



## Leading Video Ad Network

**Type:** Run of Network (Site/Category selection available)

**Targeting:** Supported

**Demo & Gallery:** <http://showcase.blueseeds.tv/>

Updated :

01-May-17

Updated by :

BOM

### INSTREAM

#	Unit Name	Type	Format	Dimensions (WxH in Pixels)	Max Expand Dimensions (WxH in Pixels)	Rate card (VND)	Max File Size	Max Length	Audio Format and Initiation	Tracking metrics	Description	Demo
1	<b>Preroll 15s</b>	Standard / Linear	MP4 (H.264), FLV(FlashVideo) Aspect Ratio 16:9 or 4:3 VAST/VPAID compatible	640/480x360 854/640x480 1280/960x720	Fullscreen	55,000 đ/CPM 150 đ/CPCV	3MB	15s	MP3 or AAC Auto Initiation	Impressions Clicks & CTR Video Quartiles (First, Midpoint, Third, Complete) Video Events (Start, Pause, Mute, Fullscreen)	Ads play before video stream. Skip button enabled after 5 seconds. Accept 3rd ad-serving VAST/VPAID tag.	<a href="#">Demo here</a>
2	<b>Preroll 30s</b>	Standard / Linear	MP4 (H.264), FLV(FlashVideo) Aspect Ratio 16:9 or 4:3 VAST/VPAID compatible	640/480x360 854/640x480 1280/960x720	Fullscreen	65,000 đ/CPM 250 đ/CPCV	3MB	30s	MP3 or AAC Auto Initiation	Impressions Clicks & CTR Video Quartiles (First, Midpoint, Third, Complete) Video Events (Start, Pause, Mute, Fullscreen)	Ads play before video stream. Skip button enabled after 5 seconds. Accept 3rd ad-serving VAST/VPAID tag.	<a href="#">Demo here</a>
3	<b>Preroll Long-Form</b>	Standard / Linear	MP4 (H.264), FLV(FlashVideo) Aspect Ratio 16:9 or 4:3 VAST/VPAID compatible	640/480x360 854/640x480 1280/960x720	Fullscreen	85,000 đ/CPM 300 đ/CPCV	6MB	up to 3mins	MP3 or AAC Auto Initiation	Impressions Clicks & CTR Video Quartiles (First, Midpoint, Third, Complete) Video Events (Start, Pause, Mute, Fullscreen)	Ads play before video stream. Skip button enabled after 5 seconds. Accept 3rd ad-serving VAST/VPAID tag.	<a href="#">Demo here</a>
4	<b>Non-skippable Preroll 15s</b>	Standard / Linear	MP4 (H.264), FLV(FlashVideo) Aspect Ratio 16:9 or 4:3 VAST/VPAID compatible	640/480x360 854/640x480 1280/960x720	Fullscreen	75,000 đ/CPM 150 đ/CPCV	3MB	15s	MP3 or AAC Auto Initiation	Impressions Clicks & CTR Video Quartiles (First, Midpoint, Third, Complete) Video Events (Start, Pause, Mute, Fullscreen)	Ads play before video stream. Limited inventory. Accept 3rd ad-serving VAST/VPAID tag	<a href="#">Demo here</a>

