



Live

Streaming

Introduction

The format uses the Akamai live streaming component to display video streams that are hosted on the the Akamai content network. Multiple bit rates can be streamed and auto-selected as well as detecting any connectivity errors. The template files have been produced to include a 30 second preview and a click to play live stream.

Build

&

Delivery

The ad must be built in Actionscript 3 and published to Flash 10. A sample file for this can be found below:

[AS3](#)

1. SMIL Production

The Akamai live streaming component used in the template files use SMIL files. A SMIL file is a specially-formatted XML document that contains the stream info. The component needs the URL of this file in order to

function. In the example below, "meta base" is the URL of the livestream encoder, and "video src" is the stream itself. You will notice there are two video sources, one for high bandwidth connections and one for low.

```
<smil>
  <head>
    <meta base="rtmp://encoder.livestream.URL/" />
  </head>
  <body>
    <switch>
      <video src="lowBitRateVideoStreamName" system-bitrate="200000"/>
      <video src="highBitRateVideoStreamName" system-bitrate="800000"/>
    </switch>
  </body>
</smil>
```

2. SMIL Hosting

Once the SMIL has been produced the file should be sent to the Rich Media Technical Services team along with information about the campaign name. The email address that this should be sent to is drmtimechical@google.com

When the file is received it will be uploaded to a server and the URL will be sent back. This is the URL that should be added to the Akamai live streaming component in the component inspector under the "Stream Address" field.

3. 970x250_AS3_parent.fla

This is the initial loading file.

> It contains the Enabler and the Polite Loading component, and the Expanding Component.

4. 970x250_AS3_collapsed.fla

This is the collapsed child file.

> It contains the Enabler and the Akamai Streaming Component.

> The ad has been setup to auto play the live stream for 30 seconds then Stop. Once stopped there is a call to action which when clicked will trigger the expand.

5. 970x250_AS3_expanded.fla

This is the main expand file and contains the full user experience.

- > This file contains the Akamai live Streaming player and controls. The Stream is played continuously until the ad is collapsed.
- > The collapse button is also located on this file. When pressed it collapses the ad and stops the stream.

Additional Notes

Akamai Live Streaming component properties:

| Name | Type | Description |
|----------------|---------|--|
| Stream Address | String | The URL of the SMIL file. |
| Autoplay | Boolean | Toggle whether or not the video starts playing automatically. |
| Start Muted | Boolean | Toggle whether or not the video starts muted. |
| Scale Video | Boolean | When set to true, the video will fit itself within the dimensions of the component, maintaining its original aspect ratio. When false, it will stretch to fit the dimensions of the component. |
| Smoothing | Boolean | Toggle whether or not the video should use Flash smoothing. |

Akamai Live Streaming component Methods:

```
void play
```

Starts playing the video.

```
void pause
```

Pauses the video.

```
void stop
```

Stops the video.

```
void mute
```

Mutes the video.

```
void unmute
```

Unmutes the video.

```
void launchFullScreen
```

Launches full screen mode.

```
boolean isMuted
```

Returns whether or not the video is currently muted.

```
boolean isFullScreen
```

Returns whether or not the video is currently in full screen mode.

```
boolean isPaused
```

Returns whether or not the video is currently paused.

```
boolean isPlaying
```

Returns whether or not the video is currently playing.

```
boolean isBuffering
```

Returns whether or not the video is currently buffering.

Akamai Live Streaming component Events:

`LiveEvent.PLAYER_PLAYING`

Dispatched when the video starts playback.

`LiveEvent.PLAYER_BUFFERED`

Dispatched when the video completes buffering.

`LiveEvent.PLAYER_BUFFERING`

Dispatched when the video begins buffering.

`LiveEvent.PLAYER_PAUSED`

Dispatched when the video is paused.

`LiveEvent.PLAYER_UNPAUSED`

Dispatched when the video is unpaused.

`LiveEvent.PLAYER_STOPPED`

Dispatched when the video is stopped.

`LiveEvent.PLAYER_MUTED`

Dispatched when the video is muted.

`LiveEvent.PLAYER_UNMUTED`

Dispatched when the video is unmuted.

`LiveEvent.FEED_ENDED`

Dispatched when the source of the video stream terminates broadcasting.

`LiveEvent.ERROR_CONNECTING`

Dispatched when the component cannot contact the video URL.

`LiveEvent.PLAYER_TIMEOUT`

Dispatched when the user's Internet connection goes down or idle.

`LiveEvent.FULLSCREEN_ENTER`

Dispatched when fullscreen mode is entered.

```
LiveEvent.FULLSCREEN_EXIT
```

Dispatched when fullscreen mode is exited.

Contact

Us

If we haven't quite covered everything in this document, please contact your local Rich Media Technical Support or email dclk-drmtechnical@google.com with any follow up questions.

About

DoubleClick

For advertisers and publishers who need to reach a target audience, the DoubleClick product suite is an advertising platform that maximizes revenue growth and return on advertising spend through a unique and innovative ad targeting process. The experience and innovative spirit at DoubleClick drives a constant evolution of products and solutions, ensuring the best, most effective advertising tools are always at our customers' command.

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