

Sonettic-Cinema configuration guide

Ads loader

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Ads loader

Ads Loader is an engine for loading ad stuff into player. You can load like static ad (jpg, png, static gif) and so interactive (swf).

Technically ads are sonettic cinema playlist extension, so it will be necessary to load playlist and define ads in **<channel>** or **<media:content>** elements for their usage.

Ads tags scheme in Playlist RSS on figure 1:

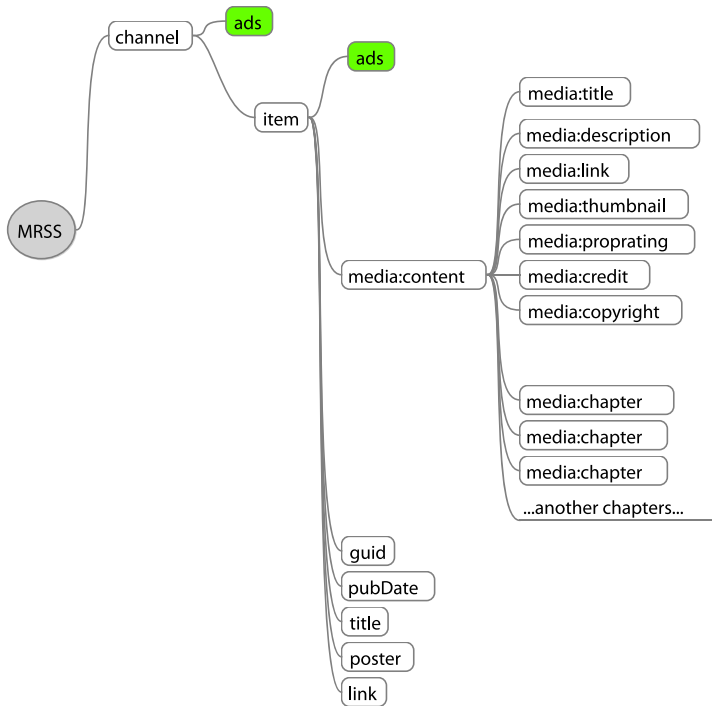


Figure 1

You can indicate Ad as for whole chanel (**<channel>** element) so and for specific item (**<item>** element). Logic of it's work is following: if ad for **<item>** element is not defined then ad is loading from **<channel>**.

Description of ads is XML **<ads>** element with possible attributes like **url**, **value** and **settings**:

```
<ads url="modules/swfbunnersample.swf" value="http://mysite.com/adds/getit.mov"/>
```

Ads loader		
element	attributes	description
ads	url, value, settings	one ads loader
	Attributes	
	url	path to the picture or swf file
	<i>optional</i> value	value pass into swf file
	<i>optional</i> settings	value pass into swf file

Sample Playlist XML with ads:

```
<?xml version="1.0" encoding="UTF-8" ?>
<rss version="2.0" xmlns:media="http://search.yahoo.com/mrss">
  <channel>
    <id>UniqueID</id>
    <title type="plain">Channel Title</title>
    <description type="plain">Channel Description</description>
    <keywords>robots,walle,love,cartoon,pixar</keywords>
    <link>http://www.sonettic.com/mychannel</link>
    <poster url="/mychannel/channelposter.png" width="134" height="193" />

    <!-- ADs Module Path and Values. Values will be set
         to module after module loaded ( optional)
         Ads module will be show before / after or through this video item
    -->
    <ads url="modules/swfbunner.swf" value="ads/s.xml" settings="setting.xml"/>

  <item>
    <guid>UniqueID</guid>
    <!-- RFC-822 date format -->
    <pubDate>Wed, 04 Jun 2008 18:36:00 +0000</pubDate>
    <poster url="posters/welle.jpg" width="560" height="234" />
    <link>http://www.mysite.com/trailers/disney/walle/</link>

    <!-- ADs Module Path and Values. Values will be set
         to module after module loaded ( optional)
         Ads module will be show
         before / after or through this video item
    -->
    <ads url="modules/swfbunner.swf" value="ads/getit.mov"/>

    <media:content url="myContentPath" duration="120" start="60">
      <media:title>Media Title</media:title>
      <media:pubDate>27.06.2008</media:pubDate>
      <media:description> My Video Description </media:description>
      <media:link>http://www.mysite.com/somevideo.html</media:link>

      <media:thumbnail url="th/some.png" width="134" height="193"/>
      <media:thumbnail url="th/some2.png" width="134" height="193"/>
      <media:thumbnail url="th/some3.png" width="134" height="193"/>

      <media:poprating>5.0</media:poprating>
      <media:keywords>robots,walle,love,cartoon,pixar</media:keywords>
      <media:copyright url="www.auth.com">Author</media:copyright>
      <media:premiere>June 27, 2008</media:premiere>

      <media:chapter timemark="10" duration="60">
        <thumbnail url="chth/1020.png" width="75" height="50" />
        <title type="plain">Title</title>
        <description type="plain">Some description</description>
      </media:chapter>
    </media:content>
  </item>
</channel>
</rss>
```

```
        </media:chapter>

        <media:chapter timemark="30" duration="60">
          <thumbnail url="chth/1021.png" width="75" height="50" />
          <title type="plain">Title</title>
          <description type="plain">Some description</description>
        </media:chapter>

      </media:content>
    </item>
  </channel>
</rss>
```