Sponsorable Video Galleries Project v1.6

Contents:

Project Purpose:

For the IGN Video Development team, the Sponsorable Video Gallery project will enable sponsorship of original video content series. The Video Galleries will receive an interface facelift which will allow Editorial to brand and cross-promote content series to become more attractive to content providers while increasing Medium Rectangle inventory and adding product opportunities for advertising clients.

Business Goals:

Create branding and sponsorship opportunities for IGN Original Content video series

Increase medium rectangle inventory and advertising product flexibility.

Cross-promote of IGN media content, including related images, popular videos, and featured video content series, to end users.

KPI:
Click-through rate
Page views
Metrics:
Number of sponsorships sold
Medrect inventory

Scope of Initial Release
All Video Galleris which are attached to objects and articles will be impacted by the deployment of this project.

Sponsorable Video Galleries Project v1.6

Overview

Description: Change Log

Entry Points: N/A

Notes for Developers

Change Log

Version	Page	Change Summary
v1		Initial released version.
v1.1		Corrections based on meeting with web dev and QA.
v1.2	4,5	Rules for display of release date, underlined links, format of breadcrumbs
v1.3	4, 5, 6	Rules for display of release date and internationalization, changes to breadcrumb, changes to media classification filters, changes t
v1.4	4	Added size info for branded header. Moved breadcrumb and header text below branded image per visual design.
v1.5	4, 4a, 4b, 5	Deferred right column content until Phase 2.
v1.6	7	Added instruction on page 7, item 1 for design of filter interface.

Sponsorable Video Galleries Project v1.6

Overview

Description: Video Hub Project Summary

Entry Points: N/A

Notes for Developers

Overview.
Links to video player.
Links to image viewer.
Links to Club IGN.
Links to object pages.
Links to review pages.
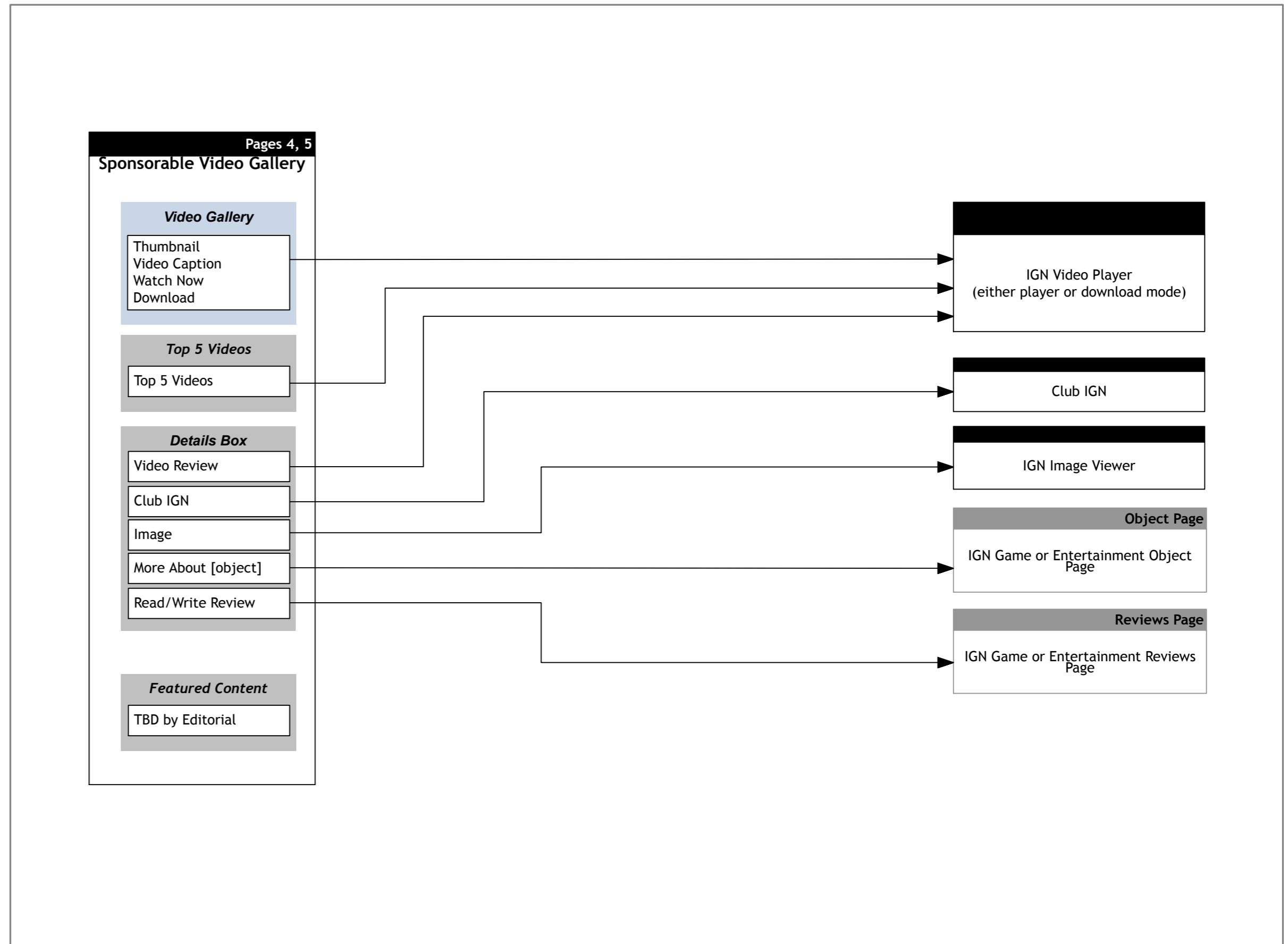
Pages 4, 5

