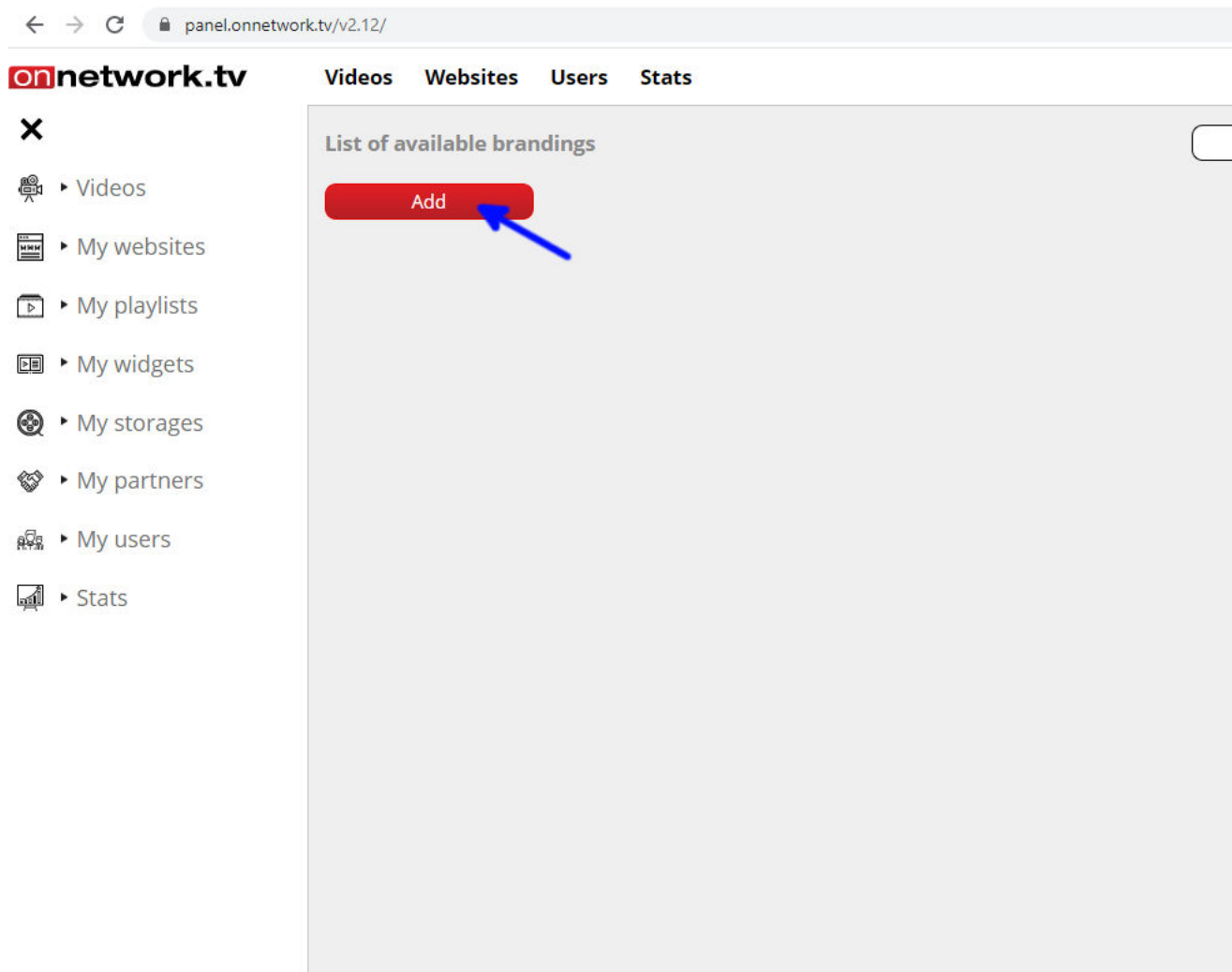
- Choose **Websites** from top bar menu:



- Hovering mouse over choose **Brandings**:



- Click Add:



- The branding creator will be displayed:

panel.onnetwork.tv/v2.12/

onnetwork.tv Videos Websites Users Stats

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New branding

Name	
Description	
Start of delivery	2019/12/30 18:00
End of delivery	2020/01/17 18:00
Required video tags	☐ Enter or select tag
Excluding video tags	☐ Enter or select tag
Start on devices	all
Do not start with PG18 videos	☐
Branding impressions limit	0
Show while ad with specified id or title is playing	
Redirect url	
Impression pixels	
Click pixels	
Branding aspect ratio	16:9
Branding creative	Select and upload file
Required size of player	0
Maintain player aspect ratio	☐

Description of all options (red are required):

Name - name that will let you identify branding.

