



There are two playback options for Video creatives in the Polar platform:

Autoplay

The autoplay format is designed to deliver video views. Video will automatically play, with sound off, when the player becomes visible on the user's screen (and will automatically pause when the player is no longer visible). Delivers good start rates and completion rates

Click-to-Play

Users must click to initiate video playback. Video will start with sound on, and users will have an option to mute playback. This option delivers poorer start rates and in turn poorer completion rates or view-through rates.

Chrome's new Heavy Ads Intervention feature removes any ads larger than 4MB size. Only Autoplay Video formats are affected by this Chrome feature - all other Social Display formats work seamlessly.

Autoplay Video experience on Polar Social Display

- Videos set as "Autoplay" will autoplay for a minimum of 7sec seconds and then show a "Keep Watching" overlay when bandwidth limit is reached due to Google's Heavy Ads Intervention Policy