AMPHTML Ads Documentation

Adobe Animate Export for Google AMPHTML Ads

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Overview

The AMPHTML Ad (Beta) plugin for Adobe Animate allows the creation of rich, eye-catching marketing content compliant with the AMP4Ads standard in the powerful and mature Adobe Animate toolset that many creators are already very familiar with.

The exporter consists of two main parts: The document type, and the exporter.

1. The document type ensures that the creation process conforms to the specific high-performance requirements of AMPHTML Ads.
2. The exporter translates an Animate document into a full, standards-compliant AMPHTML HTML document, ready to use.

This document provides an overview of the exporter, how to install and get started, a summary of current feature support, and notes on known issues and best practices.

AMPHTML Ads

AMPHTML Ads is an initiative led by Google to redefine and improve how advertising is delivered on the web. Its aim is to eliminate the heavy, slow, unpredictable, and insecure approaches used today. They're lighter & faster. They're more secure.

AMPHTML Ads achieve their goals by imposing limitations and constraints on content. Content must go through a strict validator to confirm compliance before delivery. By adhering to these specifications, organizations are empowered with ads that are faster, lighter, and more secure. It boosts their campaign's performance (thereby maximizing revenue) and eliminates security risks (thereby building trust in the brand's users are engaging with). AMPHTML ads have access to a limited set of allowed tags, capabilities, and extensions. It's a subset of the broader AMPHTML specification.

AMPHTML Ads is a performance-focused standard for creating advertising content aimed at maintaining an excellent browsing experience for users and advertisers, particularly on mobile devices. More can be learned about the [AMPHTML](#) and [AMPHTML Ads projects](#).

Main Benefits

The main benefits of using AMPHTML content for advertisements are:

- Highly optimized content, particularly for mobile users
- Fast page loads and increased engagement
- Lower battery drains on all devices
- Preventing unpleasant ad experiences and reducing user hostility.

AMPHTML Ads using Adobe Animate

The AMPHTML Ad (Beta) plugin is an installable workflow in Animate that publishes timeline animations to AMPHTML Ads. The goal for this plugin is to reduce the workflow using Adobe Animate to publish viable content with no extra upkeep or adjustments. The entire AMPHTML Ads specification will not be in the initial release(s); nor will it be the best choice for some flows like a video ad. But for most ads, it should be simple to create the content in Adobe Animate, export compliant code for AMPHTML Ads.

Installation

The plugin is available for Adobe Animate version 19.2 and can be downloaded from [Adobe Exchange](#). The installation process is the same as other extensions found on the

Adobe Cloud Exchange platform. To manually install it, [follow the guide on Adobe Exchange](#).

Getting Started

The AMPHTML Ad (Beta) document type will appear on your startup and "New Document" screen under "Advanced".
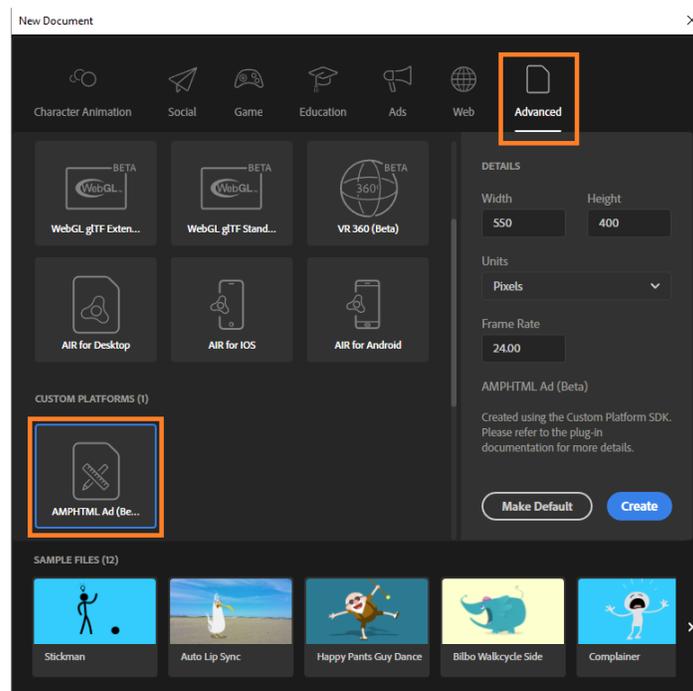
CREATE A NEW AMPHTML Ad (Beta)

Create a new AMPHTML Ad (Beta) document to begin authoring content in Animate.