Description - additional information about branding.

Start of delivery - date of starting the ad (by default current date).

End of delivery - date of the finishing delivery of ad (default +10 days from current date).

Required video tags - if branding is set for the whole website here its delivery can be limited only to materials including certain tags. If field is left empty branding will run with all materials.

Excluding video tags - list of tags excluding delivery of branding (has higher priority then required tags, so in case of one material having both required and excluding tags branding will not be delivered).

Start on devices - (all/desktop/mobile).

Do not start with PG18 videos - will exclude showing branding with materials marked as PG18. The option is not taken into consideration for branding set for single material.

Branding impressions limit - Delivered impressions are check every hour. After reaching limit set here branding will not be displayed any more.

Show while ad with specific id or title is playing - testing phase, not to use now.

Redirect URL - link to landing page.

Impressions pixels - counter to track impressions from adserver (Gemius or similar).

Click pixels - counter to track clicks from adserver (Gemius or similar).

Branding aspect ratio - branding will be delivered only on matching player aspect ratio.

Branding creative - upload of graphic file. Graphic will be displayed in creator (details below).

Required size of player - if width of player is smaller than defined here branding will not be displayed.

Maintain player aspect ratio - option of branding creator described in next points. Creator enables to define position and size of the player vs graphics. This option enables to change size matching defined proportion chosen in branding proportions.

- Configure your branding (green arrow fields required) and upload your graphics (yellow arrow):

