1
2
3
4
5
6
7
8
9
10
11
12
13
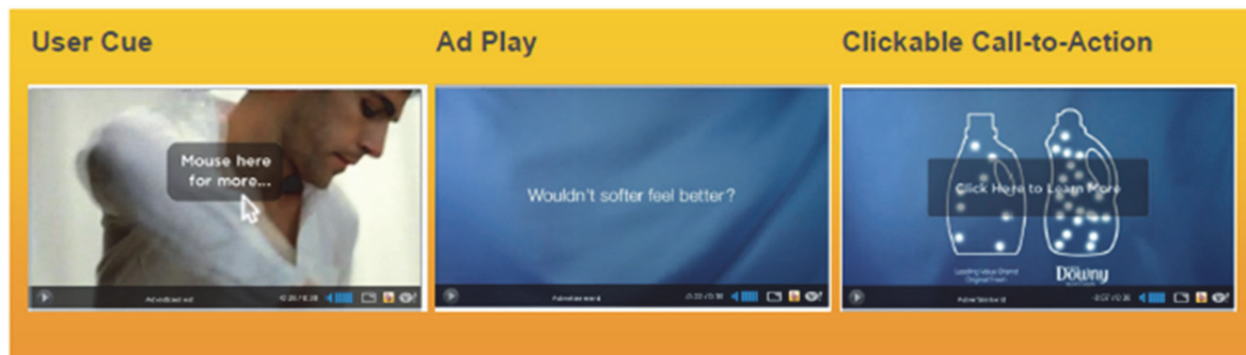14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

As shown in the Peter Pan Splash Ad example, the pre-existing program content is the Peter Pan Live! video, and the enhancement image is one or more of the three lines of text overlay, and/or the semitransparent gradient under the ad copy, and/or the play button (blue circular icon with white triangle) to the left side of the image. Yahoo's ad specifications further describe the three lines of text as follows, at https://adspecs.yahoo.com/adformats/native/splashvideo/:

Deliverables

Ad Components	File Type	Dimensions	Max File Size
Initial File Load - Image	GIF, JPG, or PNG	1440x600	200KB
Initial File Load - Video	MOV or MP4	16:9 Aspect Ratio	300MB (will be compressed to 5MB)
Ad Copy - Company Name / Misc	Text	35 Characters Maximum (including spaces)	N/A
Ad Copy - Title (required)	Text	35 Characters Maximum (including spaces)	N/A
Ad Copy - Description	Text	105 Characters Maximum (including spaces)	N/A

Additional examples of Yahoo's interactive video advertising functionality are provided at http://www.slideshare.net/devanm/yahoo-video-advertising-for-branders?qid=9bd07c2b-0ee5-4554-bfe2-eafaf264a210&v=&b=&from_search=5 (depicting, at slides 26-32, "clickable video ads," "click-to-site overlay video ads," "click-to-video overlay video ads," and "mobile video ads"):

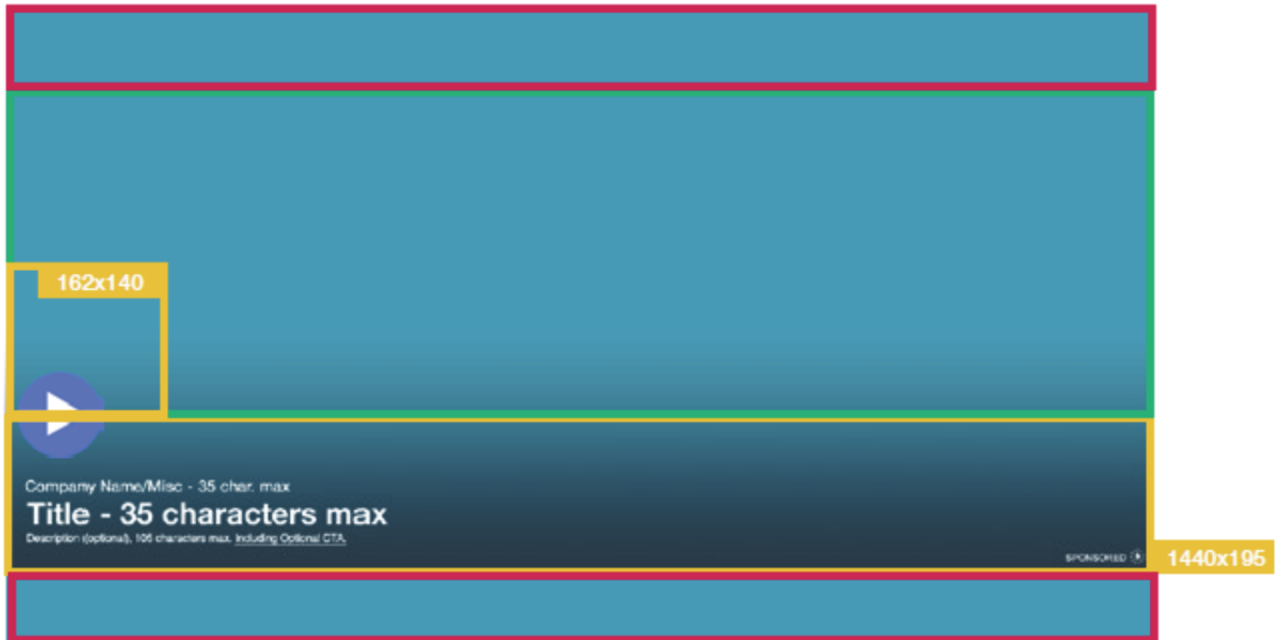| User Cue	Ad Play	Clickable Call-to-Action
The mouse over cue attracts consumer attention	The graphic overlay is activated upon mouse over, encouraging consumers to click	The clickable call-to-action drives consumers to your website

