

Validation Information		
Validation Type		●
Player/App URL for Testing or Download		●
SFDC opportunity ID	To be filled in by the Account Manager.	●
Validation Number (max 3 validations per player)	To be filled in by the Account Manager.	●
List of ad formats to be validated (pre, mid and post-rolls)		●
If the validation requires mid-rolls, where are the cue-points?		●
Is the player or app geoblocked? If yes what country?		●
Does your player or app require a login/password?		●
Does this validation require a specific device?		●
Client has access to player source code? (meaning, the player is developed in-house or by 3rd party vendor specifically for the client)		●
Any other requirements/information?		●
Name and email address of the recipient of the validation sheet		●

Video Tutorial + Article	
How to setup the testing tool	Validation Tools
How the validation template works	Validation Template

General	
Validation Status (Pass/Fail)	
Validation Date	
Validation Device/Browser and Version	
Player/App HTTP Requests User-Agent	
Integration Version (Player Version)	
Ooyala Pulse Client Account Identifier (vpHost)	
Validator Name	
Comments	
Issues (and how to reproduce)	

Ooyala Guidelines For Optimal Ad Delivery

Integration Info	YES/NO	Article	Video Tutorial	Comments
Ooyala Pulse SDK Version (cv)				●
Using latest version of Ooyala Pulse plugin			Integration Information	●
Using latest version of Ooyala Pulse Adplayer (Flash and Silverlight API only)				●
The frequency capping cookie "pid=" is present in the requests header				●

Request Timing	YES/NO	Article	Video Tutorial	COMMENTS
Ad HTTP request takes place after the play button is clicked?		Timing	Request Timing	●
Subsequent ad requests should be made "just-in-time" (ie. for midrolls and postrolls)				●

Display Capabilities	YES/NO	Article	Video Tutorial	COMMENTS
Display more than one ad in the same slot (for example 2 prerolls)			More Than One Ad	●
Display ads from third party ad server (VAST Wrapper)		Display	VAST Wrapper	●
Display VPAID ads from third party ad server (Flash only)			VPAID 3rd Party	●

Video Ad Error Handling and Tracking	YES/NO	Article	Video Tutorial	COMMENTS
Ad response only contains "inventory" ==> track inventory (not apply to VAST)			Inventory Only	●
404 when loading the video ad ==> start content playback			404 Loading Ad	●
404 when loading the video ad ==> track error				●
Timeout when loading the video ad ==> start content playback			Timeout Loading Ad	●
Timeout when loading the video ad ==> track error				●
Get an unsupported video ad ==> start content playback			Unsupported Ad	●
Get an unsupported video ad ==> track error				●

User Experience

Dimensions	YES/NO	Article	Video Tutorial	COMMENTS
The ad resize correct when in full-screen		Dimensions		●
The ad resize correct when in normal-screen				●

Ooyala Pulse Requests Error Handling	YES/NO	Article	Video Tutorial	COMMENTS
404 during request to Ooyala Pulse ==> start content playback			404 Request Ads	●
Timeout during request to Ooyala Pulse ==> start content playback		Request Error Handling	Timeout Request Ad	●
Empty ad response (meaning, "nocom" flag) ==> start content playback			Empty Response	●

OOYALA® PULSE

- REQUIRED ●
- RECOMENDED ●
- NOT REQUIRED ●
- ONLY REQUIRED IF APPLY ●

PREROLL	YES/NO	Article	Video Tutorial	COMMENTS	
This ad format has been implemented in the client player					●
The ad is visible during playback		Ad Types	Ad Types		●
Click-through is working (open a new browser window)					●
Ad request URI: <input type="text"/>					●

PARAMS	VALUE	YES/NO	COMMENTS	
tt				●
rt				●
rnd				●
cf				●
s				●
t				●
m				●
st				●
tid				●
pid				●
pf				●
afr				●
cd				●
cv				●
dcid				●
ci				●
vbw				●
vwt				●
vht				●
xpb				●
bp				●

TRACKING	YES/NO	Article	Video Tutorial	Comments	
impression (e=0)					●
click-through (e=20)					●
quartiles (e=14, e=15, e=16, e=17, e=18)		Ad Types	Ad Types		●
If skip button is available, don't track quartiles after it was pressed				Required if client is using 3rd-party metrics	●
external pixel tracking [none, one, several]					●

OOYALA® PULSE

REQUIRED	●
RECOMENDED	●
NOT REQUIRED	●
ONLY REQUIRED IF APPLY	●

POSTROLL	YES/NO	Article	Video Tutorial	COMMENTS	
This ad format has been implemented in the client player					●
The ad is visible during playback		Ad Types	Ad Types		●
Click-through is working (open a new browser window)					●
Ad request URI: <input type="text"/>					●

PARAMS	VALUE	YES/NO	COMMENTS	
tt				●
rt				●
rnd				●
cf				●
s				●
t				●
m				●
st				●
tid				●
pid				●
pf				●
afr				●
cd				●
cv				●
dcid				●
ci				●
vbw				●
vwt				●
vht				●
xpb				●
bp				●

TRACKING	YES/NO	Article	Video Tutorial	Comments	
impression (e=0)					●
click-through (e=20)					●
quartiles (e=14, e=15, e=16, e=17, e=18)		Ad Types	Ad Types		●
If skip button is available, don't track quartiles after it was pressed				Required if client is using 3rd-party metrics	●
external pixel tracking [none, one, several]					●

OOYALA® PULSE

- REQUIRED ●
- RECOMENDED ●
- NOT REQUIRED ●
- ONLY REQUIRED IF APPLY ●

MIDROLL	YES/NO	Article	Video Tutorial	COMMENTS	
This ad format has been implemented in the client player					●
The ad is visible during playback		Ad Types	Ad Types		●
Click-through is working (open a new browser window)					●
Ad request URI: <input type="text"/>					●

PARAMS	VALUE	YES/NO	COMMENTS	
tt				●
rt				●
rnd				●
cf				●
s				●
t				●
m				●
st				●
tid				●
pid				●
pf				●
afr				●
cd				●
cv				●
dcid				●
ci				●
vbw				●
vwt				●
vht				●
xpb				●
bp				●

TRACKING	YES/NO	Article	Video Tutorial	Comments	
impression (e=0)					●
click-through (e=20)					●
quartiles (e=14, e=15, e=16, e=17, e=18)		Ad Types	Ad Types		●
If skip button is available, don't track quartiles after it was pressed					●
external pixel tracking [none, one, several]				Required if client is using 3rd-party metrics	●