

Pokkt Android SDK Version Notes

This version is a major improvement over version 4.1.1. Please see the 4.1.1 version notes for its detailed information.

Pokkt Android SDK v5.0 has following new features:

1. Video ad impressions based on watching behaviour. (View-ability)
2. Enhanced Video player actions.
 - Extra video action icons
 - Video click action
3. Card companion for video ads.
 - HTML Start card
 - Image Start card
 - HTML End card
 - Image End card
 - MRAID support for Cards
4. Enhanced Analytics integration apart from MOAT.
 - Nielsen
 - ComScore
5. Wide range of ad formats (ad-units) for a better earning potential.
 - Banner
 - Video
 - Interstitial
6. Support for ad serving formats and ad interface definitions.
 - Client Side VPAID 2.0
 - MRAID 2.0
 - Client Side VAST 3.0
7. SDK also supports extended MRAID (ORRMA) features.

- Shake
- Tilt
- Heading
- Location
- Keyboard
- Camera
- Audio playback
- Network

8. Video ad gratification before completion for long ads.
9. SDK API changes and improved delegate methods.
10. Better documentation.