

Creating a SWF Creative File for Use in Open AdStream (OAS)

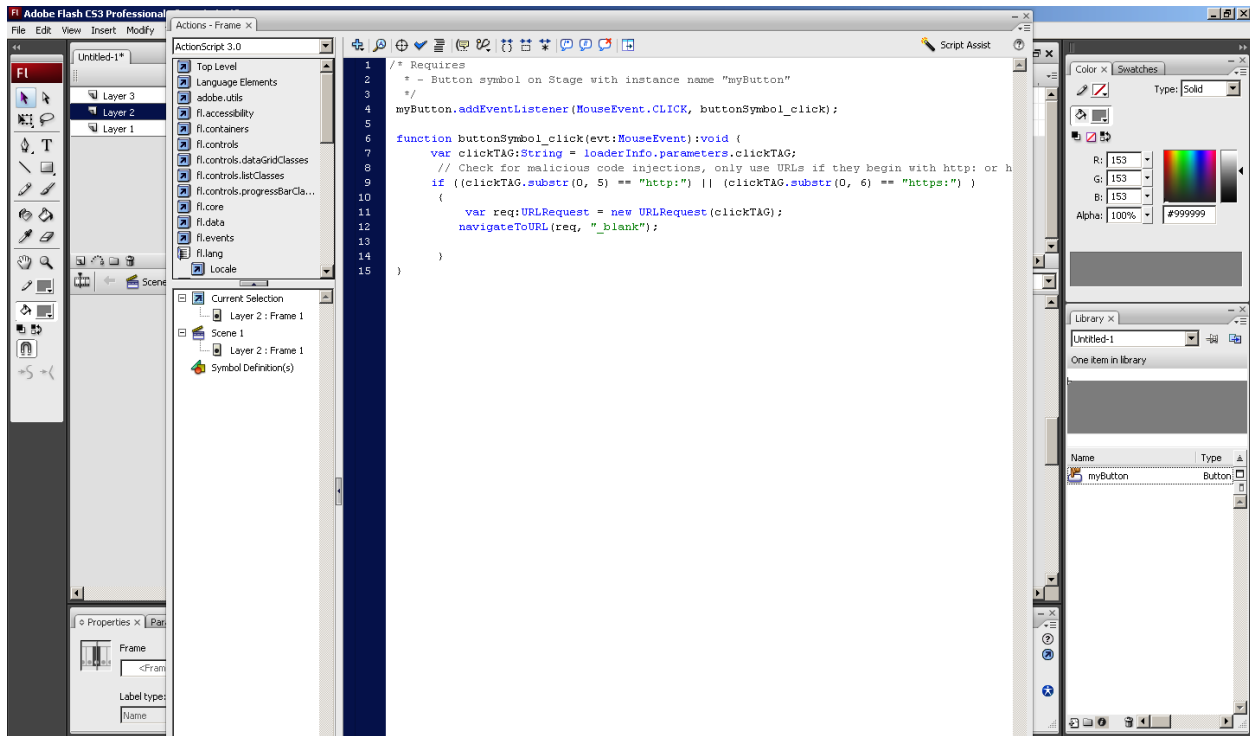
These instructions are intended for Flash Versions 9 and 10 using ActionScript 3.0

Button Setup Steps:

1. Create a Button, if the button is not already on the stage, drag it to the stage.
2. Give the button an instance name (myButton) on the stage
3. Right click on the first key frame for the layer that contains the button (in the timeline pane); from the context menu select "Actions" (this will open the Actions Frame for that layer)
4. Place the click tag actionscript (listed below) in the Actions Frame

```
// ActionScript 3.0
/* Requires
 * - Button symbol on Stage with instance name "myButton"
 */
myButton.addEventListener(MouseEvent.CLICK, buttonSymbol_click);

function buttonSymbol_click(evt:MouseEvent):void {
    var clickTAG:String = loaderInfo.parameters.clickTAG;
    // Check for malicious code injections, only use URLs if they begin with http: or https:
    if ((clickTAG.substr(0, 5) == "http:") || (clickTAG.substr(0, 6) == "https:"))
    {
        var req:URLRequest = new URLRequest(clickTAG);
        navigateToURL(req, "_blank");
    }
}
```

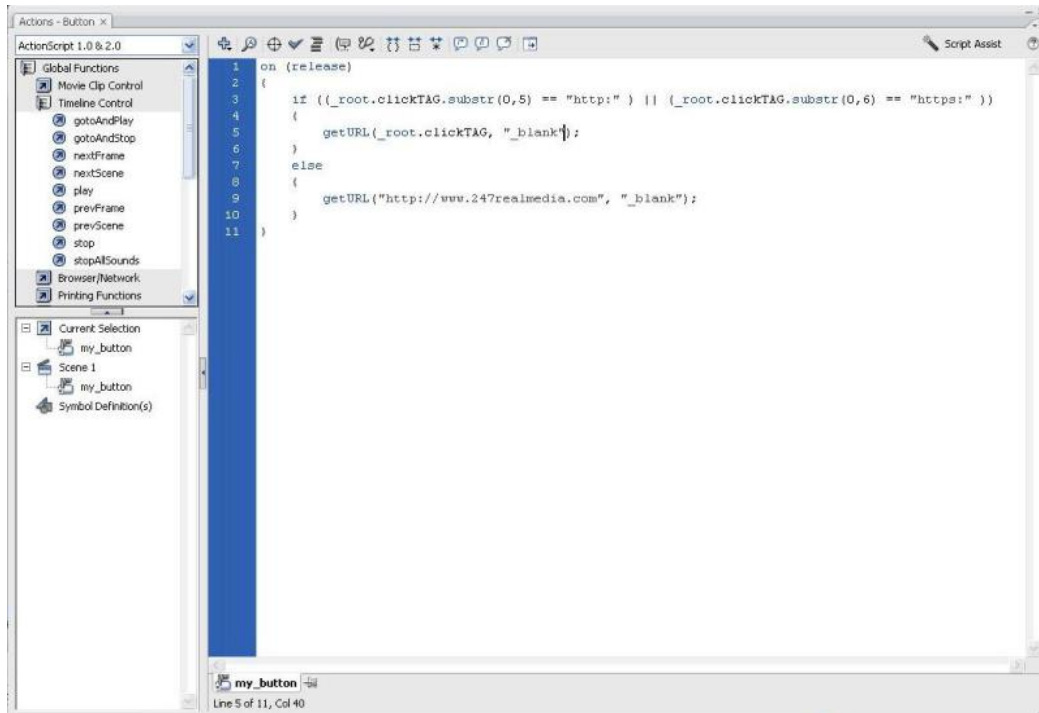


These instructions are intended for Flash Versions 7-10 using ActionScript 2.0

Button Setup Steps:

1. A clickable flash object such as a button or “hitarea” in the flash movie clip will require some actionscript attached to it.
2. Associate the on(release) event with that object.
3. The object will now listen for that particular event. When the event occurs it will trigger actionscript instructions.
4. Place the click tag actionscript (listed below) as the instructions for the “on(release)” event

```
// ActionScript 2.0
on(release)
{
    // Check for malicious code injections, only use URLs if they begin with http: or https:
    if((_root.clickTAG.substr(0, 5) == "http:") || (_root.clickTAG.substr(0, 6) == "https:"))
    {
        gotoURL(_root.clickTAG, "_blank");
    }
}
```



Additional Notes:

1. If the whole file is meant to be clickable, a transparent button should be placed on the top layer of the SWF.
2. In order to track clicks within OAS, the SWF **must not** be setup with a hard coded click URL.