



PRODUCT CAMP HELSINKI

Jarno Toivonen

Apr 9, 2016

INNOVATION LAB

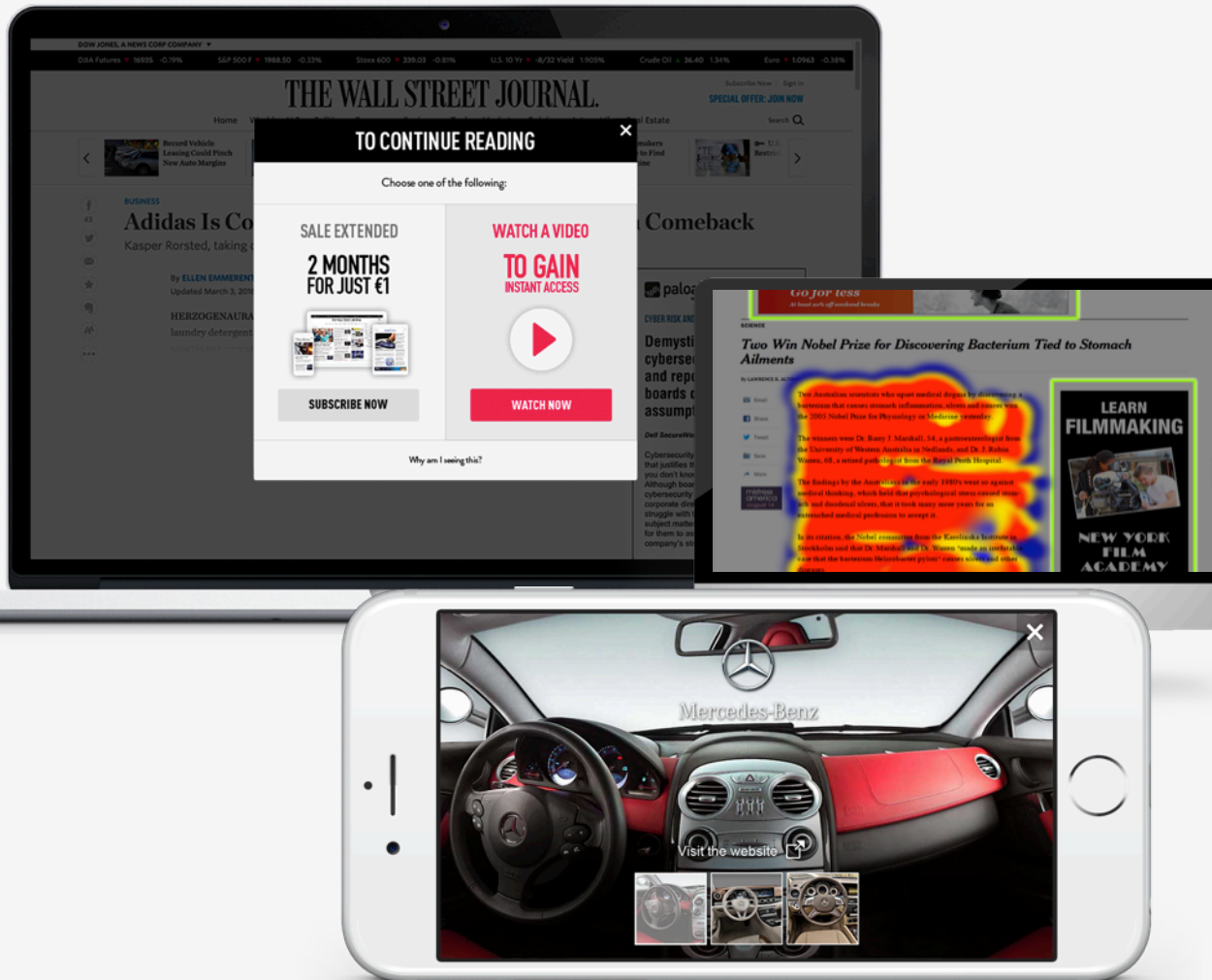
Kiosked Innovation Lab creates unique, bespoke solutions for cutting-edge digital advertising. Born out of the need to explore, the Lab gives publishers and advertisers access to Kiosked engineering and design experience for imagination, insight and scalability to transform their digital advertising.



WHAT'S WRONG WITH ADVERTISING?



