



CheckM8 Rich Media Manager

Flash API

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CheckM8 Flash API

CheckM8 provides an API to allow better control over Flash creative. Flash Ads are treated by CheckM8 as any other type of Ad, with two exceptions:

- ❑ Events (such as mouse click/over, Flash ended playing or any other event happening while the Flash Ad is playing) must be detected first by the Flash player and then sent to the RMM.
- ❑ The ad can be set to be transparent or not.

CheckM8 APIs provides the ability to receive from a flash the following events:

- ❑ Mouse Click
- ❑ Mouse Over
- ❑ Mouse Out
- ❑ Flash end playing
- ❑ Any special point during the flash movie

Guidelines in the creation of the Flash movie

Sound – start playing the sound track of the movie on the 4th frame, this is to prevent the users from hearing the sound before the ad was actually displayed on the page. Since all ads in CheckM8 are preloaded before they are displayed, sound that starts on the first frame will start before the movie is seen.

Size - make sure the final size of the movie does not exceed the maximum size for a creative file that is permitted by the site.

Signaling that the Flash movie has ended

To signal that the movie has reached its last frame and it can disappear from the page, use the fscommand () feature in Flash to send the command "CM8_END".

Redirecting the User to the target page

To signal that the user has clicked the ad and that the target page should open, use the fscommand () feature in Flash to send the command "CM8_CLICK". The CheckM8 software will open the target page for the user. Do not to use the getURL () command for this purpose.

Signaling that the mouse is over/out of the Flash (optional)

To signal that the user has placed the mouse over the relevant part of the movie, use the fscommand () feature to send the command "CM8_MOUSEOVER". In the same way use the command "CM8_MOUSEOUT" to signal that the mouse has left the relevant part of the movie.

Using a Close Button

When the movie contains a "close button" as an option for the user to make the ad disappear, use the fscommand () feature to send the command "CM8_OTHER".

CheckM8's API provides the ability to receive the following events from a Flash:

- Mouse Click
- Mouse Over
- Mouse Out
- Flash End Play
- Close button clicked
- Slider banner should expand / collapse
- Controls in the area of the Flash should disappear / reappear
- Flash Other, i.e., any special point or event while the Flash is playing

FS Command	To be used	RMM Action	RMM scenario event
fscommand ("cm8_click");	On release for redirecting button	Activate Click Through URL	Clicked
fscommand ("cm8_mouseover");	On Roll Over event		Mouse Over
fscommand ("cm8_mouseout");	On Roll Out event		Mouse Out
fscommand ("cm8_end");	On last frame of Flash movie		Flash End Play
fscommand ("cm8_close");	On release of close button	Hide the movie	Close Clicked
fscommand ("cm8_expand");	On creative for Slider banner, when expanding	Slider banner will expand	Expand Clicked
fscommand ("cm8_collapse");	On creative for Slider banner, when closing	Slider banner will collapse	Collapse Clicked
cm8_other# (5 events): fscommand ("cm8_other"); fscommand ("cm8_other2"); fscommand ("cm8_other3"); fscommand ("cm8_other4"); fscommand ("cm8_other5");	For tracking important events in the movie (as the need arises)		Flash – Other Flash – Other2 Flash – Other3 Flash – Other4 Flash – Other5
fscommand ("cm8_hide_ctrl");	On keyframe of the movie when the controls and iFrames should disappear (as the need arises)	Controls and iFrames behind the Flash movie will be hidden	
fscommand ("cm8_show_ctrl");	On keyframe of the movie when the controls and iFrames should reappear (as the need arises)	Controls and iFrames behind the Flash movie will be shown	

The example below shows a button inside the Flash movie set to send 3 different events / user interactions to RMM: Click, Mouse Over and Mouse Out.