onnetwork.tv

Videos Websites Users Stats

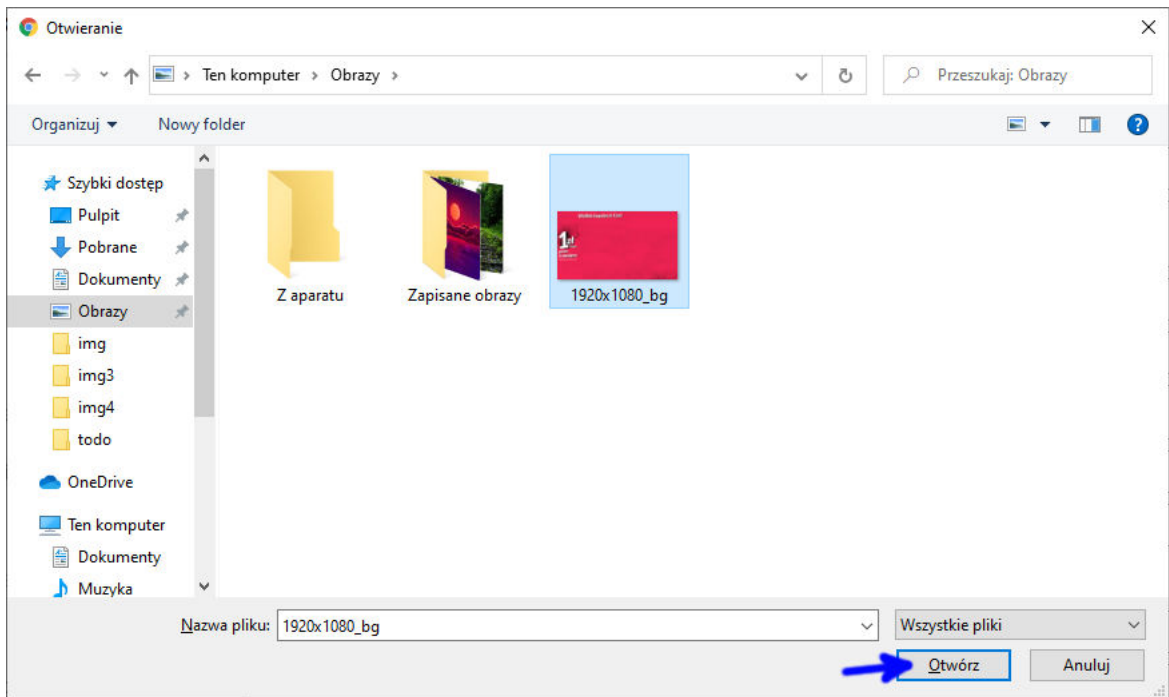
✕

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Edit of branding

Name	Branding 001
Description	
Start of delivery	2019/12/30 18:00
End of delivery	2020/01/17 18:00
Required video tags	☐ Enter or select tag
Excluding video tags	☐ Enter or select tag
Start on devices	all
Do not start with PG18 videos	☐
Branding impressions limit	0
Show while ad with specified id or title is playing	
Redirect url	https://onnetwork.of.pl/ustawienia_desktop_mol
Impression pixels	
Click pixels	
Branding aspect ratio	16:9
Branding creative	Select and upload file
Required size of player	0
Maintain player aspect ratio	☐

- Choose graphical file to upload. Click open (blue arrow):



Example graphical file [\[example\]](#)

- o In the bottom part of website creator with sent graphics will be displayed. Shape of the player is marked with white dots. To increase size of the player displayed on graphics drag and drop white dotted shape with your mouse. It is recommended to enable the option marked with blue arrow to maintain player aspect ratio:

← → ↻ 🔒 panel.onnetwork.tv/v2.12/

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Edit of branding

Branding creative

Required size of player

Maintain player aspect ratio ☒ 



- After setting the size of the player the location of the player must be defined. Click on darkened part (player shape), then drag and drop player to required location:

← → ↻ 🔒 panel.onnetwork.tv/v2.12/

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Edit of branding

Branding creative

Required size of player

Maintain player aspect ratio ☒



- Save your settings (blue arrow):

← → ↻ panel.onnetwork.tv/v2.12/

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Edit of branding

Branding creative

Required size of player

Maintain player aspect ratio ☒



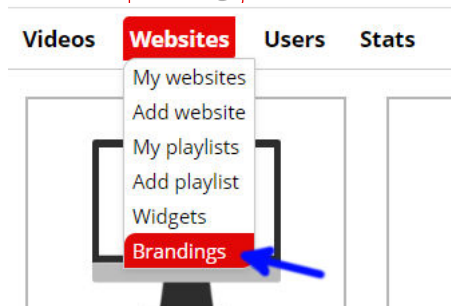
The preview shows a red background with a cracked texture. At the top, it says "Wielkie Łupnięcie Cen!". On the left, there is a large "1zł /mies." with "przez 6 miesięcy" below it. At the bottom left, in small text, it says "Specjalna oferta dla Klientów Vectry". On the right, there is a large rectangular area outlined with a white dotted border.

- The information shall be displayed about successful save:

The screenshot shows the onnetwork.tv dashboard. The top navigation bar includes 'Videos', 'Websites', 'Users', and 'Stats'. A green notification banner at the top states 'Branding was saved'. The left sidebar contains a menu with icons and labels: 'Videos', 'My websites', 'My playlists', 'My widgets', 'My storages', 'My users', and 'Stats'. The main content area displays a branding preview for 'Wielkie Łupnięcie Cen!' with a red background and white text. To the right of the preview is a table with branding details.