Sponsorable Video Gallery

Video Gallery
- Thumbnail
- Video Caption
- Watch Now
- Download

Top 5 Videos
- Top 5 Videos

Details Box
- Video Review
- Club IGN
- Image
- More About [object]
- Read/Write Review

Featured Content
- TBD by Editorial

IGN Video Player
(either player or download mode)

Club IGN

IGN Image Viewer

Object Page
IGN Game or Entertainment Object Page

Reviews Page
IGN Game or Entertainment Reviews Page

Phase 1: Gallery with Branded Header

Overview

Description:	IGN Sponsorable Video Galleries (Not to scale)
Entry Points:	IGN Home Page, global nav, search engines.
Sponsorable:	
	Collapsible leaderboard, gallery header image, gutters, med rect.

Notes for Developers

1 **Network Imprint.**
Network imprint.

2 **Gutters.**
Sponsorable gutter skins.
If not sponsored, display default gutters.

3 **Login Box and Google Search Bar**
Login box using drop-down controls.
Standard Google search form.

4 **Breadcrumbs. Must include:**
For Entertainment:
IGN > *[channel short name]* > *[obj/article]* > *Videos*
For Games:
IGN > *Games* > *[channel short name]* > *[obj/article]* >
Videos
Primary related object or article (articles will not be linked.)
Display under branded header.

5 **Article Title or Object Name**
If video list is attached to article, display article name
linked to article
If video list is attached to object, display object name
and platform linked to object page.
Placement below breadcrumb.

6 **Summary**
Article strapline OR
Object short description.

7 **Media Classification Filters**
(See page 7 for complete list of categories and
classifications within each category and for further details.)

8 **List of videos attached to current media article.**
List direction: always newest to oldest in descending
order.
Filter by selected category.
Each category filter should include each
classification within category (see page 5.)
 Must include:
Thumbnail image 120 x 90 pixels.
Video caption.
HD and Insider badges (when appropriate.)
Post date: Month Day, Year.
Video summary text.
Format availability list.

 May include:
Watch Now button.
Download button.
Media classification.

---

1 Network Imprint

Network Imprint

IGN Logo and Video Masthead

3 **Welcome [user name]** | Log Out | More ▾   Search: ◉ IGN ○ Web [_____] [Google logo]

10 Branded Header Image (Sponsorable)

Sponsored by:

4 IGN > [breadcrumb] > Videos

5 ## Article Title or Object Name (platform)

6 Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation

7 | All | Clips | Trailers | Features | Reviews | Original Content | Other |

8
Video Caption Text [HD]
Month, Day, Year – Media Classification
Video Summary Text Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna
Available: QT 320x180 (23.1MB), QT 640x360 (60.3MB), WMV 320x180 (14.5MB), WMV 640x360 (37.2MB), WMV 1280x720 (95.1MB), FLV 320x180 (11.2MB), FLV 640x360 (41.6MB)
▶ WATCH NOW
⬇ DOWNLOAD

Video Caption Text [INSIDER] [HD]
Month, Day, Year – Media Classification
Video Summary Text Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna
Available: QT 320x180 (23.1MB), QT 640x360 (60.3MB), WMV 320x180 (14.5MB), WMV 640x360 (37.2MB), WMV 1280x720 (95.1MB), FLV 320x180 (11.2MB), FLV 640x360 (41.6MB)
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⬇ DOWNLOAD

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▶ WATCH NOW
⬇ DOWNLOAD

11 Ad: Med rect 300x250

12 Google text ad.

Sponsorable Gutter

Sponsorable Gutter

IGN Footer

Notes for Developers

9 **IGN Logo and Masthead**
IGN Logo and Channel Masthead.

