ADTECH

Technical Guide

Flash Functions

ADTECH IQ

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ADTECH GmbH

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Introduction to Flash Functions

Introduction	This document describes how to prepare Flash files for tracking and other functions.

Notes

- This document does not describe how to program Flash files. See your Flash software documentation (Adobe Flash for example).
- getURL vs. Fscommand: Most of the functions that are described here can be programmed in 2 ways. Both of these are fully functional, it is your decision which one you choose.

Flash version and ActionScript compatibility

We recommend not to develop with the latest ActionScript features, so that you can save the Flash file in a lower version than the latest available one (e.g. in Adobe Flash version 7). This way, it is possible to reach more users.

Usually, it should be possible that you can all Flash functions described here in ActionScript 3, too. If you have problems with ActionScript 3, please reach out to your ADTECH CS contact.

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Flash Functions for Tracking

Link URL with ClickTAGs

The link URL in the Flash file will be passed in the variable `clickTAG`. The variable will be connected to a button action in most cases.

- The exact upper and lower case of the variable is mandatory! Although ADTECH IQ detects different variants for upper and lower case the given one is highly recommended: "`clickTAG`"! We do not recommend the following variants: `clickTag`, `clicktag`, `ClickTag`, `CLICKTAG`.

- The link URL will be entered in the ADTECH IQ user interface during the banner booking process (for details see the separate *Flash Banners* user guide).

The link URL can be programmed with the following ActionScript commands:

Type	ActionScript Command

getURL
 	
(Flash version 6 and higher)
	``on (release)
	{
	   getURL(_root.clickTAG, "_blank");
	}```

getURL
 	
(Flash version 5 and lower)
	``on(release)
	{
	   getURL(clickTAG, "_blank");
	}```

