



# Image Stream

Creative Specification

# ASSETS THAT CAN BE CONVERTED

TWO TYPES OF ASSETS ARE ACCEPTED IN CONVERSION TOOL

## 1. Static images

**Accepted file formats:** JPEG, PNG

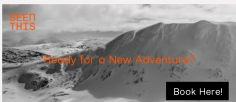
**File-size limit:** 2MB

**Output:** HTML5 zip files, iFrame or JavaScript tag

**Notes:** SeenThis will not crop or edit the images in any way, but will export them in the same size as they were originally sent

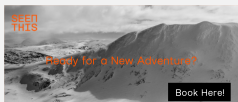
**Input**

 JPEG, PNG



**Output**

HTML5, iFrame, JavaScript



## 2. HTML5 ad files

**Accepted file format:** .ZIP

**File size limit:** 2MB

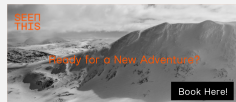
**Output:** HTML5 zip files, iFrame or JavaScript tag

**Notes:** In the case of optimizing HTML5 ad files, only the image assets within the ad file will be optimized and processed. All other HTML configuration and code within the ad will not be altered, thereby keeping all other settings in the ad such as animations, etc.

**Technical disclaimer:** References to images should preferably be in HTML (by using <img> tags or CSS background image) and not JavaScript.

**Input**

 HTML5 .ZIP



**Output**

HTML5, iFrame, JavaScript

