

The Importance of HTML5

Audiences are living in a multi-device, touch-screen world; HTML5 creatives make cross-screen ad rendering possible, efficient and scalable.



HTML5 makes it possible for a marketer to deliver engaging, interactive creative that can render on any device.

What is HTML5?

HTML5 is a standard web programming language for structuring and delivering web content. It can also be used to define ad creatives, as it provides the ability to easily generate animations and dynamic content.

HTML5 is important for banners, modern rich media and video creatives because it is built into most modern device browsers, enabling engaging and interactive ad creatives to run on any device. Most smartphones and tablets do not support Flash.

Because of its flexibility and openness, HTML5 is the ideal solution to building a single creative that can run anywhere, across web and app, on any device.



HTML5 Benefits

HTML5 is the most widely accepted language.

All newer desktop, tablet and mobile devices and browsers accept HTML5 creatives, while Flash creatives only work on desktop, and increasingly only work on some older desktop browsers.

HTML5 is open and free.

HTML5 isn't locked by a single company, meaning it can be improved upon by the entire developer community.

HTML5 enables cooler creative.

HTML5 provides the flexibility in design to build the most beautiful rich media ads. When coming up with campaigns that span desktop, mobile and tablet, you aren't limited by your developing platform. Rather you can take advantage of the inherent characteristics of smartphones and tablets, such as the touch screen and the accelerometer, to build engaging experiences that catch people's attention and let them interact.

HTML5 is where the future is headed.

Adoption by the most prevalent browsers and newest devices means that it is increasingly becoming the default development language. As consumers continue to move their consumption across screens, building experiences that are seamless across those screens is only going to continue to grow more important.



As soon as September 2015, Chrome will automatically pause most Flash content that is not a primary part of the page.

Chrome introduced a new setting designed to increase page-load speed and reduce power consumption by pausing Flash content that is not a primary part of the page. From as soon as September 2015, this setting will be turned on by default so that Chrome users can benefit from improved performance and view more content before charging their batteries.

This change will affect most Flash creatives. Some browsers, such as Safari, already have this feature enabled, and others, such as Firefox, are blocking plugins like Flash when vulnerabilities are found, and are considering putting in place a permanent block.

Given this update, it's important for advertisers to ensure all of their campaigns are running HTML5 units instead of Flash units.

HTML5 is critical to your success in buying with AdX

Efficiently Reach Any Device

HTML5 ads allow for **a single creative to render on any device**. An HTML5 creative is a complete HTML document, like a webpage. It loads to your placement using HTML, CSS, and JavaScript, just like webpages do.

Compatibility

HTML5 creatives **don't require third-party plugins or special file types**. This makes them compatible with most mobile devices, which don't accept Flash, including iOS.

Industry Standard

HTML5 is **becoming the industry standard format for cross-device ad serving**. HTML5 makes it possible for a single creative to render on any device and take advantage of the engaging, rich-media capabilities that the HTML5 format has to offer. For example, HTML5 supports tap, swipe, punch, multi-touch on devices with touch-screens.

Multi-device Scalability

By supporting HTML5 creatives, multi-device advertising is not only possible, but **easy, efficient, and scalable**. HTML5 creatives can be served anywhere across desktops, tablets, and smartphones.



Ready to Embrace HTML5? Ask your advertisers, agencies, and partners for HTML5 creatives.

Check out the AdX HTML5 Video Help Center Article: [Serving HTML5 video creatives](#)