IAB Australia Unified HTML5 Ad Specifications

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n various	10 MB	MP4, OGG, WebM	ı	NA	user	NA	user-initiated - 2mins auto-initiated - 30secs	unlimited	Yes	up to pub		play, pause, mute, unmute	, up to publisher	up to publisher	up to publisher
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ad various	80kb	HTML5, JPG, PNG, GIF	ı	NA	user	1 Pix border	NA	30s	Yes	up to pub	spikes of 80% allowed but not sustained for >2secs	NA	up to publisher	up to publisher	up to publisher
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n various	2 MB	MP4, OGG, WebM		NA	user	NA	user-initiated - 2mins auto-initiated - 30secs	unlimited	Yes	up to pub	spikes of 80% allowed but not sustained for >2secs	play, pause, mute, unmute	, up to publisher	up to publisher	up to publisher
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Notes:

Standard banner. Creative that has one click througl Rich banner. Can expand, contain video, multiple cli