10 **Branded Header Image**

Branded header image: 815 x 200 pixels.
May be sponsored (ad-based.)
Do not include leaderboard when branded header
is displayed *unless specifically sold.*
Branded header/leaderboard to be slotted by ad
sales.
Will require AdOps QA.

11 **Ad: Med Rect**

Medrect ad: 300 x 250 pixels.

12 **Google Text Ad and AdSense**

Display Google text ad.
Page requires Google AdSense.
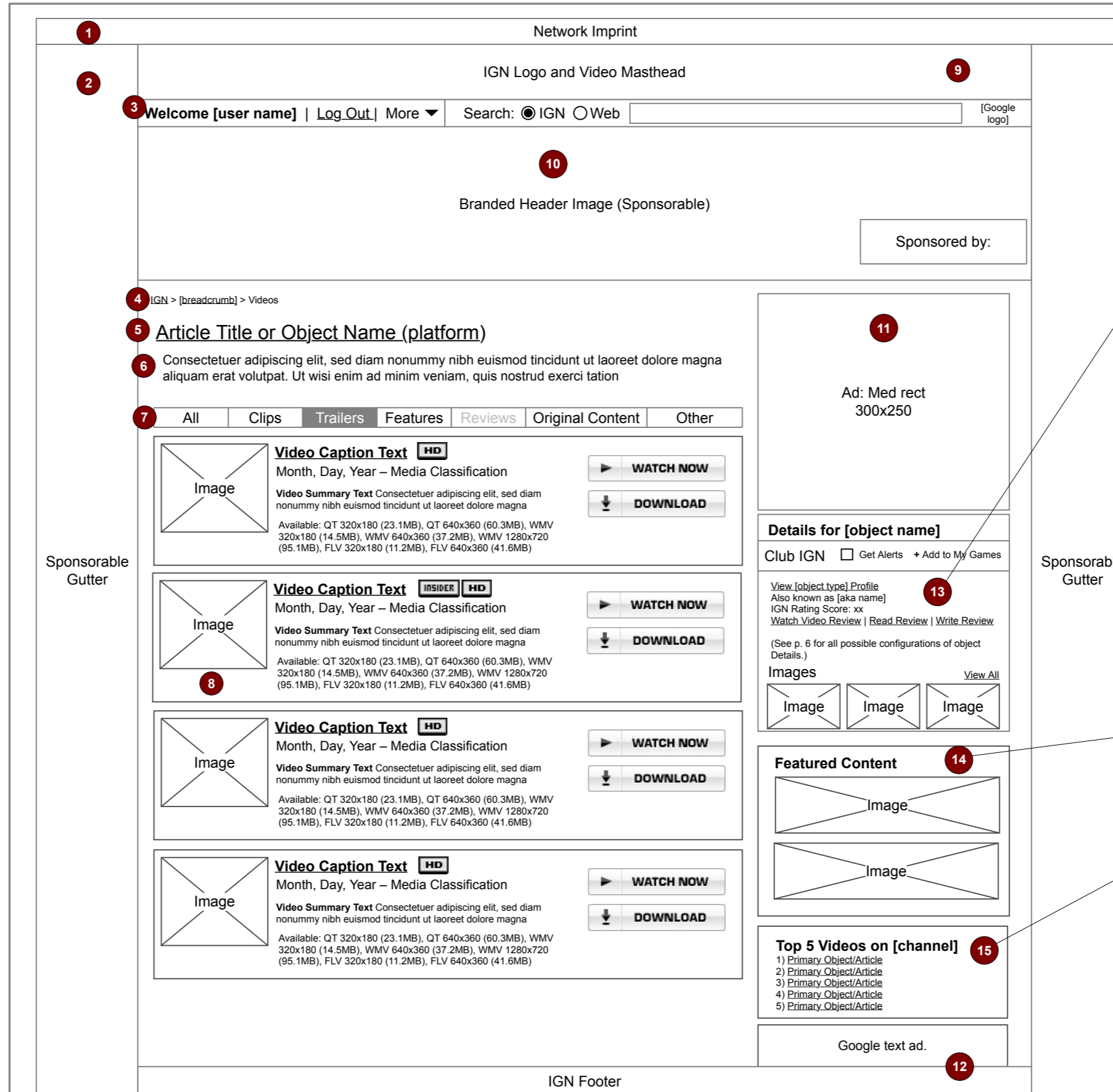Display standard IGN footer at bottom of page.

Overview

Description: IGN Sponsorable Video Galleries (Not to scale)

Entry Points: IGN Home Page, global nav, search engines.

Sponsorable: Collapsible leaderboard, gallery header image, gutters, med rect.