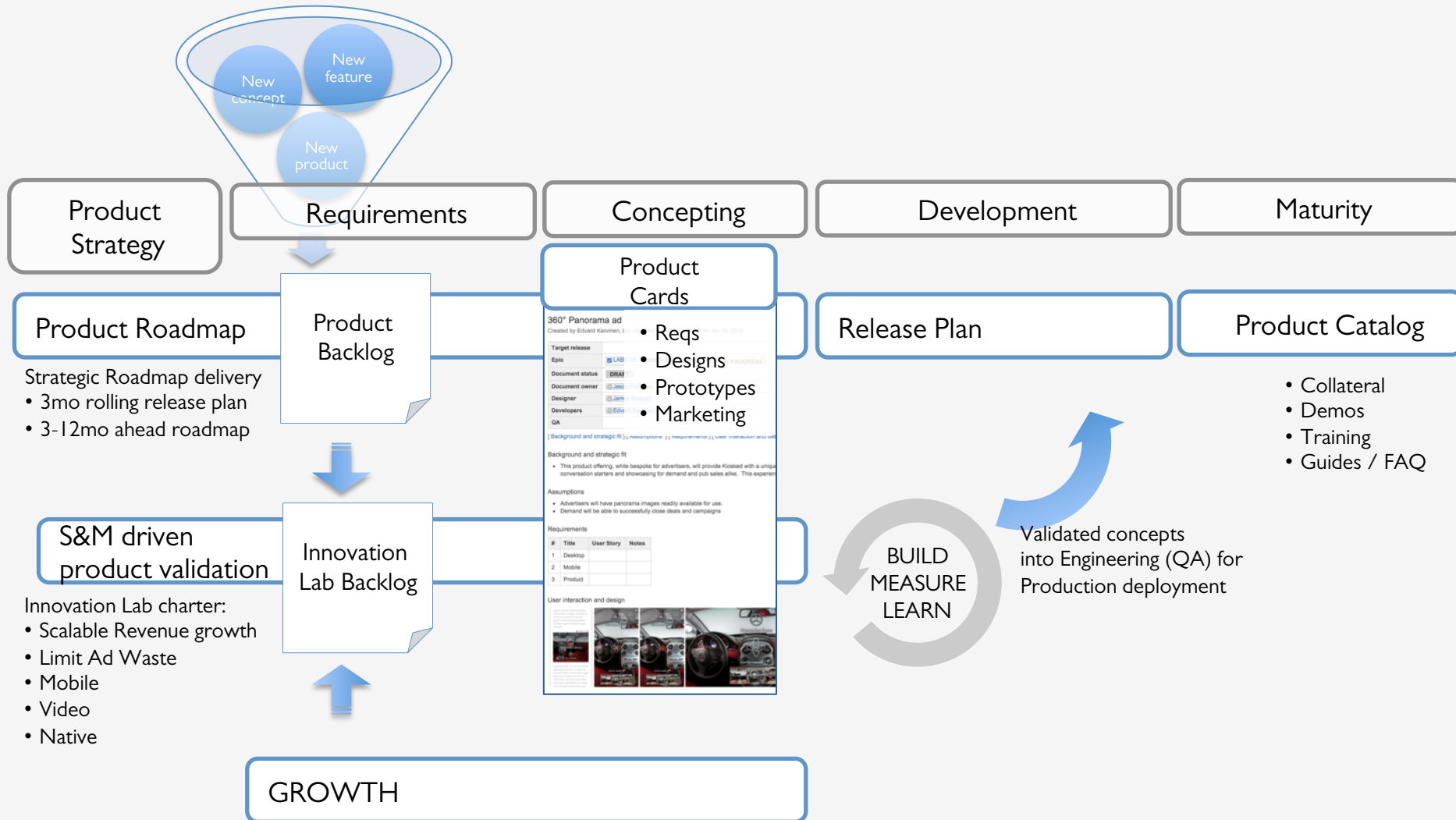
LAB UNITS

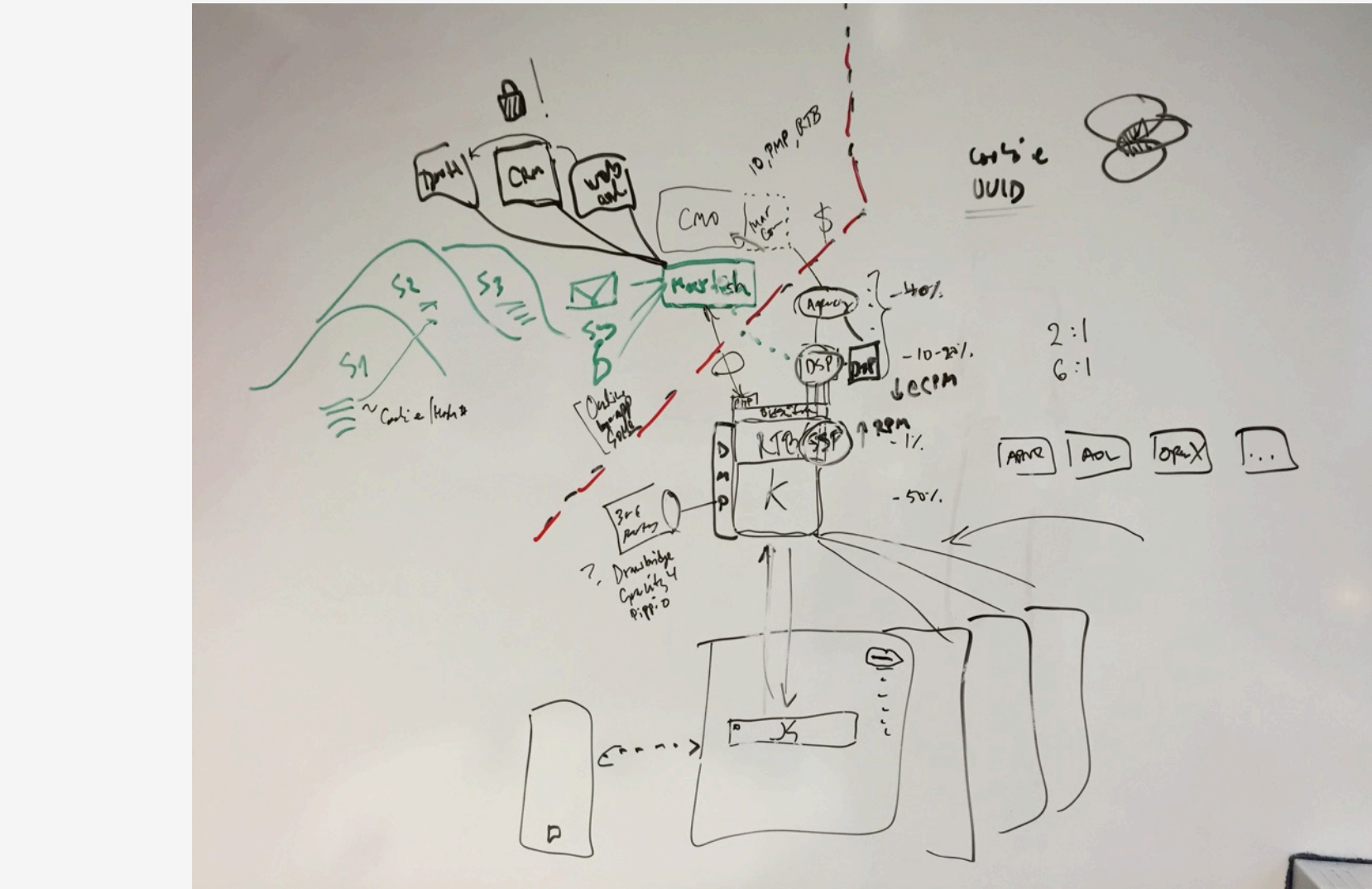


Reward Video

- Paywalls
- Ad blocker by-pass
- Media efficiency index / Eye tracking
- Contextual targeting
- 360° Panorama

PRODUCT MANAGEMENT





PRODUCT CARD

Pages / ... / New ad units 1 JIRA link

Edit Save for later

360° Panorama ad

Created by Edvard Karvinen, last modified by Jarmo Toivonen on Apr 04, 2016

Target release	
Epic	<input checked="" type="checkbox"/> LABS-55 - Create a 360 degree ad format CLOSED
Document status	DRAFT
Document owner	@ Jason Fulmines
Designer	@ James Bassett
Developers	@ Edvard Karvinen
QA	

[Background and strategic fit] [Assumptions] [Requirements] [User interaction and design] [Prototypes] [Questions] [Implementation details] [Legal review] [References] [Out of Scope / Future releases]

Background and strategic fit

- This product offering, while bespoke for advertisers, will provide Kiosk with a unique offering in the marketplace. By enabling motion within the confines of a 300x250 (or any banner size) we can still run IAB-standard inventory. Further, the demos make for great conversation starters and showcasing for demand and pub sales alike. This experience also lends itself well to more premium tablet devices and could unlock new partnerships on those platforms.

