TRANSITIONING FROM FLASH TO HTML5
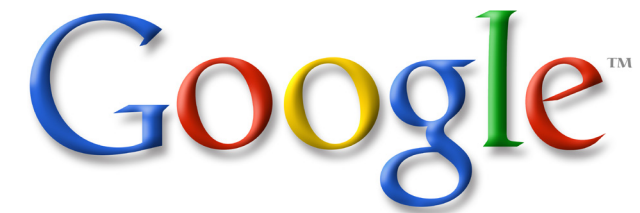
iab.
australia

We have moved

Fl

from here

to here
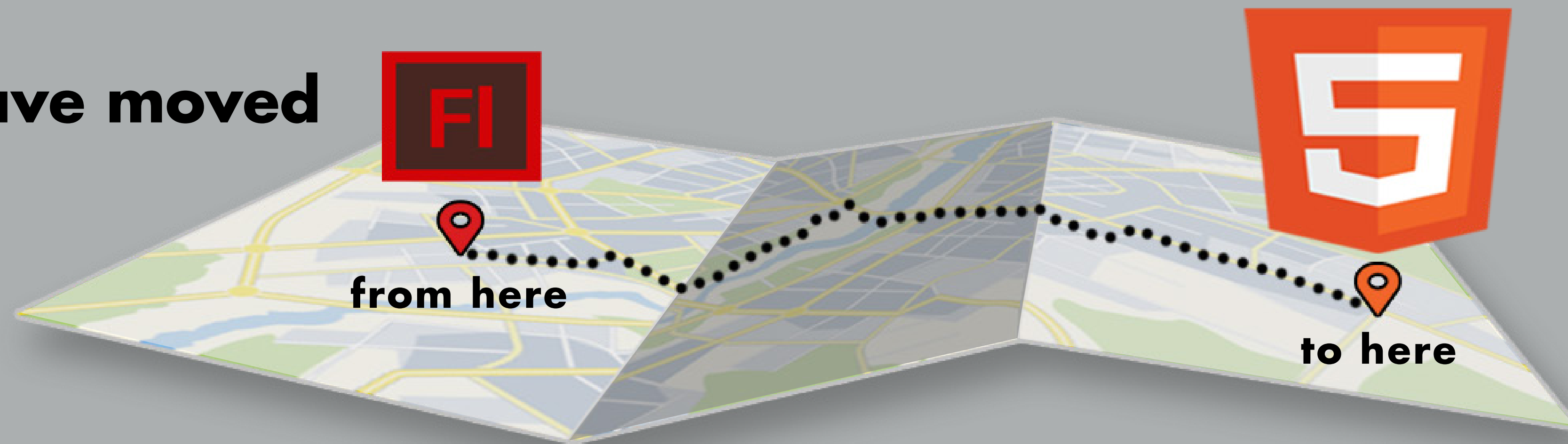
This document was developed by the IAB Video Council.

IAB Australia would like to thank the following contributors who assisted in compiling this document:
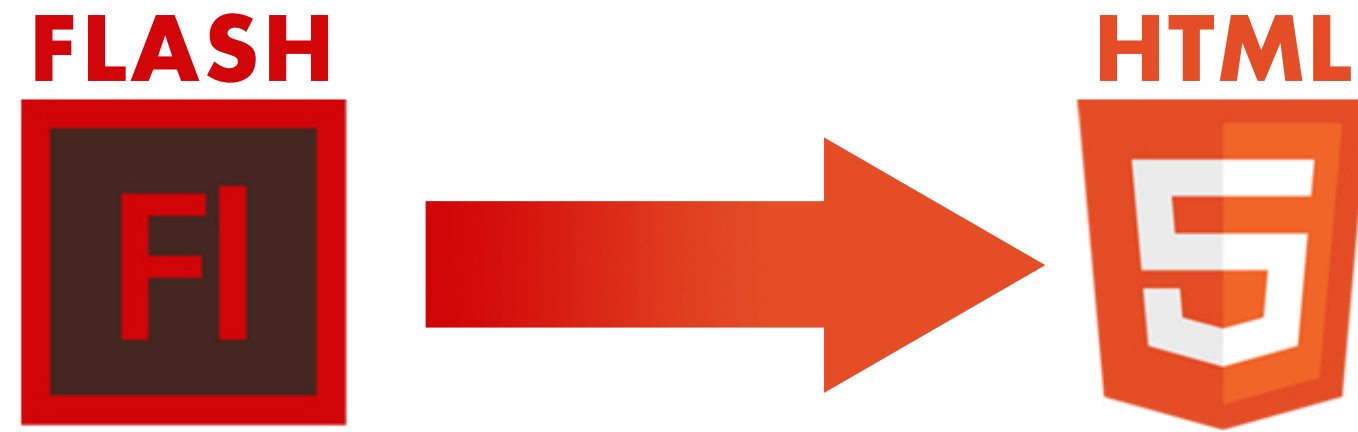
Andrew Hammon, Videology
Billy Kinchin, Google
Chris Lister, Fairfax
Justin Orchard, Yahoo!7
Peter Howard, Brightcove
Richard Wolstenholme, Google