5	<b>Super Preroll</b>	Interactive / Linear	MP4 (H.264), FLV(FlashVideo) Aspect Ratio 16:9 or 4:3 VAST/VPAID compatible	640/480x360 854/640x480 1280/960x720	Fullscreen	85,000 đ/CPM	3MB per interaction	30s max	MP3 or AAC Auto Initiation	Impressions Clicks & CTR Video Quartiles (First, Midpoint, Third, Complete) Video Events (Start, Pause, Mute, Fullscreen) Interactions (Various Events)	Ads play before video stream Allow interactions in ads Skip button enabled after 5 seconds Accept 3rd ad-serving VPAID tag	<a href="#">Demo here</a>
6	<b>Midroll</b>	Standard / Linear	MP4 (H.264), FLV(FlashVideo) Aspect Ratio 16:9 or 4:3 VAST/VPAID compatible	640/480x360 854/640x480 1280/960x720	Fullscreen	55,000 đ/CPM 150 đ/CPCV	3MB	15s	MP3 or AAC Auto Initiation	Impressions Clicks & CTR Video Quartiles (First, Midpoint, Third, Complete) Video Events (Start, Pause, Mute, Fullscreen)	Ads play each 20 minutes during video stream Skip button enabled after 5 seconds Support 30s with additional 10,000 đ/CPM and 200 đ/CPCV Accept 3rd ad-serving VAST/VPAID tag	<a href="#">Demo here</a>
7	<b>Non-skippable Midroll</b>	Standard / Linear	MP4 (H.264), FLV(FlashVideo) Aspect Ratio 16:9 or 4:3 VAST/VPAID compatible	640/480x360 854/640x480 1280/960x720	Fullscreen	75,000 đ/CPM 150 đ/CPCV	3MB	15s	MP3 or AAC Auto Initiation	Impressions Clicks & CTR Video Quartiles (First, Midpoint, Third, Complete) Video Events (Start, Pause, Mute, Fullscreen)	Ads play each 20 minutes during video stream. Support 30s with additional 20,000 đ/CPM and 200 đ/CPCV. Limited inventory. Accept 3rd ad-serving VAST/VPAID tag	<a href="#">Demo here</a>

#### OUTSTREAM (former RICH MEDIA)

#	Unit Name	Type	Format	Dimensions (WxH in Pixels)	Max Expand Dimensions (WxH in Pixels)	Rate card (VND)	Max File Size	Max Length	Audio Format and Initiation	Tracking metrics	Description	Demo
1	<b>InRead</b>	Native / iTVC	MP4 (H.264), FLV(FlashVideo) Aspect Ratio 16:9 or 4:3 VAST compatible	640/480x360 854/640x480 1280/960x720	No	55,000 đ/CPM 300 đ/CPCV	3MB	Max 30s	Audio enabled by mouse hover	Impressions Clicks & CTR Video Quartiles (First, Midpoint, Third, Complete) * Video Events (Start, Pause, Mute) *	Ads appear in middle of article (normally) when user scrolls to read news Ads play when its visible area is greater than 50%, and stop playing when it's smaller than 50%. Ads disappear when it's ended, or user skips.	<a href="#">Demo here</a>

2	<b>InRead Long-Form</b>	Native / iTVC	MP4 (H.264), FLV(FlashVideo) Aspect Ratio 16:9 or 4:3 VAST compatible	640/480x360 854/640x480 1280/960x720	No	75,000 đ/CPM 500 đ/CPCV	6MB	Max 3mins	Audio enabled by mouse hover	Impressions Clicks & CTR Video Quartiles (First, Midpoint, Third, Complete) * Video Events (Start, Pause, Mute) *	Ads appear in middle of article (normally) when user scrolls to read news Ads play when its visible area is greater than 50%, and stop playing when it's smaller than 50%. Ads disappear when it's ended, or user skips. *** CPCV for 30s only.	<a href="#">Demo here</a>
3	<b>InRead Plus</b>	Native / iTVC	MP4 (H.264), FLV(FlashVideo) Aspect Ratio 16:9 or 4:3 VAST compatible	640/480x360 854/640x480 1280/960x720	Fullscreen	55,000 đ/CPM 200đ / CPCV	3MB	Max 30s	Auto sound	Impressions Clicks & CTR Video Quartiles (First, Midpoint, Third, Complete) * Video Events (Start, Pause, Mute) *	As InRead with additional interactions * Fullscreen when user engages 3 seconds * Shrink to bottom-right corner as Balloon * Auto-sound with increment volume	<a href="#">Demo here</a>
4	<b>InRead Plus Long-Form</b>	Native / iTVC	MP4 (H.264), FLV(FlashVideo) Aspect Ratio 16:9 or 4:3 VAST compatible	640/480x360 854/640x480 1280/960x720	Fullscreen	65,000 đ/CPM 300 đ/CPCV	6MB	Max 3mins	Auto sound	Impressions Clicks & CTR Video Quartiles (First, Midpoint, Third, Complete) * Video Events (Start, Pause, Mute) *	As InRead with additional interactions * Fullscreen when user engages 3 seconds * Shrink to bottom-right corner as Balloon * Auto-sound with increment volume *** CPCV for 30s only	<a href="#">Demo here</a>
5	<b>InFlow</b>	Rich Media / iTVC	MP4 (H.264), FLV(FlashVideo) Aspect Ratio 16:9 or 4:3 VAST compatible	640/480x360 854/640x480 1280/960x720	No	45,000 đ/CPM	3MB	Max 30s	Audio enabled by mouse hover	Impressions Clicks & CTR Video Quartiles (First, Midpoint, Third, Complete) * Video Events (Start, Pause, Mute) *	Ads appear as lightbox before accessing content or between pages Skip enabled after 5 seconds	<a href="#">Demo here</a>
6	<b>InFlow Long-Form</b>	Rich Media / iTVC	MP4 (H.264), FLV(FlashVideo) Aspect Ratio 16:9 or 4:3 VAST compatible	640/480x360 854/640x480 1280/960x720	No	55,000 đ/CPM		Max 3mins	Audio enabled by mouse hover	Impressions Clicks & CTR Video Quartiles (First, Midpoint, Third, Complete) * Video Events (Start, Pause, Mute) *	Ads appear as lightbox before accessing content or between pages Skip enabled after 5 seconds	<a href="#">Demo</a>