Notes for Developers

(1) Network Imprint

(9) IGN Logo and Video Masthead

(3) Welcome [user name] | Log Out | More ▾   Search: ⦿ IGN ◯ Web [_____] [Google logo]

(10) Branded Header Image (Sponsorable)

Sponsored by:

(4) IGN > [breadcrumb] > Videos

(5) Article Title or Object Name (platform)

(6) Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation

(7) All | Clips | Trailers | Features | Reviews | Original Content | Other

(8)

Image | **Video Caption Text** [HD]
Month, Day, Year – Media Classification
Video Summary Text Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna
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▶ WATCH NOW   ⬇ DOWNLOAD

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▶ WATCH NOW   ⬇ DOWNLOAD

(2) Sponsorable Gutter

(11) Ad: Med rect 300x250

Details for [object name]

Club IGN ☐ Get Alerts ✚ Add to My Games

View [object type] Profile
Also known as [aka name]
IGN Rating Score: xx
Watch Video Review | Read Review | Write Review

(See p. 6 for all possible configurations of object Details.)

Images   View All
Image | Image | Image

Featured Content **(14)**
Image
Image

Top 5 Videos on [channel] **(15)**
1) Primary Object/Article
2) Primary Object/Article
3) Primary Object/Article
4) Primary Object/Article
5) Primary Object/Article

Google text ad. **(12)**

Sponsorable Gutter

IGN Footer

Notes for Developers

Waiting for Design: ETA for post

(13) Object Details Box and Article Images
For objects only:
300px wide version of Club IGN dropdown.
View [object type] Profile links to object page.
Also known as [object aka] displays AKA name.
IGN Rating Score:xx displays IGN rating for object.
(See page 6 for rules for Reviews/Release Date line.)

For objects AND articles:
Display three (3) images related to the video.
Size of images: 80 x 60 pixels.
Images linked to image viewer for image.
View All links to image gallery for object.

For articles only:
If object type is an article, change Details box is replaced with *Images for [article name]* (See page 6.)
If no images exist for article, do not display box at all.

(14) Featured Content
Display featured content slotted by editorial.
All video galleries across IGN will display same featured content.
Images linked to object page of feature content.
Layout and use of images TBD by visual design.

(15) Top 5 Videos on [channel]
Display video links for five most popular objects with videos.
Each item links to video player for listed video.

Overview

Description: IGN Sponsorable Video Galleries (Not to scale)
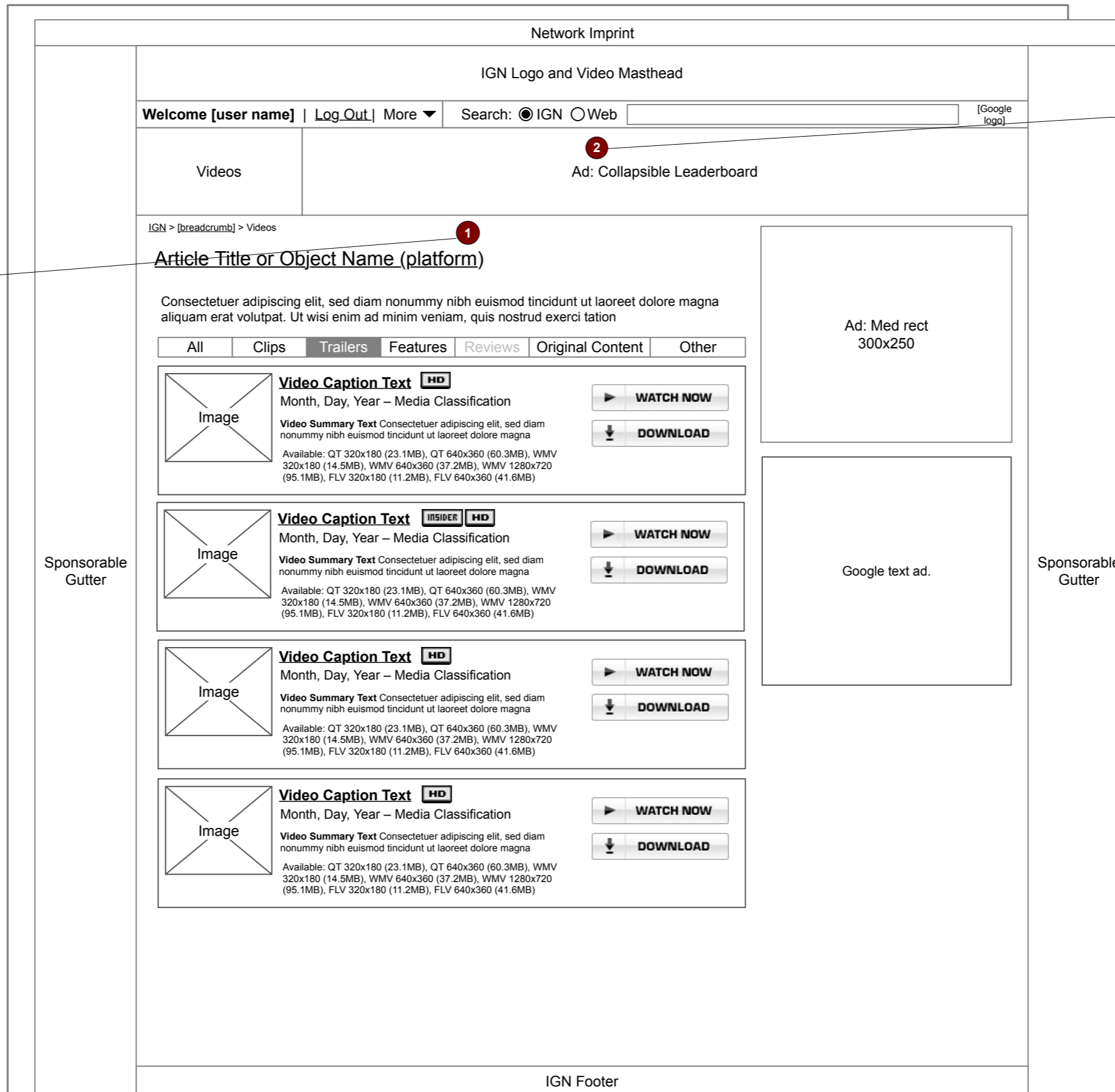
Entry Points: IGN Home Page, global nav, search engines.

