



DISTRIBUTION & PLACEMENT

Guide to sharing, distributing, embedding and placing your WIREWAX video
For all users

This document is a brief explanation and non-exhaustive list of places where your WIREWAX video can be shared, embedded and placed on your own owned and operated media and on 3rd-party pages or distribution channels.

Contact your WIREWAX representative for more information if required.

YOUR OWNED AND OPERATED WEBPAGES

Your video can be embedded on your own web pages, blogs and media channels using a number of methods.

- Where possible, always try to use the standard WIREWAX iframe
 - In WIREWAX Studio > Publish Settings you can specify and grab your video's iframe script to drop into your own webpage. Read more about iframes here - <http://html.com/tags/iframe/>
 - You can also use the embed code generator here - <https://www.wirewax.com/sizecalculator>
 - Example iframe:

```
<iframe width="960" height="540" src="//embed.wirewax.com/8042802/"  
frameborder="0" scrolling="yes" allowfullscreen></iframe>
```

- Wordpress pages
 - use the embed.ly plugin and wrap your iframe as above.
- JavaScript embed code
 - We understand some users can only embed using a JavaScript code package rather than an iframe. Please speak with your WIREWAX representative about providing you with a JavaScript option.
- CMS
 - Some of our clients have restrictive CMS systems - speak with your WIREWAX representative about how to best integrate your video.

PAID MEDIA



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- VAST / VPAID ad units
 - Use our standard IAB-approved VPAID unit in a VAST tag wrapper.
 - See a WIREWAX VPAID unit in action in Google's VAST Inspector here - <https://goo.gl/lrHFuj>
 - WIREWAX's VPAID unit can be served through DoubleClick, in a standard campaign or programmatic formats.
 - Speak with your WIREWAX representative to generate your VAST tag and discuss your campaign plan.
 - Example VAST tag:

```
https://edge-api.wirewax.com/vast/v1?vidId=8042802&project=VPAID-test
```

- Display Ads
 - WIREWAX can be placed into any rich display ad formats. Expandable banners or MPUs work well.
 - See example here - http://creative.wirewax.com/build/vwcv_expandable/1/
 - Use the VPAID ad unit as mentioned above or speak with your WIREWAX representative about custom ad format integration.
- Pre-roll / In-stream Ads
 - Any in-stream distribution channels/publishers that support rich HTML5 VPAID ads can serve a WIREWAX video through the VPAID unit mentioned above.
 - Note: YouTube's TrueView doesn't support rich media formats like WIREWAX / VPAID.
- Partners
 - Use our network of paid media channels; Unruly, Teads, Sizmek and more. Speak with your WIREWAX representative for more.

SOCIAL

- Facebook



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- Use WIREWAX in Facebook's Instant Articles (for mobile) using the iframe described above. Note: publisher must be approved by Facebook for Instant Articles. See example here -
<https://www.facebook.com/WIREWAX/posts/10155215321223996>
- Use WIREWAX in Facebook featured tabs (for desktop) using <http://woobox.com/> See an example here -
<https://www.facebook.com/WIREWAX/app/208195102528120/>
- Include the Facebook metatags in your webpage so links in Facebook appear with an image, title and text. Find out more here -
<https://developers.facebook.com/docs/sharing/webmasters>

- Pinterest
 - WIREWAX is an official Pinterest partner as an interactive video technology. We have a unique two-way integration: 1.) WIREWAX interactive technology works within Pinterest's platform and 2.) Pinterest mood boards can be pulled into WIREWAX overlays

- Twitter
 - WIREWAX is whitelisted to embed the interactive experience into the Twitter Player Card. The WIREWAX video will appear in the tweet itself on desktop and mobile.
 - See example here -
<https://twitter.com/WIREWAX/status/715538644312915968>
 - Note: to embed through the publisher's own Twitter account, they must gain Player Card approval from Twitter.

- Tumblr
 - Use the iframe embed code described above
 - Example: http://covergirlstarwars.tumblr.com/getthelook_droid

- YouTube



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- YouTube doesn't have support for rich media formats so your WIREWAX video will not be displayed on a YouTube watch page.
- Can you use [YouTube as a host](#) using our YouTube player wrapper so you will still accumulate vanity views on your YouTube video from all you WIREWAX views.
- Your video can also be embedded into YouTube masthead ad units (desktop only) [masthead ad unit](#).

- Snapchat
 - WIREWAX is an official Snapchat partner as interactive video partner. Videos can be used inside Snapchat through [Snap Ads Web View](#).
 - Use the WIREWAX iframe as described above.
 - For portrait, square or non-16:9 video aspect ratios speak with your WIREWAX representative.

- Instagram
 - a. Videos can be used inside Instagram through Ads Web View. Use the WIREWAX iframe. For portrait, square or non-16:9 video aspect ratios speak with your WIREWAX representative. [Process and details outlined here](#).

TRAFFIC DRIVERS

As an alternative to seeding your video out to channels (an expensive route), we recommend, where possible, to use more cost-effective promotions to drive traffic to your own destination;

- Teaser videos
 - Use 'digital breadcrumbs' like [this](#) screen recorded viewer experience to lead to a destination experience (where you have full creative control) in native posts on Facebook, YouTube, Instagram and others.



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- PR Stories
 - Create PR stories leading to destinations like Disney did with Fandango here -
<http://www.fandango.com/movie-news/exclusive-you-wont-believe-this-cool-jungle-book-cgi-featurette-751261>

DIRECT MEDIA AND PUBLISHER CHANNELS

Use WIREWAX's network of media and publisher channels to promote and seed your video. Speak with your WIREWAX representative about leveraging any of the options below;

- Daily Mail Group
- Elite Daily
- Time Inc / Meredith
- New York Times
- Vice
- Vimeo
- Guardian
- Telegraph
- Economist
- Fandango
- WebMD
- Conde Nast
- Wallpaper
- CNN
- AFAR