7	<b>InFooter</b>	Rich Media / iTVC	H.264 (MP4), FlashVideo (FLV). Aspect Ratio 16:9 or 4:3	640/480x360 Folding 1000x100	Fullscreen	50,000 đ/CPM 1,000 đ/CPE	3MB	30s max	Audio enabled when ad expanded	Impressions Clicks & CTR Video Quartiles (First, Midpoint, Third, Complete) * Video Events (Start, Pause, Mute) * Interactions (Expand, Close, Custom Events)	Ad displays in the footer, extends to fullscreen after mouse hover 3s.	<a href="#">Demo here</a>
8	<b>InFooter Plus</b>	Rich Media / iTVC	H.264 (MP4), FlashVideo (FLV). Aspect Ratio 16:9 or 4:3	640/480x360 Folding 1000x100	Fullscreen	50,000 đ/CPM 1,000 đ/CPE	3MB	30s max	Audio enabled when ad expanded	Impressions Clicks & CTR Video Quartiles (First, Midpoint, Third, Complete) * Video Events (Start, Pause, Mute) * Interactions (Expand, Close, Custom Events)	Ad displays in the footer, extends to fullscreen after mouse hover 3s. When user scrolls page down, the ad will be expanded to 1000x250 after the first page, and shrink back to 1000x100 when user scrolls up.	<a href="#">Demo here</a>
9	<b>Balloon Standard</b>	Rich Media / Banner	HTML5	260x230 / 300x250	No	18,000 đ/CPM	60KB		No sound	Impressions Clicks and CTR	Ads display in the bottom-right corner and animate in 15s, then collapse to small bar.	<a href="#">Demo here</a>
10	<b>Balloon Standard with iTVC</b>	Rich Media / iTVC	HTML5 MP4 (H.264), FLV(FlashVideo) Aspect Ratio 16:9 or 4:3 VAST compatible	260x230 / 300x250	No	24,000 đ/CPM	3MB	Max 30s	Audio muted by default	Impressions Clicks & CTR Video Quartiles (First, Midpoint, Third, Complete) * Video Events (Start, Pause, Mute) *	Ads appear as popup in the bottom-right corner. TVC is auto-played with sound disable. Sound enabled when user clicks on sound icon Shrink down to 260x30 after 15s or user clicks to minimize button.	<a href="#">Demo here</a>
11	<b>Balloon Expandable</b>	Rich Media / Banner	HTML5	260x230 / 300x250	500x300	22,000 đ/CPM 1,000 đ/CPE	100KB for rich	15s	Audio muted by default	Impressions Clicks & CTR Interactions (Expand, Close, Custom Events)	Ads display 15s and auto shrink down to 260x30. Ads expand to 500x300 if user hovers mouse after 3 seconds	<a href="#">Demo here</a>

