

RealServer Ad Extension: Integration with Third Party Ad Server Systems

RealNetworks has been working with key third party Web advertising solutions to ensure seamless integration of Real ad streaming. This document contains specific information on how to use RealServer 7 ad streaming with these third party ad servers.

Ad serving solutions offered by DoubleClick, Engage, and AdForce typically provide several methods for extracting ad HTML snippets from the ad server database. This document provides instructions on the methods that work best with Ad Extension. The methods described in this section have been tested and verified to provide "out-of-the-box" integration with RealServer 7.

Configuring Your RealServer for Ad Extension

Use the RealServer Administrator to configure the ad extension feature of RealServer. Special attention must be given to filling in the "Ad Server Type" and "Target HTML" configuration variables.

Ad Server Type

The "Ad Server Type" configuration variable allows the user to tune the RealServer to work with different types of ad servers. The "Ad Server Type" configuration variable in RealServer Administrator provides the user with choices including the well-known ad server products: DoubleClick DART, DoubleClick Ad Server (NetGravity), Engage, and AdForce. If you are using one of the listed ad servers, choose this product from the list.

If you are using an ad server product that is not listed, then select the "Default" option. If this doesn't provide the expected results then you should try "Type 1" and "Type 2", sequentially. If all fails, please contact RealNetworks technical support.

Target HTML

The "Target HTML" configuration variable allows you to specify the URL to retrieve the ad creative. This URL can simply specify a web server and an HTML page hosted by that web server whereby the HTML page contains an HREF and IMG SRC tag to a banner ad GIF file. However, if you are using one of the top ad server products, you are encouraged to use one of the URL formats described in this section.

AdForce

When using AdForce ad server, it is recommended that you use the "adiframe" method to extract an ad HTML snippet from the ad server. The following ad URL is an example of the "adiframe" method:

```
http://adforce.imgis.com/?adiframe|2.0|9|48241|1|1|ADFORCE;
```

Use this URL as the value for the "Target HTML" configuration variable in the "Ad Serving" section of the RealServer Administrator. You can use the AdForce configuration tool to prevent rich media type ads from being retrieved Ad Extension supports geographical ad targetting with AdForce. You can reach AdForce technical support at: 1-800-973-1174.

DoubleClick DART

When using DoubleClick DART, it is recommended that you use the "adi" method to extract an ad HTML snippet from the ad server. The following ad URL is an example of the "adi" method:

```
http://ad.doubleclick.net/adi/www.doubleclick.net/;ad=news;abr=!ec
```

Use this URL as the value for the "Target HTML" configuration variable in the "Ad Serving" section of the RealServer Administrator. Use the "abr=!ec" tag on your URL to extract non-rich media ads from the DoubleClick DART database. RealSystem doesn't process ads that contain forms or JavaScript. RealSystem G2 supports geographical ad targetting with DoubleClick DART. You can reach DoubleClick DART technical support through your sales engineer or the technical support number: 1-212-655-7600.

DoubleClick Ad Server (NetGravity)

When using DoubleClick Ad Server or formerly known as NetGravity, it is recommended that you use the "html.ng" method to extract an ad HTML snippet from the ad server. The following ad URL is an example of the "html.ng" method:

```
http://167.216.221.91/html.ng/category=support&site=nghq&params.styles=img
```

Use this URL as the value for the "Target HTML" configuration variable in the "Ad Serving" section of the RealServer Administrator. Ad Extension does not support JavaScript or HTML Forms tags in ads. Please take care to provide a fallback banner GIF ad in your ad creatives. Please consult with your technical support contact at DoubleClick if you need assistance in setting up your ad campaign with RealServer.

Engage AdManager

When using Engage AdManager, it is recommended that you use the "hserver.exe" method of the Direct Server to extract an ad HTML snippet from the ad server. The following ad URL is an example of the "hserver.exe" method:

```
http://psunu1032e.and.navisite.com/accipiter/hserver.exe//SITE=CUSTOMERC/AREA=CUSTOMERC2
```

Use this URL as the value for the "Target HTML" configuration variable in the "Ad Serving" section of the RealServer Administrator. Since Ad Extension is not compatible with ads that contain JavaScript or HTML Form tags, take care to exclude these types of ad creatives from your ad campaign. You can reach Engage technical support at: 1-888-693-2237.