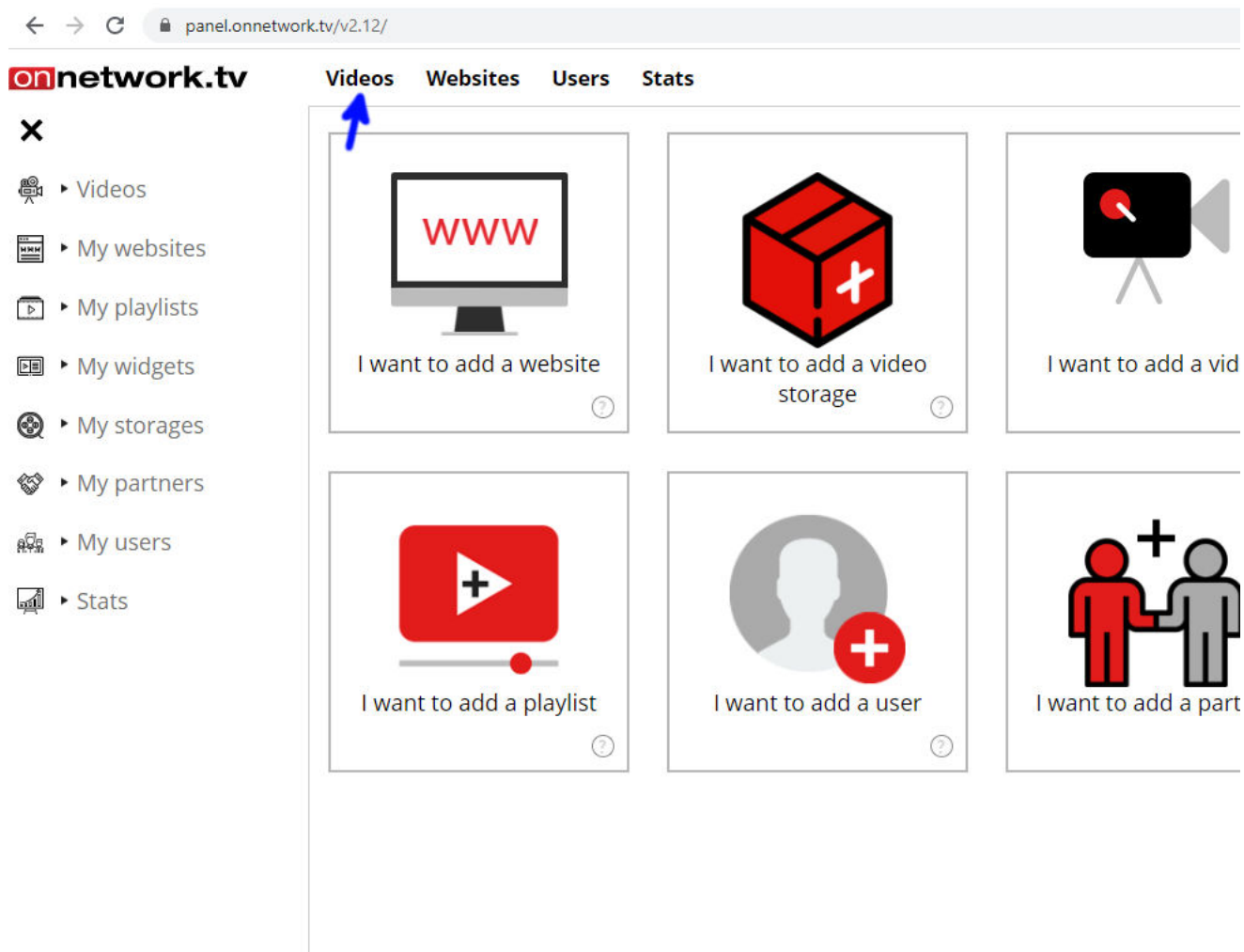
Name	Branding 001
ID	10007
Start of delivery	2019/12/30 18:0
End of delivery	2020/01/17 18:0

- Now branding will be visible and ready to edit in the **Brandings** tab:

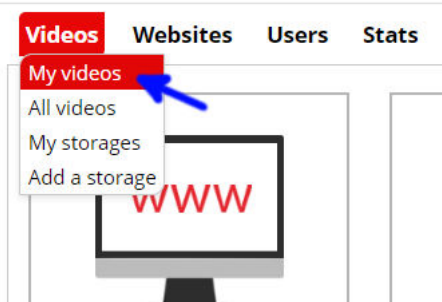


3. Enabling branding for single material:

- Form top bar menu choose **Videos**:



- After hovering the mouse click **My videos**:



- List of own materials will be displayed. Choose material to show branding ad with and click **Edit** (blue arrow):

panel.onnetwork.tv/v2.12/

onnetwork.tv Videos Websites Users Stats

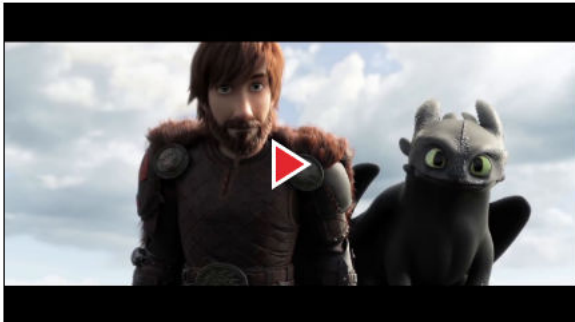
X

- ▶ Videos
- ▶ My websites
- ▶ My playlists
- ▶ My widgets
- ▶ My storages
- ▶ My partners
- ▶ My users
- ▶ Stats