getUrlfunction
 	
(ActionScript 3, without Safari support)
	``if (root.loaderInfo.parameters["clickTAG"]) {
	    var clickTAG:String =
	root.loaderInfo.parameters["clickTAG"];
	}```
	```click_btn.addEventListener(MouseEvent.MOUSE_UP, getUrlfunction);```
	``function getUrlfunction(ev:Event = null): void {
	    ExternalInterface.call("window.open", clickTAG, "_blank");
	}```
	
	Notes:
	- `click_btn` is the name of the link button. You can change it into every name / label you want.
	
	- It is possible to embed the clickTAG via external files.
	
	- Pop-up blockers can block `ExternalInterface.call("window.open", clickTAG, "_blank")`, in this case look for workarounds.
	
	- The command has been tested with Windows XP and various browsers:
	  - Internet Explorer 6 and 7: It works (it overrides the pop-up blocker).
	  - Firefox: It works (it overrides the pop-up blocker).
	  - Opera: The browser asks the user to open the pop-up window manually.
	  - Safari: It does not work: `ExternalInterface.call` does not work in Safari under Windows, in this case use `navigateToUrl`. For details see the *Adobe ActionScript 3.0 Reference http://help.adobe.com/en_US/FlashPlatform/reference/actionscript/3/flash/external/ExternalInterface.html*.

Multiple ClickTAGs   Multiple clickTAGs will be programmed just like single clickTAGs.

- If a Flash file needs to contain more than one link URL they will be passed via variables with postpositioned numbers (`clickTAG1`, `clickTAG2` etc.) to differentiate them from each other.

- ADTECH IQ supports up to 10 clickTAGs in a Flash file.

Flash Functions for Layer Banners

Open layer

The variable openTAG contains the URL to show the layer. By default a Flash layer will be delivered visibly. So this function will be needed only to show the layer again, after it was hidden.

The layer opening can be programmed with the following ActionScript commands:

Type	ActionScript Command
getURL	`getURL(_root.openTAG, "_self");`
fscommand	```on(release)
{
fscommand("show");
}```

Close layer

The variable closeTAG contains the URL to close the layer.

Note: Layer banners should be closed in either case! They should be closed too if the Flash banner is completely transparent at the end of the animation because links that are covered by the transparent Flash banner cannot be clicked in some browsers.

The layer closing can be programmed with the following ActionScript commands:

Type	ActionScript Command
getURL	```on(release)
{
getURL(_root.closeTAG, "_self");
}```
fscommand	```on(release)
{
fscommand("close");
}```

Flash Functions for Expandable Banners

Expand banner

The variable `expandTAG` contains the URL to expand the expandable Flash banner to its full size. The expanded and collapsed sizes will be defined in the ADTECH IQ user interface during the banner booking process (for details see the separate *Flash Banners* user guide).

The expanding can be programmed with the following ActionScript commands:

Type	ActionScript Command
getURL	```on(release)
{
getURL(_root.expandTAG, "_self");
}```
fscommand	```on(release)
{
fscommand("expand");
}```

Collapse banner

The variable `collapseTAG` contains the URL to collapse the expandable Flash banner to its collapsed size. The expanded and collapsed sizes will be defined in the ADTECH IQ user interface during the banner booking process (for details see the separate *Flash Banners* user guide).

The collapsing can be programmed with the following ActionScript commands:

Type	ActionScript Command
getURL	```on(rollOut)
{
getURL(_root.collapseTAG, "_self");
}```
fscommand	```on(rollOut)
{
fscommand("collapse");
}```

Change height

The command `expandheight` changes the height of a layer. The desired height will be given as a parameter.

The changing of height can be programmed with the following ActionScript command (example with a height of 500 pixels):

Type	ActionScript Command
fscommand	```on(rollOver)
{
fscommand("expandheight", 500);
}```

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Change width

The command `expandwidth` changes the width of a layer. The desired width will be given as a parameter.

The changing of width can be programmed with the following ActionScript command (example with a width of 500 pixels):

Type	ActionScript Command

fscommand	<code>on(rollOver)
	{
	  fscommand("expandwidth", 500);
	}</code>

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Flash Functions for Loading Additional Files

Loading additional files

To load additional files from a Flash file there are 2 ways, depending on where the file will be loaded from:

- Both Flash files were uploaded to ADTECH IQ: See *Additional file from ADTECH IQ* below in this topic.

- The second file will be loaded from an external source: See *Additional file from an external source* below in this topic.

To load additional files from the Flash file you can use any file format like .flv, .swf, .mp3, .avi etc.

Additional file from ADTECH IQ

Additional files can be loaded from ADTECH IQ with the variable `pathTAG`. The variable contains the path to the banner files that the user uploaded. The additional files have to be uploaded into ADTECH IQ.

The loading can be programmed with the following ActionScript commands (example with a file `flash2.swf`):

Type	ActionScript Command
loadMovie (without `pathTAG`)	`loadMovie("flash2.swf")`

loadMovie (with `pathTAG`)	`if(_root.pathTAG == undefined)`
	`{`
	`    _root.pathTAG = "";`
	`}`
	`_root.loadMovie(_root.pathTAG+"flash2.swf");`

Additional file from an external source

Additional files can be loaded from external sources with the `loadMovie` command.

Note: You need to use security settings (see *Security Settings* on page 11).

The loading can be programmed with the following ActionScript command (example with a URL `http://www.adtech.de/movies/flash2.swf`):

Type	ActionScript Command
loadMovie	`loadMovie("http://www.adtech.de/movies/flash2.swf")`

Security Settings

Introduction

Since Adobe Flash version 7 the security settings for Flash files have changed.

- If the video in the Flash file is controlled with JavaScript function, or
- if external files or videos should be loaded,

then the respective domain has to be "unblocked" out of the Flash file with the command `system.security.allowDomain`.

Attention: It needs to be assured that these ActionScript security setting commands are executed!

CURRENTDOMAIN and System.security.allow Domain

In the variable CURRENTDOMAIN the name of the domain where the banner will be shown is stored (Example: `www.adtech.de`). The variable will be passed to the function `system.security.allowDomain` to give JavaScript access to the Flash video. For example this is necessary if the Flash video will be started or stopped with JavaScript functions.

The domain access can be programmed with the following ActionScript command:

Type	ActionScript Command
`system.security.allowDomain` (Flash version 7)	`system.security.allowDomain(_root.CURRENTDOMAIN);`

Security settings for loading external files

Scenario: A Flash video (a) booked in ADTECH IQ loads a Flash video (b) which is stored on an external server. The reloaded Flash video (b) accesses the link URL of the first Flash video.

This is only possible if `system.security.allowDomain` is implemented correctly.

- Flash 6 and 7: In order for the banner to function correctly even if delivered via different (ad) server, the URL of the parent element is identified with the variable `parent._url`. This way, you do not need to manually enter all necessary domains.
- Flash 8: It is possible to permit all domains with the placeholder "*".

The access can be programmed with the following ActionScript commands:

Type	ActionScript Command
`system.security.allowDomain` (Flash version 6 and 7)	`system.security.allowDomain(_parent._url);`
`system.security.allowDomain` (Flash version 8)	`system.security.allowDomain("*");`

JavaScript access on ActionScript functions

Scenario: A Flash video is to be restarted via JavaScript. To allow this in Flash, the current domain has to be allowed. The domain is passed in the variable CURRENTDO-MAIN.

The access can be programmed with the following ActionScript commands:

Type	ActionScript Command
`system.security.allowDomain` (Flash version 6 and 7)	`system.security.allowDomain(_root.CURRENTDOMAIN);`
`system.security.allowDomain` (Flash version 8)	`system.security.allowDomain("*");`