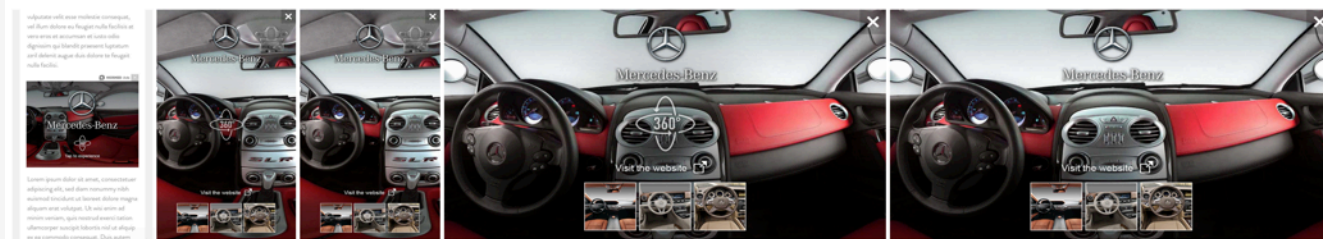
Assumptions

- Advertisers will have panorama images readily available for use.
- Demand will be able to successfully close deals and campaigns

Requirements

#	Title	User Story	Notes
1	Desktop		
2	Mobile		
3	Product		

User interaction and design



VALIDATION



EXPERIMENT BACKLOG

LABS board

Kanban board

QUICK FILTERS: [Only My Issues](#) [Recently Updated](#)