My videos list

Add Add external Add streaming videos at pa

How to Train Your Dragon: The Hidden World (Trailer)



In collection	testStorage001
Language	English
Category	Unset
Ad status	Video approved fo
Video length	2m44s
State of video	Video available. Cc
Added	2019-12-30 17:26:5
Released	2019-12-30 17:27:3
Source res.	1920x1080
Embed code: ?	Select website

- The last option (marked with green arrow) is **Show players branding**. Choose one of the available branding ads and **Save** (blue arrow):

panel.onnetwork.tv/v2.12/

onnetwork.tv

Videos Websites Users Stats

Edit video settings How to Train Your Dragon: The Hidden World (Trailer)

URL to redirect

Start with timestamp:

End with timestamp:

Time of mid-roll ads start

Additional video button

Visible from

Visible until

Text of additional button

Additional button link

Start pixel

25% pixel

50% pixel

75% pixel

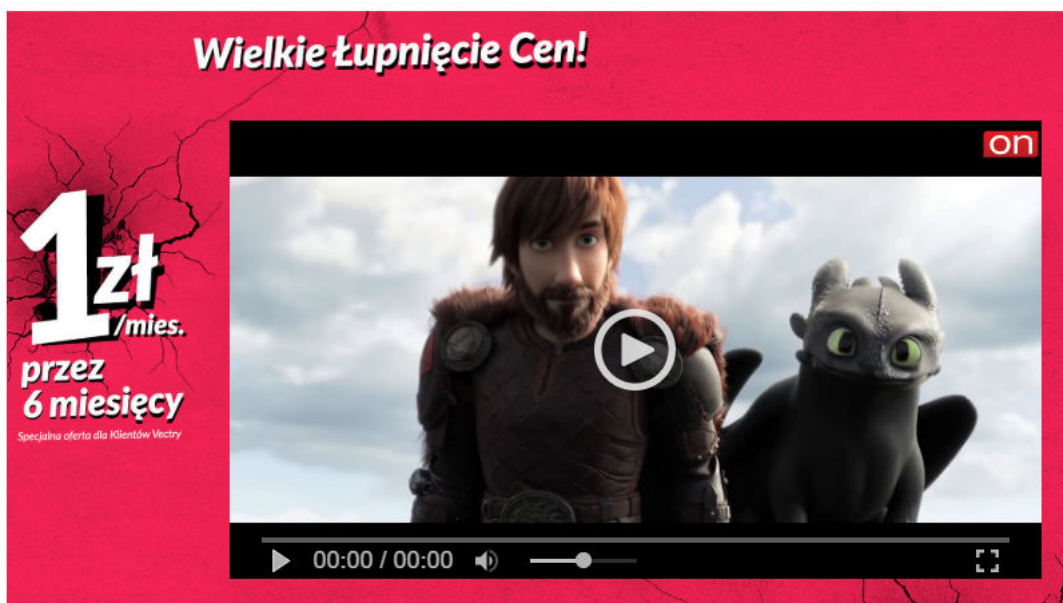
Completed pixel

Full-screen pixel

Show players branding

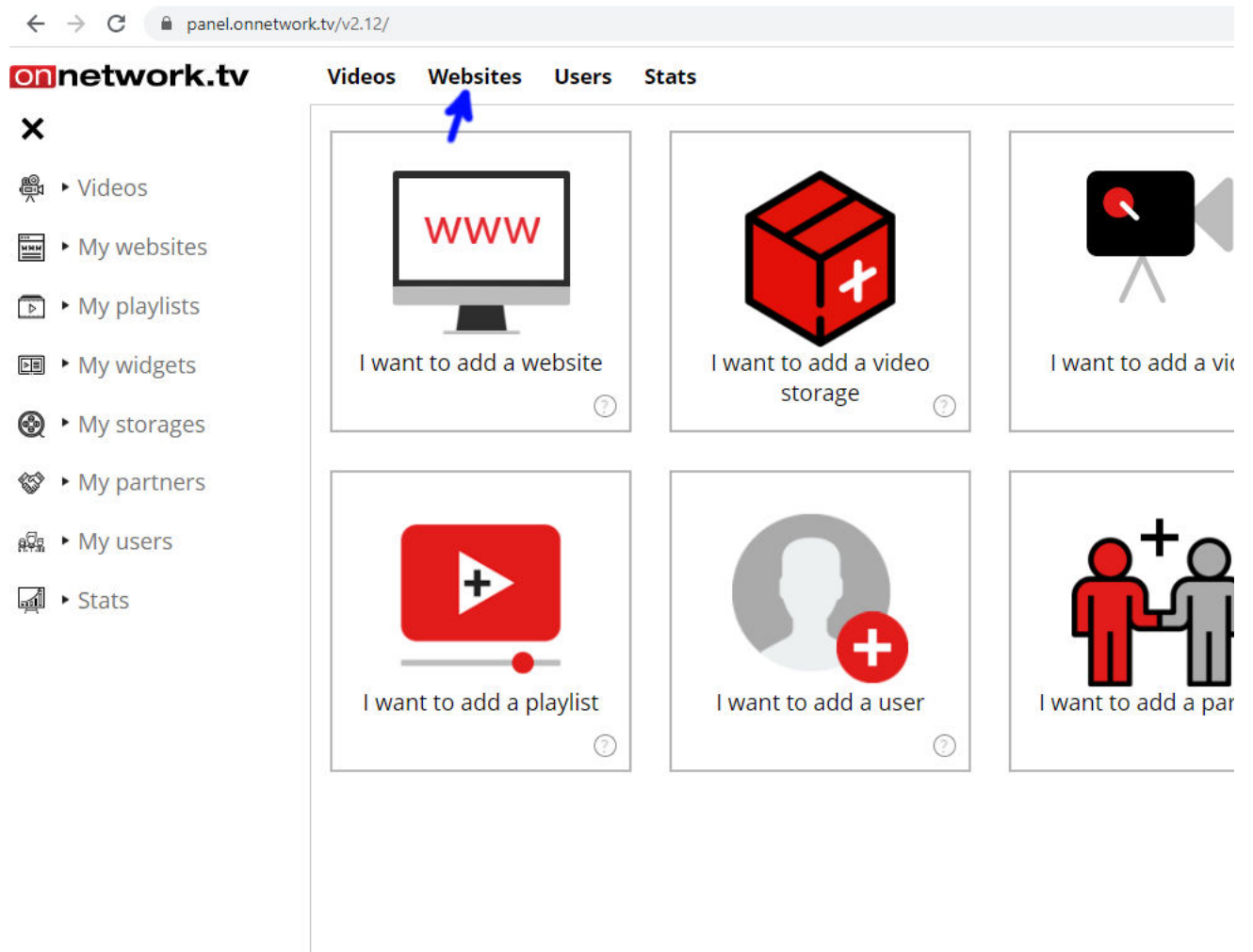
* - required field

- Branding ad will be displayed together with this material independently on playlists or websites within partner account:

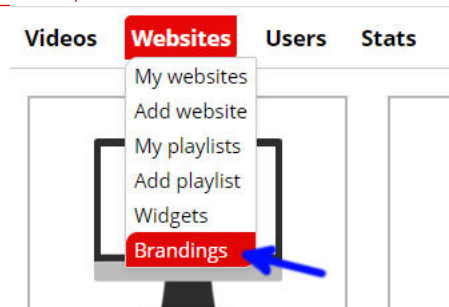


4. Enabling branding ad for the group of materials on website:

- For all materials on website:
 - Choose **Websites** from top bar menu:



- Hover the mouse over and choose **Brandings**:



- Choose **Edit** for branding you want to display:

panel.onnetwork.tv/v2.12/

onnetwork.tv

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Videos

Websites

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List of available brandings

Add

Wielkie łupnięcie Cen!

