

New OVN Integration Option Allows You to Match Your Look and Maximize Your Local Ad Revenue

Using a newly available integration option, some sites have been able to display their main OVN player inside their site, offering the benefits of:

- More complete integration of AP video into your user experience
- Increases amount of available local ad inventory on your site
- Allows your site's web analytics tools to measure OVN traffic
- Boosts time-on-site metrics for your domain

An example of a basic integration option is to "iframe" the standard OVN player link inside a template that includes elements from your site. Philly.com (at right) offers one such example. They wrapped their standard player link (<http://video.ap.org?f=PAPHQ>) into a page that includes their header and footer. The result is a URL that plays the latest AP video in a full player experience, but retains the branding and navigational elements of their site:

<http://philly.com/philly/video/35969209.html>.

A deeper integration is also possible. Using our RSS feeds, you can create a dynamically updated collection of video links that play back specific videos in a similar fashion. At right, we see how MidlandsConnect.com has used our RSS feed (available via Customer Support) to create a collection of links that matches the look of their site. This module, found on their news page, <http://midlandsconnect.com/news>, and on their article pages, links off to a wrapped version of the OVN player. This style of implementation offers

sites a "set-it-and-forget-it" option that augments their existing promotion. Among other benefits, this allows sites' own web analytics tools (e.g. WebTrends, Omniture, Google Analytics, etc.) to measure the pageviews, time spent on site and other user behavior generated by AP video. This type of integration is completed by parsing the different components of each URL found inside the RSS feed (e.g.

TECHNICAL NOTE:

Please note that the steps required for implementation will vary from site to site and Customer Support may not be able to assist in the details of integrating these feeds.

http://video.ap.org/?f=1251653&pid=V_6KaJ_91f1bu5jxHCVIRZ6K1xD81L92) and then reassembling those components into a URL that plays back the requested video from inside an iframe (e.g.

http://midlandsconnect.com/news/ap_video.aspx?id=V_6KaJ_91f1bu5jxHCVIRZ6K1xD81L92).

If you opt to create a similar implementation, we simply ask you to follow the guidelines outlined below. We are excited to make this new option available for integrating AP video into your site!

IMPLEMENTATION GUIDELINES FOR FRAMING THE OVN PLAYER:

1. Sites can include their navigation above the OVN player by placing the entire OVN main player into their page structure, but the player must fall immediately under their header (no additional content or ad units can separate it). Ad units can be included, but must not dominate the experience.
2. In order to maintain a premium ad experience the left and right "rails" of the page must remain clear of both advertising and editorial content.
3. Sites can add more elements from their site below the OVN player as well, but again these elements should be minimized so as to not distract from the video playback experience.