Board

7 Priority 3	9 Priority 2	6 Priority 1	5 In Progress	6 Testing	0 QA - Releasing	1 On Hold	61 Done
<div> <div> </div> <div>LABS-12</div> <div> </div> </div> <div> </div> <div> Check if possible to integrate MRAID to the video player </div> <div> </div>	<div> <div> </div> <div>LABS-66</div> <div> </div> </div> <div> </div> <div> Paywall Reward Unit - Pre Production Checklist </div>	<div> <div> </div> <div>LABS-97</div> <div> </div> </div> <div> </div> <div> Slide-in for Twitch </div>	<div> <div> </div> <div>LABS-64</div> <div> </div> </div> <div> </div> <div> Create demo of reward unit when Ad Blocker(s) Detected </div>	<div> <div> </div> <div>LABS-73</div> <div> </div> </div> <div> </div> <div> Test Slide-in on JW Player </div>		<div> <div> </div> <div>LABS-99</div> <div> </div> </div> <div> </div> <div> Research Sizmek and do a test end-to-end setup for dailymotion </div>	<div> <div> </div> <div>LABS-51</div> <div> </div> </div> <div> </div> <div> Reward video </div>
<div> <div> </div> <div>LABS-95</div> <div> </div> </div> <div> </div> <div> Investigate if Slide-In can be disabled if pre roll runs </div>	<div> <div> </div> <div>LABS-59</div> <div> </div> </div> <div> </div> <div> Create two additional Demos and add CMS </div>	<div> <div> </div> <div>LABS-23</div> <div> </div> </div> <div> </div> <div> Product discovery around additional ad formats </div>	<div> <div> </div> <div>LABS-14</div> <div> </div> </div> <div> </div> <div> Research: VPAID overlay 728x90. HowTo. Dailymotion </div>	<div> <div> </div> <div>LABS-74</div> <div> </div> </div> <div> </div> <div> Slide-in for Ooyala </div>		<div> <div> </div> <div>LABS-2</div> <div> </div> </div> <div> </div> <div> Proto: Pubnative Carousel AdUnit </div>	
<div> <div> </div> <div>LABS-45</div> <div> </div> </div> <div> </div> <div> Related content </div>	<div> <div> </div> <div>LABS-76</div> <div> </div> </div> <div> </div> <div> Slide-in for The Platform </div>	<div> <div> </div> <div>LABS-42</div> <div> </div> </div> <div> </div> <div> Valossa demo for Daily Motion </div>	<div> <div> </div> <div>LABS-20</div> <div> </div> </div> <div> </div> <div> Slide-In Plugins </div>	<div> <div> </div> <div>LABS-75</div> <div> </div> </div> <div> </div> <div> Slide-in for Flow Player </div>		<div> <div> </div> <div>LABS-3</div> <div> </div> </div> <div> </div> <div> Proto: Gravity AD Unit </div>	
<div> <div> </div> <div>LABS-57</div> <div> </div> </div> <div> </div> <div> Retargeted Chat Ad </div>	<div> <div> </div> <div>LABS-78</div> <div> </div> </div> <div> </div> <div> Slide-in for Adobe Primetime </div>	<div> <div> </div> <div>LABS-46</div> <div> </div> </div> <div> </div> <div> eCommerce study </div>	<div> <div> </div> <div>LABS-44</div> <div> </div> </div> <div> </div> <div> Growth: HTML Autoplay video for email marketing </div>	<div> <div> </div> <div>LABS-77</div> <div> </div> </div> <div> </div> <div> Slide-in for Kaltura </div>		<div> <div> </div> <div>LABS-5</div> <div> </div> </div> <div> </div> <div> Fix the bug that makes video player to blink sometimes </div> <div> </div>	
<div> <div> </div> <div>LABS-62</div> <div> </div> </div> <div> </div> <div> Placeholder for Eventual new epic: Create self-service tool </div>	<div> <div> </div> <div>LABS-55</div> <div> </div> </div> <div> </div> <div> Create a 360 degree ad for... </div>	<div> <div> </div> <div>LABS-93</div> <div> </div> </div> <div> </div> <div> Document 360 and Slide-in Setup/Serving Info in Product Card(s) </div>	<div> <div> </div> <div>LABS-102</div> <div> </div> </div> <div> </div> <div> 360: documentation to AdOps confluence </div>	<div> <div> </div> <div>LABS-96</div> <div> </div> </div> <div> </div> <div> Slide-in for Dailymotion </div>		<div> <div> </div> <div>LABS-6</div> <div> </div> </div> <div> </div> <div> Send also all external events from video player </div> <div> </div>	
<div> <div> </div> <div>LABS-67</div> <div> </div> </div> <div> </div> <div> Test integration with Tealium </div>	<div> <div> </div> <div>LABS-58</div> <div> </div> </div> <div> </div> <div> Create Hyundai and/or Kia 360 Example </div>	<div> <div> </div> <div>LABS-101</div> <div> </div> </div> <div> </div> <div> Sit down with Sallar and get FITS training </div>	<div> <div> </div> <div>LABS-98</div> <div> </div> </div> <div> </div> <div> Slide-in plugin for Brightcove </div>			<div> <div> </div> <div>LABS-7</div> <div> </div> </div> <div> </div> <div> Test own video player with liquid tag </div> <div> </div>	
<div> <div> </div> <div>LABS-92</div> <div> </div> </div> <div> </div> <div> Create support for 360 in In-Scroll Unit </div>	<div> <div> </div> <div>LABS-65</div> <div> </div> </div> <div> </div> <div> Demo 360 Video for Product Marketing </div>					<div> <div> </div> <div>LABS-8</div> <div> </div> </div> <div> </div> <div> Video player: Make waterfalling possible </div> <div> </div>	
	<div> <div> </div> <div>LABS-54</div> <div> </div> </div> <div> </div> <div> Create a full screen mobile video experience </div>					<div> <div> </div> <div>LABS-9</div> <div> </div> </div> <div> </div> <div> Figure out how to use unruly and do a proto </div>	
	<div> <div> </div> <div>LABS-63</div> <div> </div> </div> <div> </div> <div> Create carousel of offer ads that support "save to passbook" on iOS </div>					<div> <div> </div> <div>LABS-10</div> <div> </div> </div> <div> </div> <div> Install the transcoder and redis to a server </div> <div> </div>	
	<div> <div> </div> <div>LABS-72</div> <div> </div> </div> <div> </div> <div> Determine how to use In-Scroll via DFP </div>					<div> <div> </div> <div>LABS-11</div> <div> </div> </div> <div> </div> <div> Create a solution that </div>	



METRICS

- R&D ROI?
- OKR
 - New customers
 - Revenue generated
 - Product cards created
- Experiment epic life-time



Thank You!