1zł/mies.
przez 6 miesięcy

Name

ID

Start of delivery

End of delivery

Branding 001

10007

2019/12/30 18:00

2020/01/17 18:00

- Define branding and do not fill green marked fields:

https://examples.onnetwork.tv/brandingi_instrukcja.html

15/21

panel.onnetwork.tv/v2.12/

onnetwork.tv

Videos Websites Users Stats

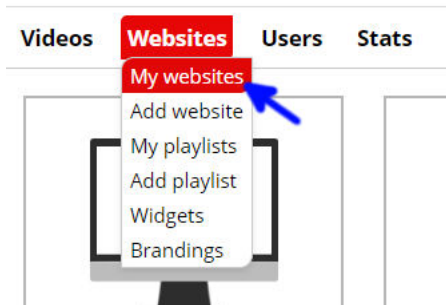
✕

- ▶ Videos
- ▶ My websites
- ▶ My playlists
- ▶ My widgets
- ▶ My storages
- ▶ My users
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Edit of branding

Name	Branding 001
Description	
Start of delivery	2019/12/30 18:00
End of delivery	2020/01/17 18:00
Required video tags	Enter or select tag
Excluding video tags	Enter or select tag
Start on devices	all
Do not start with PG18 videos	☐
Branding impressions limit	0
Show while ad with specified id or title is playing	
Redirect url	https://onnetwork.of.pl/ustawienia_desktop_mc
Impression pixels	
Click pixels	
Branding aspect ratio	16:9
Branding creative	Select and upload file
Required size of player	0
Maintain player aspect ratio	☐

- Choose **My websites** from top bar menu:



- Click **Edit** for the website to show branding ad on:

panel.onnetwork.tv/v2.12/

onnetwork.tv Videos Websites Users Stats

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My websites

Add website

	Website name	
	exampleofwebsite.com	
	ID	4252
	website partner	TestPartner
	Website address / URL	https://www.exampleofwebsite.com
	Ad status	Accepted
	Website category	business, finance, law
	Possibilities of the Onnetwork	
	ID	6807
	website partner	TestPartner
	Website address / URL	www.onnetwork.of.pl
	Ad status	Accepted
	Website category	business, finance, law

- Choose branding on green marked field and **Save** (blue arrow):

panel.onnetwork.tv/v2.12/

onnetwork.tv

Videos Websites Users Stats

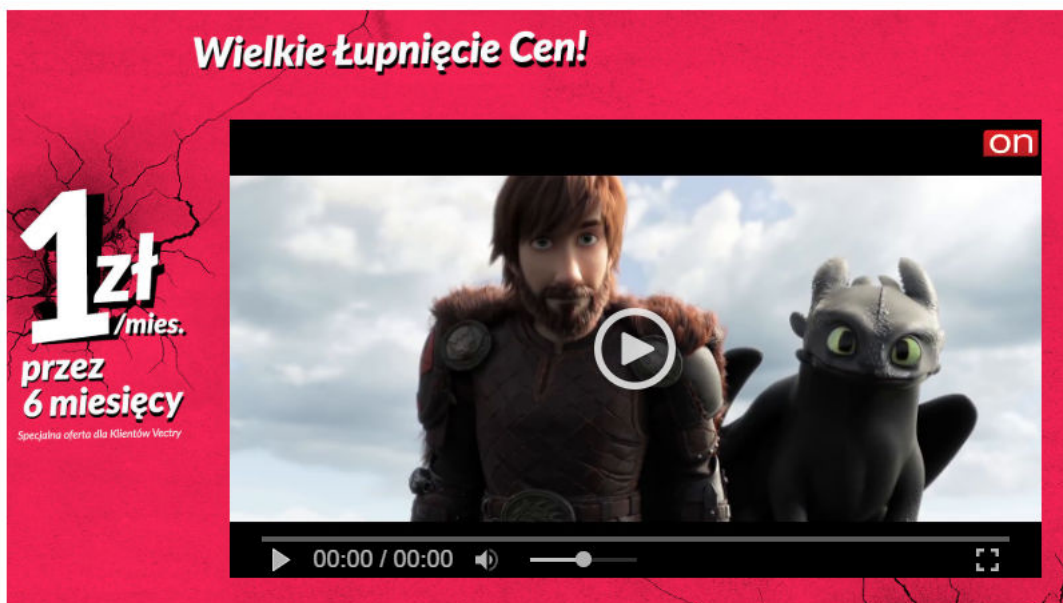
✕

- ▶ Videos
- ▶ My websites
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- ▶ My widgets
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Editing website data exampleofwebsite.com

