



Using Swiffy to Convert Flash Creatives to HTML5

Since Google now sets Flash creative (.swf) files paused by default, you must convert your Flash files to HTML5 to ensure they play properly. Google's [Swiffy](#) is one of the tools most commonly used to convert Flash files to HTML5 format. This converted content can then be submitted to AppNexus as third-party tag or third-party URL type creatives (just as with other HTML5 creatives).

⚠ When utilizing Swiffy, the conversion and rendering of the creative is performed entirely on Google's system. As a result, AppNexus can't guarantee that all creatives will render properly and we will be unable to troubleshoot rendering issues with the creative content itself. We recommend you first test the rendering of your converted creatives outside of our system and confirm that they render properly. If you encounter a problem when performing that test, escalate the issue with Google.

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CONVERT YOUR .SWF FILE USING SWIFFY

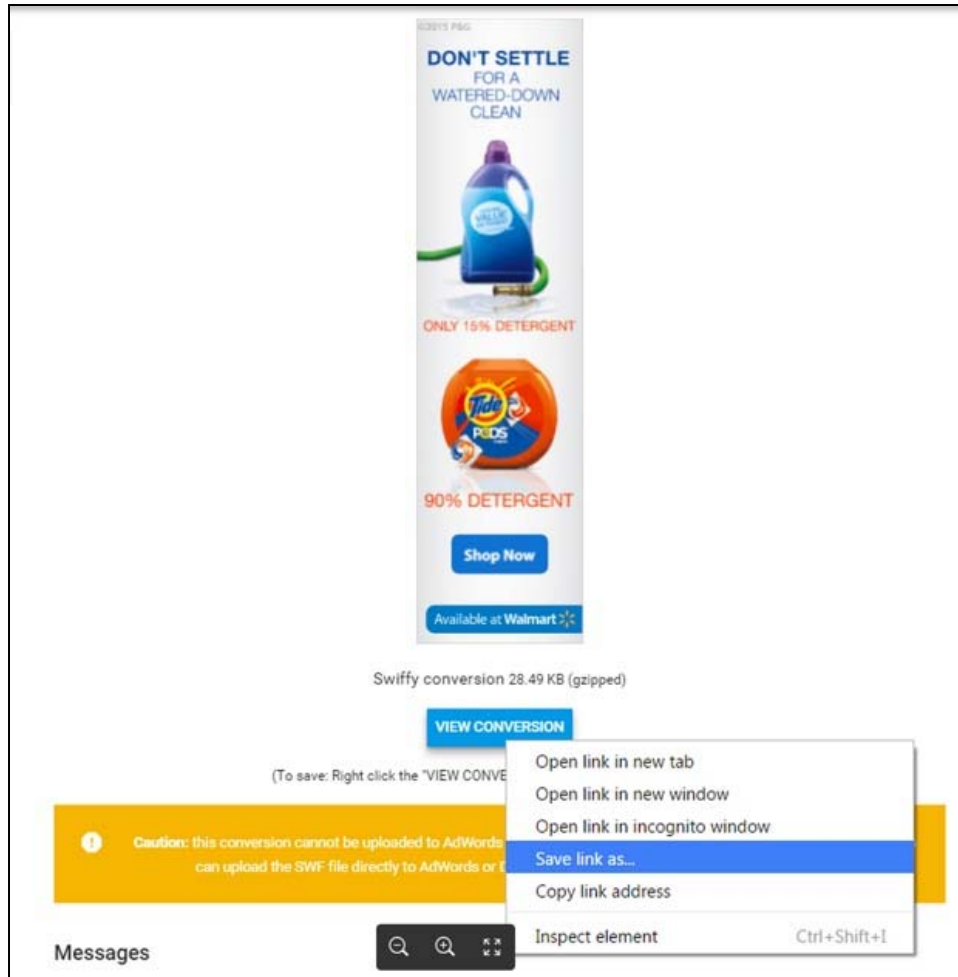
1. Navigate to <https://developers.google.com/swiffy/> using your browser.
2. Locate and select your .swf file. Click **Upload**. Swiffy will convert the .swf file to an .html file. This output can be submitted to AppNexus as a third-party tag or third-party URL (you must host the .html file from a third-party server).

