



JioGames

Ad Policy

Developer Guidelines

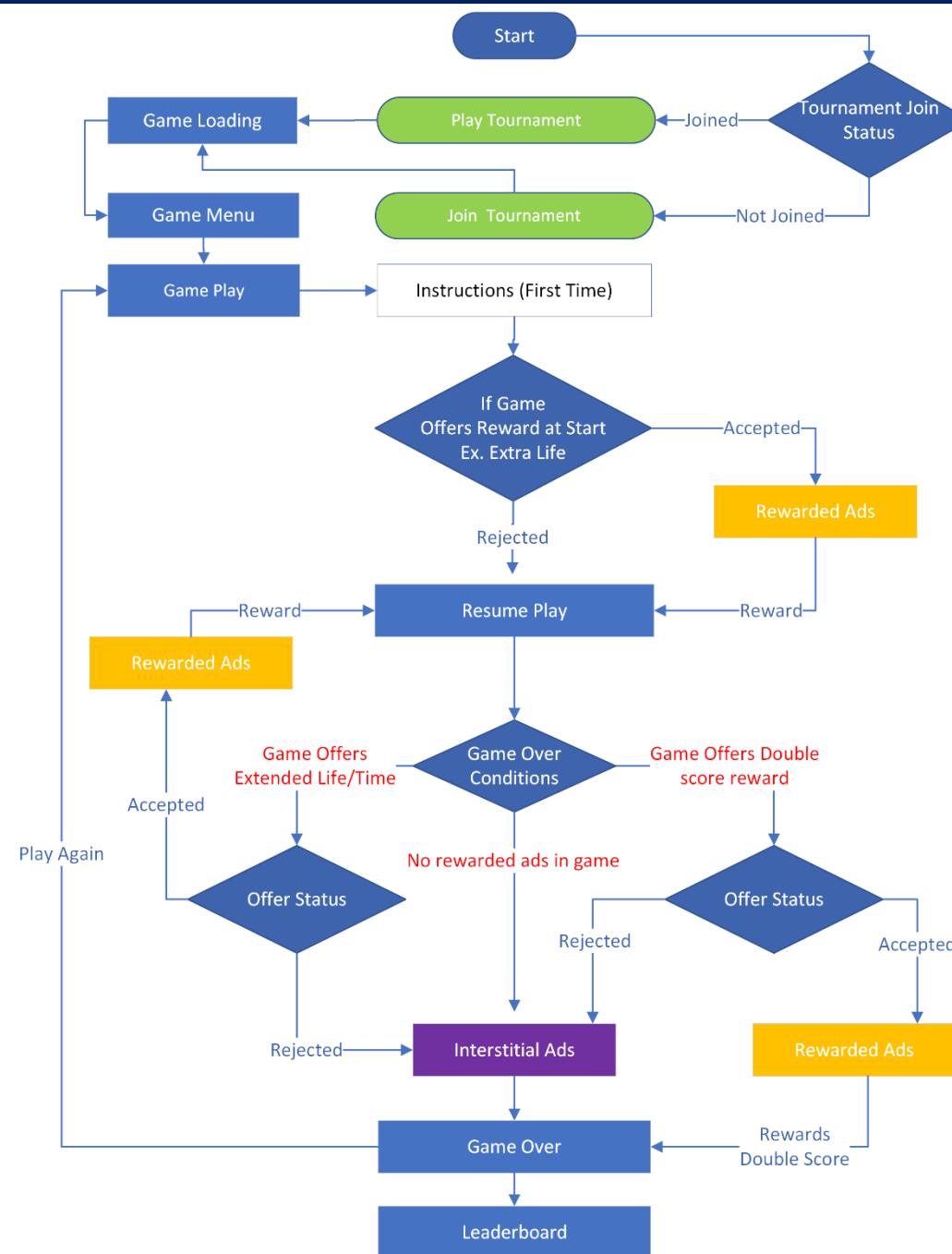


1. Frequency
 1. Allow maximum of one interstitial every 60 seconds.
 2. Ideal frequency depends on your game.
 3. Do not overwhelm users with too many ads .
2. Placement
 1. Launch interstitial ads at natural breaks during gameplay.
 2. Can be naturally inserted between different levels or stages of a game before the break page, explicitly before any *"Continue"* or *"Next level"* buttons.
 3. Do not show interstitial at the start of a level, users get annoyed when you show an unexpected ad at the time they want to play.
 4. If a game encourages frequent and/or repeated tapping by users, it is recommended that a delay is inserted after the end of a level and before the display of an interstitial ad. This delay could take the form of a *'loading'* or *'please wait screen'*, or a *'progress-bar/wheel'*.



1. Game can offer extra life/time to extend the game play or offer to double the score as a reward to watch a video.
2. Clearly state what the player needs to do to get the reward and what the reward actually is, for example: "Watch a video to double your points".
3. Use clear and straightforward call to action.
4. Don't show an interstitial ad after a rewarded ad or when a user opts to skip the ad before completion.
5. Avoid accidental clicks: Design your user experience to avoid launching a rewarded video against the intention of the player.
6. Identify the churn points in your game that cause players to give up. If a player struggles repeatedly without advancement, offer a rewarded video to provide helpful in-game items.

Arena flow





Rewarded Videos can be monetized in three ways:

1 - Game offers extra life/time in the form of a reward at the beginning of the game start

- If player chooses the reward then game play begins by getting reward, else game play begins without reward.

2 - Game offers extra life/time to continue the game, when game ends

- If player doesn't choose the reward then post score, else allow player to continue game play as per reward.
- Game should also ensure that rewarded ad is not offered again, once taken to avoid loops.

3 - Game offers to post double of the score made on game by watching rewarded ad

- If player doesn't choose reward then post actual score, else post double score.

1. Clearly state what the reward is and what is need to get the reward, example: "Watch a video to double your points".
2. Use clear/straight forward call to action.
3. Don't show an interstitial ad after a rewarded ad or when a user opts to skip ad before completion.
4. Avoid accidental clicks: Design your user experience to avoid launching a rewarded video against the intention of the player.



1. Frequency
 1. Allow maximum of one interstitial every 60 seconds.
 2. Ideal frequency depends on your game.
 3. Do not overwhelm users with too many ads.
2. Placement
 1. Show interstitial ad at game over only if
 - a. Rewarded video ads are not integrated in your game
 - b. Rewarded video is not preloaded to display
 - c. Rewarded video is available but user does not want to opt for rewarded videos
 2. Can be inserted after game over, before the game over page in tournament, explicitly before *“Play Again”* button.
 3. If a game encourages frequent and/or repeated tapping by users, it is recommended that a delay is inserted after the end of a level and before the display of an interstitial ad. This delay could take the form of a *‘loading’* or *‘please wait screen’*, or a *‘progress-bar/wheel’*.

Campaign Guidelines



Interstitial Ads

1. Limit the number of impressions per session or per day for each campaign for an individual ad spot or client id.
2. Image Ads – Enable close option after 5 seconds.
3. Video Ads
 1. Video length should be less than 30 seconds.
 2. Enable skip option after 5 to 15 seconds for skippable video Ads.

Rewarded Videos

1. Limit the number of impressions per session or per day for each campaign for an individual ad spot or client id.
2. Video Length must be less than 60 seconds (Preferred 15 to 30 Seconds).
3. Skip Option: within 5 to 15 seconds of playback .
4. Warning Message: Users should be warned that they will lose the reward if the ad is closed .