Access to all partner materials	☒
Pre-roll ads allowed	☒
Mid-roll ads allowed	☒
Post-roll ads allowed	☐
Minimal length of video material for mid-rolls	60
Time space between mid-roll ads	60
Redirect URL after logo click	
Replacement URL when there is no ad	
URL to css file with player layout definition	
URL to css file with player loader layout definition	
Maximum resolution of played video	HD resolution
Google Analytics id	
Gemius Stream id	
Gemius Stream hitcollector	
Ad selection scheme	default
Show players branding	Branding 001

- Branding will be displayed for all materials and playlists elements delivered on the website:



- For the group of materials with required specific tags or excluded by specific tags within website repeat the same steps like in previous example until you get to branding settings:
- In the field marked with green arrow define tags (that are defined with video materials) that will trigger launching branding. In the field marked with black arrow define tags that will exclude display of branding ad remembering that excluding tags have higher priority then required tags (if video material will have both tags branding ad will not be displayed). **Save** your tags definition (blue arrow):

panel.onnetwork.tv/v2.12/

onnetwork.tv

Videos Websites Users Stats

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▸ Videos

▸ My websites

▸ My playlists

▸ My widgets

▸ My storages

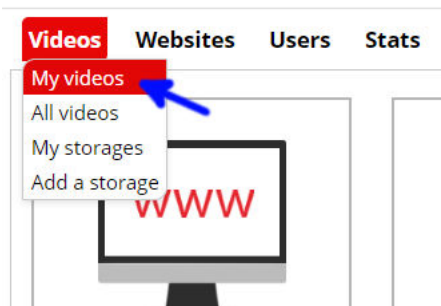
▸ My users

▸ Stats

Edit of branding

Name	Branding 001
Description	
Start of delivery	2019/12/30 18:00
End of delivery	2020/01/17 18:00
Required video tags	turn_on_branding001 ✕ trailer ✕ cinema
Excluding video tags	turn_off_branding001 ✕ Enter or select tag
Start on devices	all
Do not start with PG18 videos	☐
Branding impressions limit	0
Show while ad with specified id or title is playing	
Redirect url	https://onnetwork.of.pl/ustawienia_desktop_mc
Impression pixels	
Click pixels	
Branding aspect ratio	16:9
Branding creative	Select and upload file
Required size of player	0
Maintain player aspect ratio	☐

- Then follow the steps from previous example to add defined branding to the website.
If you did not define tags for the video material before here is the information how to do it.
Choose **My videos** from top bar menu:



- Edit** chosen video material:

27.04.2023, 12:36

https://examples.onnetwork.tv/brandingi_instrukcja.html

panel.onnetwork.tv/v2.12/

onnetwork.tv

X

▶ Videos

▶ My websites

▶ My playlists

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VideosWebsitesUsersStats

My videos list

AddAdd externalAdd streaming

videos at p

How to Train Your Dragon: The Hidden World (Trailer)

In collectiontestStorage001

LanguageEnglish

CategoryUnset

Ad statusVideo approved f

Video length2m44s

State of videoVideo available. C

Added2019-12-30 17:26

Released2019-12-30 17:27

Source res.1920x1080

Embed code: (?)

Select website

■ Define your tags for video material and Save your tags (blue arrow):

panel.onnetwork.tv/v2.12/

onnetwork.tv

Videos Websites Users Stats

Edit video settings How to Train Your Dragon: The Hidden World (Trailer)

Title	How to Train Your Dragon: The Hidden World (Trailer)
ID	220760
Description	
Tags	turn_on_branding001 ✕ Enter or select tag
Author	
Language	English
Broadcast allowed in	☐ all countries
Country of origin	EU member
Delayed availability of video	☐
Limit availability time	☐
Shared publicly	☐
Ad category	☐ Video approved for all ads
Video proper for audience	without age restrictions
Category	☐ Unset
Number of impressions	0
URL to redirect	
Start with timestamp:	0

- Now if tags are matching required tag or excluding tags from branding ad definition effect described before will trigger (displaying or not excluding branding from display):