12	<b>Balloon Expandable with iTVC</b>	Rich Media / iTVC	HTML5 MP4 (H.264), FLV(FlashVideo) Aspect Ratio 16:9 or 4:3	260x230 / 300x250	500x300	28,000 đ/CPM 1,000 đ/CPE	100KB for rich / 3M for TVC	Max 30s	Audio muted by default	Impressions Clicks & CTR Interactions (Expand, Close, Custom Events)	Ads display 15s and auto shrink down to 260x30. Ads expand to 500x300 if user hovers mouse after 3 seconds	<a href="#">Demo here</a>
13	<b>Balloon Wide Expandable</b>	Rich Media / Banner	HTML5	260x230 / 300x250	800x500	26,000 đ/CPM 1,000 đ/CPE	100KB for rich		Audio muted by default	Impressions Clicks & CTR Interactions (Expand, Close, Custom Events)	Ads display 15s and auto shrink down to 260x30. Ads expand to 800x500 if user hovers mouse after 3 seconds	<a href="#">Demo here</a>
14	<b>Balloon Wide Expandable with iTVC</b>	Rich Media / iTVC	HTML5 MP4 (H.264), FLV(FlashVideo) Aspect Ratio 16:9 or 4:3	260x230 / 300x250	800x500	32,000 đ/CPM 1,000 đ/CPE	100KB for rich / 3M for TVC	Max 30s	Audio muted by default	Impressions Clicks & CTR Video Quartiles (First, Midpoint, Third, Complete) Video Events (Start, Pause, Mute) Interactions (Expand, Close, Custom Events)	Ads display 15s and auto shrink down to 260x30. Ads expand to 800x500 if user hovers mouse after 3 seconds	<a href="#">Demo here</a>
15	<b>Page Takeover with iTVC</b>	Rich Media / iTVC	HTML5 MP4 (H.264), FLV(FlashVideo) Aspect Ratio 16:9 or 4:3	260x230 300x250 728x90	800x500	45,000 đ/CPM	100KB for rich / 3M for iTVC	Max 30s	Audio muted by default	Impressions Clicks Video Quartiles (First, Midpoint, Third, Complete) * Video Events (Start, Pause, Mute) * Interactions (Expand, Close, Custom Events)	Ads takeover page in 5s, and collapse to the base banner. Ads expand back to 800x500 if user hovers mouse after 3 seconds	<a href="#">Demo here</a>
16	<b>Masthead (former LeaderBoard)</b>	Rich Media / iTVC	HTML5 MP4 (H.264), FLV(FlashVideo) Aspect Ratio 16:9 or 4:3	970x250 850x250	No	32,000 đ/CPM	100KB for rich / 3M for iTVC	Max 30s	Audio muted by default	Impressions Clicks Video Quartiles (First, Midpoint, Third, Complete) * Video Events (Start, Pause, Mute) *	The video autoplays for a max 30 seconds without sound and then resolves to show a video thumbnail with a click to replay. User can enable sound by clicking to unmute icon.	<a href="#">Demo here</a>

17	<b>Masthead Expandable (former LeaderBoard expandable)</b>	Rich Media / iTVC	HTML5 MP4 (H.264), FLV(FlashVideo) Aspect Ratio 16:9 or 4:3	970X250 850x250	970X500 850x500	42,000 đ/CPM	100KB for rich / 3M for iTVC	30s	Audio muted by default	Impressions Clicks Video Quartiles (First, Midpoint, Third, Complete) * Video Events (Start, Pause, Mute) * Interactions (Expand, Close, Custom Events)	The video autoplays for a max 30 seconds without sound and then resolves to show a video thumbnail with a click to replay. Ad expands to 500px height after 3s hovers to the original ad. User can enable sound by clicking to unmute icon.	<a href="#">Demo here</a>
18	<b>Standard Banners</b>	Standard / Banner	.GIF/.JPG/.PNG / HTML5	970X250 850x250 980x90 160x600 120x600 900x100 800x450		5,000 đ/CPC	60KB	N/A	N/A	Impressions Clicks	Ad displays as standard banner in any position of page.	<a href="#">Demo here</a>