Sponsorable: Collapsible leaderboard, gallery header image, gutters, med rect.

Notes for Developers

1 **No Branded Image.**
When a branded image is not used, a leaderboard ad will display.
All content below should shift up to accordingly.

Network Imprint

IGN Logo and Video Masthead

Welcome [user name] | Log Out | More ▼ | Search: ◉ IGN ○ Web | [Google logo]

Videos

2 Ad: Collapsible Leaderboard

IGN > [breadcrumb] > Videos

Article Title or Object Name (platform)

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| All | Clips | Trailers | Features | Reviews | Original Content | Other |

Video Caption Text [HD]
Month, Day, Year – Media Classification
Video Summary Text Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna
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▶ WATCH NOW
⬇ DOWNLOAD

Image

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▶ WATCH NOW
⬇ DOWNLOAD

Image

Sponsorable Gutter

Sponsorable Gutter

Ad: Med rect 300x250

Google text ad.

IGN Footer

Notes for Developers

2 **Ad: Collapsible Leaderboard.**

Leaderboard will be collapsed on any page with a branded header image *unless specifically sold*.
Latest videos appears in standard location to the left of the leaderboard when leaderboard is present.

Phase 2: Gallery with NO Branded Header

Notes for Developers

1 **No Branded Image.**
When a branded image is not used, a leaderboard ad will display.
All content below should shift up to accordingly.

Network Imprint

IGN Logo and Video Masthead

Welcome [user name] | Log Out | More ▼   Search: ⦿ IGN ◯ Web [_____] [Google logo]

Videos

2 Ad: Collapsible Leaderboard

IGN > [breadcrumb] > Videos

1

Article Title or Object Name (platform)

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| All | Clips | Trailers | Features | Reviews | Original Content | Other |

Image — **Video Caption Text** [HD]
Month, Day, Year – Media Classification
Video Summary Text Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna
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▶ WATCH NOW
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Image — **Video Caption Text** [INSIDER] [HD]
Month, Day, Year – Media Classification
Video Summary Text Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna
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⬇ DOWNLOAD

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▶ WATCH NOW
⬇ DOWNLOAD

Sponsorable Gutter

Ad: Med rect
300x250

Details for [object/article name]

Club IGN   ☐ Get Alerts   + Add to My Games

View [object type] Profile
Also known as [aka name]
IGN Rating Score: xx
Watch Video Review | Read Review | Write Review

Images   View All
Image   Image   Image

Featured Content
Image
Image

Top 5 Videos on [channel]
1) Primary Object/Article
2) Primary Object/Article
3) Primary Object/Article
4) Primary Object/Article
5) Primary Object/Article

Google text ad.

Sponsorable Gutter

IGN Footer

Notes for Developers

2 **Ad: Collapsible Leaderboard.**

Leaderboard will be collapsed on any page with a branded header image *unless specifically sold.*
Latest videos appears in standard location to the left of the leaderboard when leaderboard is present.