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

b.   Yahoo's ad specifications further demonstrate that the Video Splash Ad detects a receptor site for the enhancement image (the "Action Safe Area"). *See* https://s.yimg.com/cv/ae/adspecs/templates/f3057_videosplashads_q1161454018944. pdf, at 5:

1
2
3
4
5
6
7
8
9
10
11

162x140

Company Name/Misc - 35 char. max
Title - 35 characters max
Description: (optional), 105 characters max. Including Optional CTA.

SPONSORED ⊙   1440x195

12
13
14
15
16
17
18

Action Safe Area
The 3 lines of HTML copy, media controls, and a semi-
transparent gradient beneath the copy in this area overlay a
portion of the creative. Text within the image or video (dur-
ing autoplay) will be partially obstructed by these elements.
Please ensure that there are no logos or other relevant con-
tent within the image, and if possible, the video, in this area.
The area marked is larger than the elements in it due to the
responsive nature of the ad - the text and media controls
remain the same size while the rest of the ad scales smaller
(see next slide).

19
20
21
22
23

Yahoo Splash Ads determine the size of said receptor site (in this example,

1440x660px), noting that "Page width determines actual rendered ad dimensions. Ad

scales to page width while maintaining aspect ratio. Max size: 200K." (Source: PSD

file available at https://adspecs.yahoo.com/adformats/native/splashvideo/):

24
25
26
27
28

Yahoo! Splash Ad Template
for Video Splash

Dimensions: 1440x600px *Page width determines actual rendered ad dimen-
sions. Ad scales to page width while maintaining aspect ratio.*
Max size: 200K

c.   Yahoo's Splash Ad selects said enhancement image (Ad Copy, image, and/or semitransparent gradient) from a plurality of enhancement images (ad copy or images Yahoo receives from actual and potential purchasers of Yahoo advertising, and/or semitransparent gradient images Yahoo chooses to apply below the Ad Copy), based on said size of said receptor site, at least because only ad copy that meets the size requirements set forth for the Splash Ad (*i.e.*, is 35 characters, maximum, including spaces, for Company and Title, and 105 characters, maximum, for Description) is used with Splash Ads. Yahoo's Splash Ad further meets this limitation to the extent that Yahoo style sheets dictate the size of the enhancement image to be displayed based on the size of the display screen, and further because Yahoo chooses and determines the size and other characteristics of the semitransparent gradient applied with the Ad Copy, as demonstrated by the inclusion of dimensions for the semitransparent gradient enhancement image in the HTML source code for the demo "Video Splash Ads" on Yahoo's Ad Specs website, *e.g.*, the source code for the "Miss Manga" Video Splash Ad demo at https://adgallery.zenfs.com/eng/splash_demo/141223/b/loreal_beauty.html. Yahoo further accesses enhancement image information to process the ad copy based on the enhancement image information, and renders said processed enhancement image at the receptor site, as visible in the Peter Pan and L'Oreal Splash Ad demo screenshots, *supra* and below:

DOCKET ALARM

Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts

Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research

With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips

Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.

fastcase®
Smarter legal research.