

Adobe collaborates on new mobile advertising standards

SAN JOSE, US/JOHANNESBURG, SA: At Adobe MAX, Adobe's worldwide developer conference, Adobe Systems Incorporated announced it is collaborating with six leading digital advertising companies to define two new full screen ad formats for smart phones that support Adobe Flash Player 10.1 software and/or HTML5.



As mobile advertising becomes an increasingly important medium to drive brand awareness and purchase intent, the new formats will give agencies the ability to retain control over creative design and development, while providing technical requirements to help ensure a consistent and interactive user experience.

The collaboration includes Adobe, EyeWonder, a Limelight Networks business, Greystripe, Medialets, MediaMind, PointRoll and Sprout. The companies will work to promote the ad formats across the online ad ecosystem, including agencies and trade associations, such as the Interactive Advertising Bureau (IAB) and Mobile Marketing Association (MMA).

Establishing a Rich Media Standard

By using a common format, agencies and publishers can increase efficiency in ad creation, trafficking, delivery and reporting. In addition, since ads authored in Adobe Flash Professional can be delivered to devices that support Flash Player 10.1 or converted for HTML5 using various automated technologies, existing production workflows are preserved, decreasing the time between ad concept and delivery. The current formats are designed to provide reach across major mobile platforms and will eventually expand to tablets and other new device classes. The new ad formats are:

- **FS-microsite:** Rather than expanding to a static image in a full screen banner, this ad format requires interactive product details and/or lead capture be built into the full screen expansion. It lets users stay in context and not be taken to a Web-browser, delivering more information in a rich, interactive experience, which helps drive brand recognition and awareness.
- **FS-video:** This ad format delivers re-purposed broadcast ads or other high-quality video advertising to the end user, optimising bandwidth and allowing agencies and publishers to re-use broadcast advertising assets for mobile.

For more details, go to advertising.adobe.com