Sponsorable Video Galleries Project v1.6

Overview

Description: IGN Sponsorable Video Galleries Details Box

Entry Points:

Notes for Developers

(1) **View** *[object type]* **Profile**

For the following object types, display "View Game Profile":

PC Game
PlayStation 2
PlayStation 3
Sony PSP
Xbox 360
Nintendo Wii
Nintendo DS
Wireless Game
Retro Game

For the following object type, replace [object type] with:

Movie *(note the singular usage)*
TV
DVD
Anime
Gear
Sports
Car *(note the singular usage)*
Character *(for Stars character objects)*
Star *(for Stars people objects)*
Comics
Music

(3) **View Images for an article**

If object type is an article, change Details box is replaced with *Images for [article name]*
If no images exist for article, do not display box at all.

Reviews/Release Date for Objects

View *[object type]* Profile

(1)

Details for [object name]
Club IGN ☐ Get Alerts **+** Add to My Games
<u>View [object type] Profile</u> Also known as [aka name] IGN Rating Score: xx <u>Watch Video Review</u> | <u>Read Review</u> | <u>Write Review</u>
Images <u>View All</u>
Image   Image   Image

U.S. and Not Localized

Details for [object name]
Club IGN ☐ Get Alerts **+** Add to My Games
<u>View Rock Band Profile</u> Also known as Rock Band IGN Rating Score: 9.4 <u>Watch Video Review</u> | <u>Read Review</u> | <u>Write Review</u>
Images <u>View All</u>
Image   Image   Image

Details for [object name]
Club IGN ☐ Get Alerts **+** Add to My Games
<u>View [object type] Profile</u> Also known as [aka name] IGN Rating Score: xx Release Date: [month] [day], [year]
Images <u>View All</u>
Image   Image   Image

Localized (U.K. and AU)

Details for [object name]
Club IGN ☐ Get Alerts **+** Add to My Games
<u>View [object type] Profile</u> Also known as [aka name] IGN [country] Rating Score: xx <u>Watch Video Review</u> | <u>Read [country] Review</u> | <u>Write Review</u> **(2)**
Images <u>View All</u>
Image   Image   Image

Details for [object name]
Club IGN ☐ Get Alerts **+** Add to My Games
<u>View [object type] Profile</u> Also known as [aka name] IGN [country] Rating Score: xx [country] Release Date: [month] [day], [year] **(2)**
Images <u>View All</u>
Image   Image   Image

(2) **Reviews/Release Date**

This line may display links to read Reviews/ write a Review/ view Video Review OR will display the Release Date.

When displaying Review links:

Watch Video Review links to video player for video review of object.
Read Review links to review of object.
Write Review links to object reviews page.

Display release date instead of Review links if all of the following are TRUE:

No written review.
Release date in future.
Not marked as "reviewed" in database.

Localization Rules for Display of Reviews, Ratings and Release Dates

If object is not localized display U.S. Rating, Review and Release Date without country designation.

If object IS localized display Rating, Review and Release Date prefaced by country (depending on origin of user), as shown.

Examples

Object NOT released, NOT localized, user anywhere:

U.S. Rating ⟶ <u>View Rock Band Profile</u>
Also known as Rock Band
IGN Rating Score: 9.4
U.S. Release Date (in future) ⟶ Release Date: November 20, 2007

Object released, localized, user in U.K.:

<u>View Rock Band Profile</u>
Also known as Rock Band
IGN U.K Rating Score: 9.7
<u>Watch Video Review</u> \| <u>Read U.K. Review</u> \| <u>Write Review</u>

View Images

(3)

Images for [article name]
<u>View All</u>
Image   Image   Image

Sponsorable Video Galleries Project v1.6

Overview

Description: IGN Sponsorable Video Galleries (Not to scale)

Entry Points: IGN Home Page, global nav, search engines.

Sponsorable: Collapsible leaderboard, gallery header image, gutters, med rect.

Notes for Developers

1

Media Classification Filters
Display filters interface.
Use filter design found on Xbox Live Channel and game object page article pages
"All" is selected default.
Filters applicable for video.
Selected filter reversed color with knockout type.
Unavailable filters grayed out.
When "All" is selected, display every video associated with object or article in reverse chronological order (the newest video at the top and the oldest at the bottom.)
When filtering video list, filter aggregated Classifications for each Category. For example, when filtering by Gameplay include both Single-Player Gameplay AND Multiplayer Gameplay.
See page 7 for media classification configurations of Games versus Movies.
List of categories and classifications within categories:

1. Gameplay *(for games only)*
    a. Single-Player Gameplay
    b. Multiplayer Gameplay
2. Clips *(for movies and games)*
    a. Movie Clip
    b. TV Show Clip
    c. Cinematic
3. Trailers *(for movies and games)*
    a. Trailer
    b. Commercial
4. Features *(for movies and games)*
    a. Preview
    b. Interview
    c. Developer Commentary
    d. Behind the Scenes
5. Reviews *(for movies and games)*
    a. Review
6. Original Content *(for movies and games)*
    a. Show
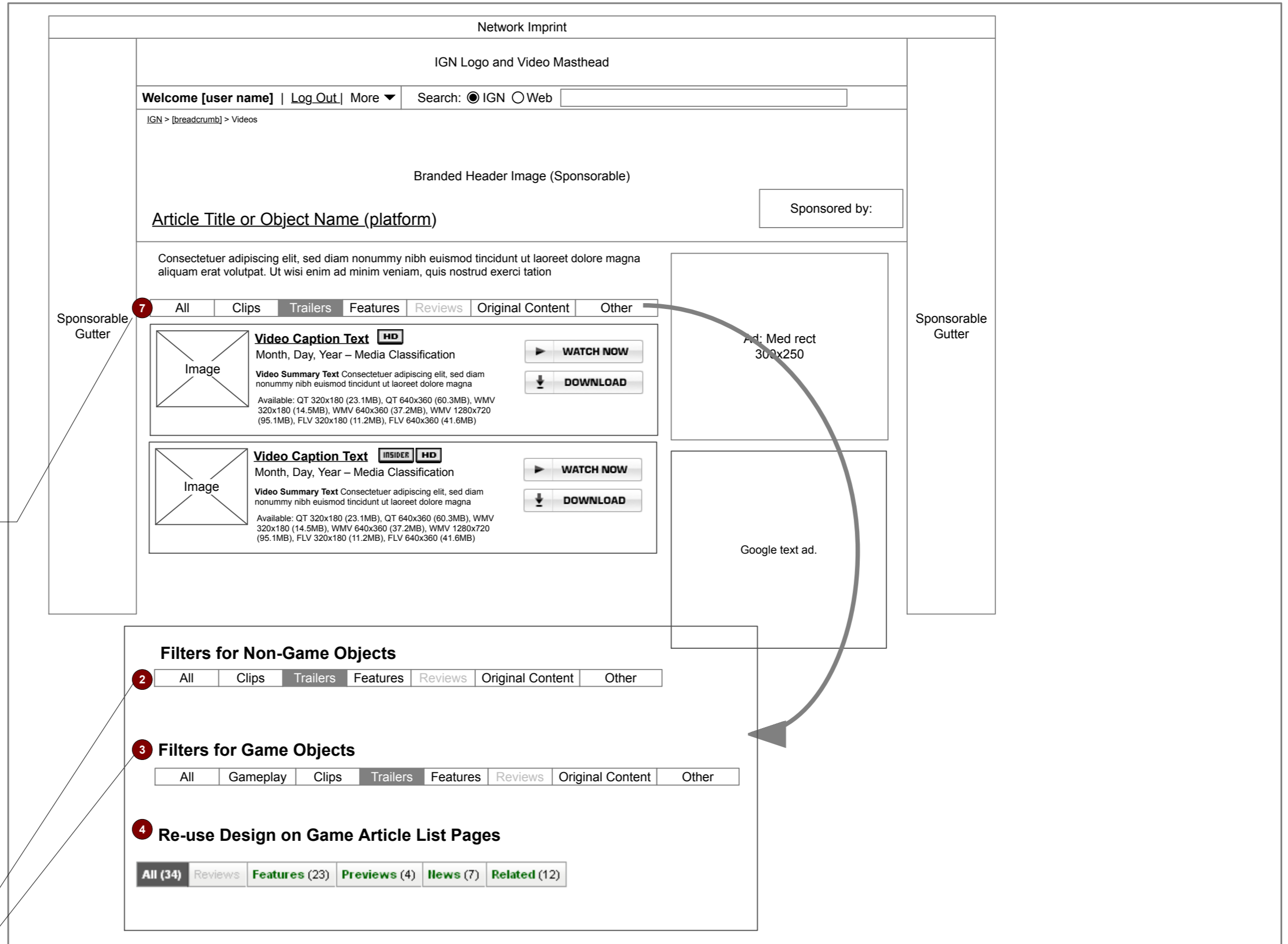   b. Fan Video
7. Other Videos *(for movies and games)*

(Refer to PRD for full list of classifications.)

2

Media Classification Filters (Movies)
F
or Movies, display without "Gameplay".