FLASH IS GOING AWAY

FLASH → **HTML5**

Context:

All major browsers are phasing out the use of Flash technologies in favour of HTML5. HTML5 is available on more devices, offers improved security, reduced power consumption and faster page load times for users.

• Apple's Safari removed Flash by default in Sept 2016
• Chrome will require explicit user authorisation to run Flash from Dec 2016
• Firefox changes will occur in 2017 (date to be decided)

Whilst users will be able to choose to run Flash, in most cases web pages will simply not attempt to use Flash, including for video players and advertising.

Ad servers are also moving away from Flash. DoubleClick's blog post summarises the plan for Flash Deprecation in 2017 as a phased approach across both buy-side and sell-side products (DCM, DBM, DRX, AdSense) that will stop all flash video ads from serving by July 2017.

Creative agencies, publishers and advertisers should start planning the transition today: Migration from Flash to HTML5 can take several months.

How to Prepare

Creative agencies are advised to start building all future video campaign creative assets in HTML5. Any existing flash creatives that are setup to run in December 2016 and beyond may need to be rebuilt.

Publishers are advised to update their sites and players to HTML5, so users can access their content and creatives function as expected. For guidance and best practices to help your team with this transition, see the Google Chrome one-sheeter.

Advertisers are advised to work with their creative agencies and publishers to make sure the new HTML5 creatives are tested to work as desired from a visual, functional and reporting perspective.

TRANSITION

Publishers and Advertisers, please follow the transition steps below for HTML5 VPAID and Video Players:

> HTML5 based technologies now exist to remove the requirement for flash in video players and video ad delivery.
> HTML5 Video players are commonplace. HTML5 VPAID can replace flash use in video ads.

> IAB VPAID 2.0 includes HTML5 based VPAID.
> Broadly supported in web based video players. Allows the serving of VPAID video ads without flash.
> Similar API and Events to flash based VPAID. Designed as 1-1 replacement.

PUBLISHER TRANSITION

1. Ensure video players are HTML5 based and do not require flash to play ads or content.
2. Build transition plans for video players still using flash.
3. Test video ad types in all players to ensure correct operation.
4. Consult buy side partners on ad specifications and requirements for all video ad supply.

ADVERTISER TRANSITION

1. Build and serve ads with both HTML5 and Flash based creative.
2. Choose tech partners that can deliver to both HTML5 and Flash based players.
3. Consult with sell side partners on video supply types and which tech to use to deliver the campaigns.

Key differences to consider when running HTML5 VPAID creative rather than Flash:

• Client-side programmatic may not perform the same way in all browsers as within the Flash runtime.
• Creative will not have access to the same on-page content or APIs, making it difficult or impossible (depending on browser security policies) to make ad serving decisions based on page content.
• Creative will typically run in a more constrained security environment than Flash, without access to global user data, and requiring HTTPS delivery for access to certain browser functionality.
• Viewability measurement techniques need to be reimplemented in HTML5; viewability providers are in transition, so where necessary, wrappers should be provided in HTML and Flash formats.
• Tracking beacons fired by creative may be delivered out-of-order or incomplete when using asynchronous calls; if VPAID is used for measurement it should take care to verify completion.
• Publishers and advertisers could consider agreed methods for viewability measurement, with a view to adoption of VAST 4 allowing for player-level tracking.