SUBMIT THE .HTML FILE TO APPNEXUS


Submit the file you just converted via the Swiffy tool as either a [third-party tag](#) or [third-party URL](#).

Using a third-party URL

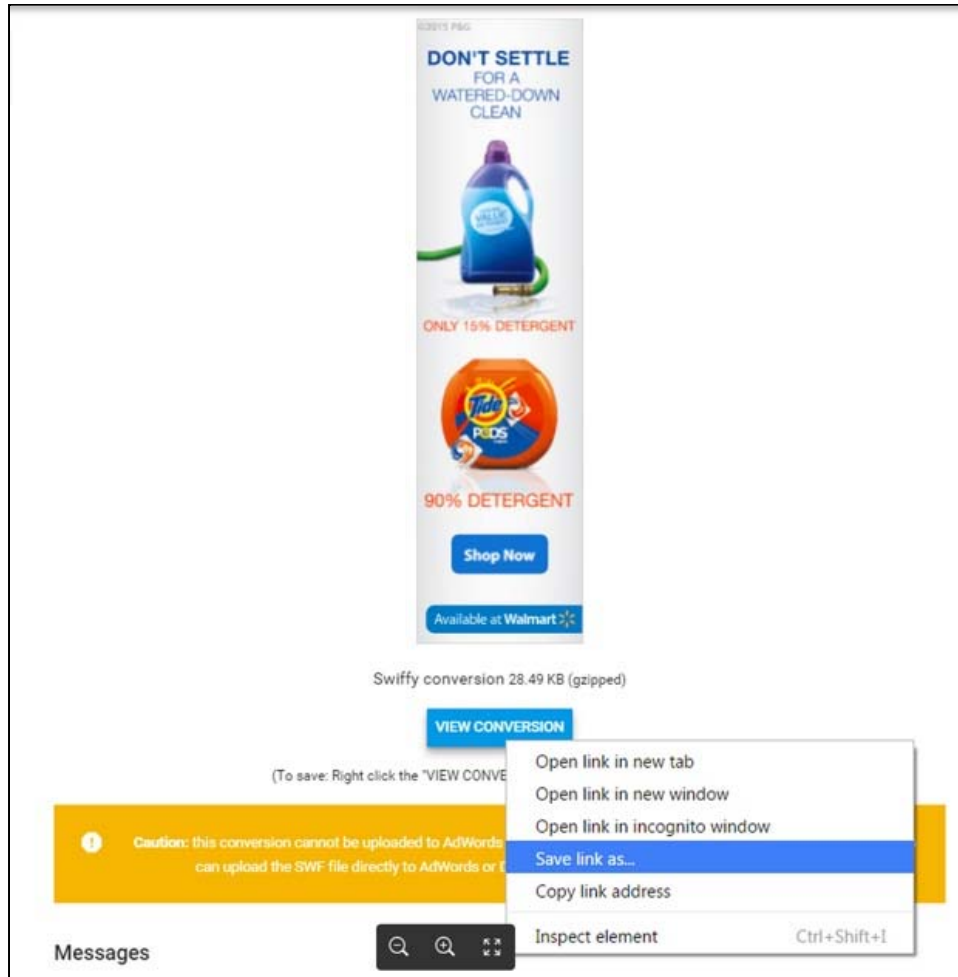
1. Right-click the **VIEW CONVERSION** button and select **Save link as....**



2. Save the resulting .html file locally.
3. Upload this .html file to the third-party server from which you plan to host it.
4. Login to the AppNexus Console UI.
5. Navigate to **Creative Manager > Create New > Single Creative**.
 - Select **Third-party URL** in the **Creative format** menu.
 - Enter the URL of your creative in the **URL** and **Secure URL** fields respectively.

 The Swiffy content is secure, so as long as it is hosted on a secure endpoint, the same .html file can be used for the secure URL if the creative is intended to serve on secure inventory.

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- Select **HTML** as the **Output Type**.
 - Select **Standard Banner** as the **Media Type**.



2. Save the resulting .html file locally.
3. Open the .html file to view the source.
4. Copy all of the source content into the clipboard.
5. Save the file as a .txt file and send to your Digital Throttle sales rep.
6. You can also preview the code to ensure it plays correctly on a site like <http://htmledit.squarefree.com>