#### MOBILE

#	Unit Name	Type	Format	Dimensions (WxH in Pixels)	Max Expand Dimensions (WxH in Pixels)	Rate card (VNĐ)	Max File Size	Max Length	Audio Format and Initiation	Tracking metrics	Description	Demo
1	<b>Preroll Mobile 15s</b>	Standard / Linear	H.264 (MP4), FlashVideo (FLV). Aspect Ratio 16:9 or 4:3	320x240 640x360 480x360	Fullscreen	60,000 đ/CPM 150 đ /CPCV	2MB	15s	MP3 or AAC Auto Initiation	Impressions Clicks Video Quartiles (First, Midpoint, Third, Complete) * Video Events (Start, Pause, Mute) *	Ad plays before video content Skip button enabled after 5s. Support 30s with limited inventory and 10,000 đ/CPM and 200 đ/CPCV	<a href="#">Demo here</a>
2	<b>Preroll Mobile 30s</b>	Standard / Linear	H.264 (MP4), FlashVideo (FLV). Aspect Ratio 16:9 or 4:3	320x240 640x360 480x360	Fullscreen	70,000 đ/CPM 250 đ /CPCV	2MB	30s	MP3 or AAC Auto Initiation	Impressions Clicks Video Quartiles (First, Midpoint, Third, Complete) * Video Events (Start, Pause, Mute) *	Ad plays before video content Skip button enabled after 5s. Support 30s with limited inventory and 10,000 đ/CPM and 200 đ/CPCV	<a href="#">Demo here</a>

3	<b>Non-skipable Preroll Mobile 15s</b>	Standard / Linear	H.264 (MP4), FlashVideo (FLV). Aspect Ratio 16:9 or 4:3	320x240 640x360 480x360	Fullscreen	80,000 đ/CPM 150 đ /CPCV	2MB	15s	MP3 or AAC Auto Initiation	Impressions Clicks Video Quartiles (First, Midpoint, Third, Complete) * Video Events (Start, Pause, Mute) *	Ad plays before video content Support 30s with limited inventory and 20,000 đ/CPM and 200 đ/CPCV	<a href="#">Demo here</a>
4	<b>InRead Mobile</b>	Native / iTVC	MP4 (H.264), FLV(FlashVideo) Aspect Ratio 16:9 or 4:3 VAST compatible	640/480x360 854/640x480 1280/960x720	Fullscreen	55,000 đ/CPM 200đ / CPCV	3MB	Max 30s	Auto sound	Impressions Clicks & CTR Video Quartiles (First, Midpoint, Third, Complete) * Video Events (Start, Pause, Mute) *	As InRead with additional interactions * Fullscreen when user engages 3 seconds * Shrink to bottom-right corner as Balloon * Auto-sound with increment volume	<a href="#">Demo here</a>
5	<b>Inpage Fullscreen</b>	Rich Media	GIF/.JPG/.PNG	320x480 480x320 768x1024 1024x768	Fullscreen	45,000 đ/CPM 5,000 đ/CPC	60KB	N/A	N/A	Impressions Clicks	Ad appears in the middle of article during the reading of user.	<a href="#">Demo here</a>
6	<b>InFlow Mobile</b>	Rich Media	GIF/.JPG/.PNG	320x480 480x320 768x1024 1024x768	Fullscreen	40,000 đ/CPM 5,000 đ/CPC	60KB	N/A	N/A	Impressions Clicks	Ad pops up as fullscreen before accessing content or b/w pages.	<a href="#">Demo here</a>
7	<b>InFooter Mobile</b>	Rich Media	GIF/.JPG/.PNG	300x50 728x90	Fullscreen	25,000 đ/CPM 5,000 đ/CPC	60KB	N/A	N/A	Impressions Clicks	Ad sticks at the bottom of page. It will expand to fullscreen when user touches to the base banner.	<a href="#">Demo here</a>

8	<b>Standard Mobile Banners</b>	Standard	.GIF/.JPG/.PNG	300x50 728x90 300x250	320x480 480x320 768x1024 1024x768	5,000 d/CPC	60KB	N/A	N/A	Impressions Clicks	Ad displays as standard banner in any position of page.	<a href="#">Demo here</a>
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**BlueSeed Ad Platform support:**

- VAST/VPAID standard by IAB
- Frequency capping per campaign and per banner and per duration
- **Click or action capping**
- Geo-targeting to City/Province level with 82% accuracy
- Channel targeting to 20 groups of content
- Re-targeting / Behavior targeting
- Content/Channel targeting to movie category & movie country
- Smart optimization
- **Audience targeting (additional cost)**

CPM: Cost per thousand impressions

CPC: Cost per click

CPCV: Cost per completed view

**VCR: View completion rate = completed views/video starts**