3

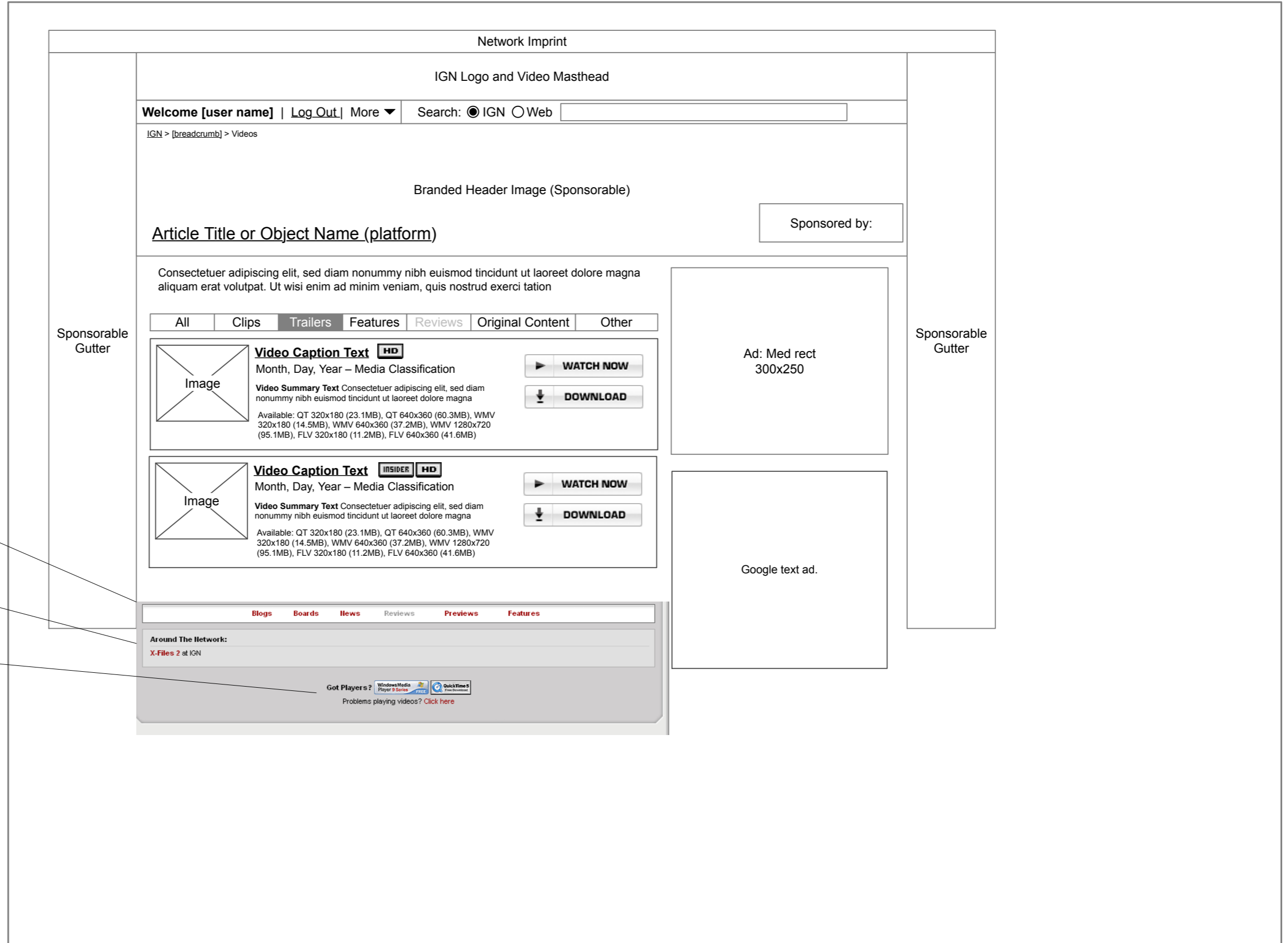**Media Classification Filters (Games)**
F
or Movies, display "Gameplay".

Network Imprint

IGN Logo and Video Masthead

Welcome **[user name]** | Log Out | More ▼   Search: ◉ IGN ◯ Web [ ]

IGN > [breadcrumb] > Videos

Branded Header Image (Sponsorable)

Sponsored by:

Article Title or Object Name (platform)

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Sponsorable Gutter

7 | All | Clips | Trailers | Features | Reviews | Original Content | Other |

Image | **Video Caption Text** [HD]
Month, Day, Year – Media Classification
Video Summary Text Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna
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Image | **Video Caption Text** [INSIDER] [HD]
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Ad: Med rect 300x250

Google text ad.

Sponsorable Gutter

Filters for Non-Game Objects

2 | All | Clips | Trailers | Features | Reviews | Original Content | Other |

Filters for Game Objects

3 | All | Gameplay | Clips | Trailers | Features | Reviews | Original Content | Other |

Re-use Design on Game Article List Pages

4 | All (34) | Reviews | Features (23) | Previews (4) | News (7) | Related (12) |

Network Imprint

IGN Logo and Video Masthead

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Overview

Description:

Entry Points:

Notes for Developers

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