



# WeTransfer HTML5 Wallpaper API 2.0

All Wallpapers that run on WeTransfer should be built in HTML. This document is to help you produce your own content.

Please read this whole document carefully before starting work on your ad.

The latest version of this document is to be found at <http://we.tl/html5api>

If you only have this PDF with no related files, download the full package from the above URL.

## Examples and testing your own code

Included in this package are a WeTransfer test environment which you can access via index.html, which you should run via a (local) webserver. You can use this to open your adverts in an environment that emulates WeTransfer. In the source of the index.html you can enter a list of HTML pages which the environment will open in the background randomly every 45 seconds. these pages should live in the 'wallpapers' folder - Where you will also find the original examples.

For debugging the API you can use the browser's built-in console.log. Debug, info, warn, error methods will appear in the console. The API in the test environment will also output some information about wallpaper rotation so you can confirm it is working.

## Browser support and Browser testing

HTML5 Wallpapers will only be shown to the the following browsers.

Browser name	Google Chrome	Mozilla Firefox	Apple Safari	Internet Explorer
Minimum version	30	30	6.1	10

Test as appropriate and try to think about graceful degradation and/or progressive enhancement for features if needed.

## Video

We know from feedback from our users that people don't like videos that start automatically, so we require all videos to start from a still image, with user interaction required to play the video. Make sure the filesize is low enough to guarantee a fast download next to heavy files being downloaded. (usually 25mb per minute of video)

Our ClickToPlay-Video template comes with a mute and close button in the video. Please use these in your video wallpapers.

## Audio

We do not allow audio to play in an advert before interaction. This means that no music or sound effects can play until the user has actually made an effort to interact with the advert (for instance clicking on a 'play video' or 'play game' button).

## Assets

Try and minimize the load by using as few assets as you can. Load them from your project folder, and include them in the final project you send us so they can be hosted via our CDN for optimal performance. If you use external libraries or assets, they may be blocked by our environment, so please include these libraries in your project folder as well.



## File Sizes

Before a user can see your ad, it has to be first downloaded, which may occur when the user is already using our service to download heavy files. For this reason, we like to ensure that the file size of your wallpaper is kept at a minimum.

Our general rule is that the page should be no more than 2MB. If you are using a autoplay video in your wallpaper then we will allow it to total 3.5MB. Anything that loads after interaction can be any size under 50MB. Take care that any preloading for these files happens after interaction as well.

Ensure that you remove any unused assets taking up space.

## Sizing

Your wallpaper will be loaded into an iframe that has the same dimensions as the viewport, using the HTML Wallpaper API you will be able to get the position and dimensions of the WeTransfer interface and we advise using as much scalable and responsive options as possible for your advert to make sure it looks good everywhere. There are many ways to make your advert look nice in HTML (with CSS, SVG, font-face etc.).

## Delivering your finished result to us

We require you to submit your full project to us so we can give everything the correct location.

Please include all external assets (images, stylesheets, javascript, fonts etc.)

## Using the WeTransfer Javascript API

To use API calls, your ad must be aware of the WeTransfer environment. To do this you need to include the API Javascript file

```
<script type="text/javascript" src="https://assets.wetransfer.net/js/wallpaper-api-2.0.js">
</script>
```

Please put this before your closing `</body>` tag like in the examples. So your advert can make API calls on a "wetransfer" object.

## Position of the WeTransfer app

You can find out the position of the WeTransfer app. You can also move it out of the way upon user interaction.

The wetransfer object has a method that returns an object with the X, Y, width and height of the WeTransfer app. This is an example:

```
wetransfer.appPosition(function(pos) {
  console.log('position', pos);
});
```

You can also find the position of the WeTransfer navigation in the same way:

```
wetransfer.navPosition(function(pos) {
  console.log('nav position', pos);
});
```

If you want to hide the WeTransfer app to the edge of the screen, simply use the following command.

```
wetransfer.appHide();
```

The app will remain in that position until the user clicks on the app or the advert changes. You can also bring the WeTransfer app back

```
wetransfer.appShow();
```

## Clicking through your advert

Every advert has a click-through URL, this is not present in your ad, but comes from our adserver. In order to make something (or the entire advert) clickable please use the following code.

```
wetransfer.click();
```



## The advert timer

Each advert is shown on WeTransfer for a certain length of time (usually 45 seconds). However, one of the benefits of the HTML backgrounds is the opportunity to pause or reset the timer while the user is busy interacting with your advert. For instance, your advert might be a game, and while the user is playing you can pause the timer so that WeTransfer won't replace the ad and spoil their fun. Similarly, you could pause the timer while a video is playing and resume it when the video stops.

```
wetransfer.pauseTimer();  
wetransfer.resumeTimer();  
wetransfer.resetTimer() // This resets the timer to its start count.
```

The API also has a call available that returns the amount of seconds you have left, this is available in

```
wetransfer.remainingTime(function(seconds) {  
  console.log('remaining', seconds);  
});
```

If you pause the timer, make sure to restart it as well if the user stops interacting. If not we can not run the wallpaper.

## Tracking events with VAST

You can track how users interact with your advert. We use a system based on VAST (Video Ad Serving Template). As the name suggests it is generally used to track how users view videos, though it can be used for other events outside of the video. You should tell us that you are using VAST tracking in your wallpaper so we can set up the receiving end of the tracking. These events will be stored by our advert server and shown in the performance reports.

These are events that can be tracked (case sensitive):

```
start midpoint firstQuartile thirdQuartile complete mute unmute  
pause rewind resume fullscreen expand collapse acceptInvitation close
```

In our video templates, the vast is already set up, so you don't need to do anything. If you want to track your own events, simply use:

```
wetransfer.vast('creativeView');
```

Replace creativeView with whatever event you want to fire.

If you are showing more than one video, you can track each one individually. Simply pass the basic filename along with the call. You will need to give us the list of filenames of the videos.

```
wetransfer.vast('creativeView', 'video1.mp4');
```

You can also use this to track events even if you're not using video. For example, if you wanted to track if a game is won, you could choose the 'complete' event. Since 'complete' doesn't make sense out of context, you should make sure that you let us know what VAST events belongs to which event.

## Additional Trackers

There are many different ways to track user engagement, viewability and all other things you may want to get insights into. However, not all of these will automatically work. Please check with us to see whether or not your preferred tracker will function as desired or we should look into its functionality. We could propose a different brand which we know to work for certain, or we could help you solve the issues you're facing.

## Questions

If you've any questions not covered in this document or about this document, please ask!