Publishing

The HTML file that is output by publishing a document is the main document. A folder is created with any assets (e.g. images) that your ad uses. Be sure to transport everything for deployment or update the links to the files if they get renamed or deployed separately.

Note about Ad Blockers

AMPHTML Ads uses scripts that are likely to get flagged by ad blockers, even when running locally. This plugin uses localhost:50000 URLs, so localhost should be

whitelisted to do testing in the browser. The AMP Preview panel will not be affected by ad blockers.

AMP Preview

The plugin ships with an "AMPHTML Ad Preview" panel that displays your published document directly in an Adobe Animate panel. By clicking on the "Refresh" button, you can preview your document immediately in a separate panel instead of testing in a browser. This allows you to quickly and easily preview smaller changes made in the document without needing to manually publish and switch windows each time.
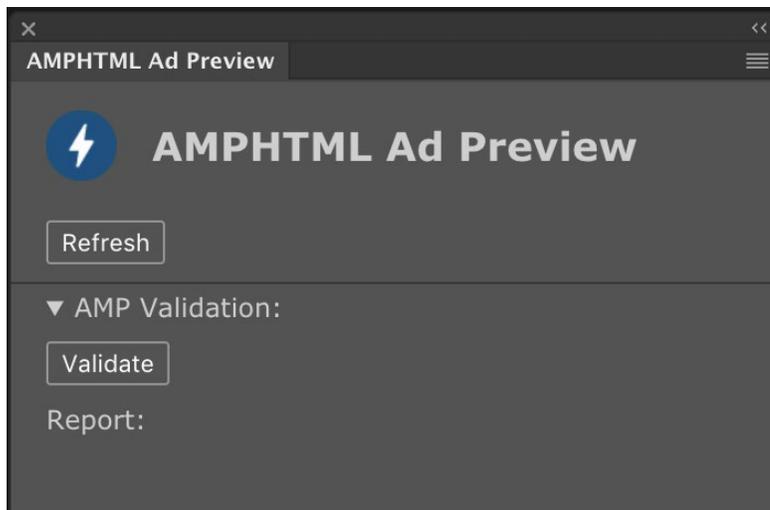
You can access panel in *Window » Extensions » AMPHTML Ad Preview.*
Please note that your document must be saved to be previewed

Clicking refresh will run a quick publish in the background.

AMP Validation

AMP Validation is a process to check whether the created HTML code meets the standard expectations of the AMP framework. The AMPHTML Ad (Beta) plugin uses a local installation of the AMP validator to validate the published code and displays the results within the AMPHTML Ad Preview panel. This may not be the same version of validation used by the online tool.

AMPHTML Supported Features

The AMPHTML Ad (Beta) plugin only supports a subset of features found in Adobe Animate and AMP. Features not supported are disabled in Adobe Animate where possible. There may be unsupported features still available in the IDE due to limitations that don't match up with the display in Animate.

Current Release (1.0.36)

- Google Analytics integration
- Shapes and vector graphics
- Custom stroke weights, caps, and joins
- Transforms, including position, rotation, skew, and scale
- Opacity
- "Classic" tweens between keyframes. Currently, this excludes tween properties such as advanced rotation, may not match Animate preview exactly.
- Classic eases are partially supported. Some ease types may not match 100%, and some like elastic and bounce are not supported at all and will default to a linear tween.
- Bitmaps / images
- Bitmap fills and strokes
- Static text
- Multiline and text alignment
- Inline HTML text (fonts, colors, styles)
- Linear and radial gradient fills
- Shape-based masking

Not Supported

Features in Adobe Animate that are not likely to be supported by the AMPHTML Ad (Beta) plugin:

- 3d transforms
- Advanced color effects and tinting
- Filters
- Animated GIFs
- Advanced text aliasing options
- Timeline scripting (inline JavaScript)
- Button symbol type

- Scenes
- Videos
- Nested timelines. Due to limitations in Firefox and Safari, this is not possible.
- VR and layer depth tools

Animate export uses an amp-animation tag to convert Animate content to SVG and CSS animation via AMPHTML.

Known Issues & Workarounds

A few known issues with authoring content in Animate, or compatibility with AMP features.

- A few features are not currently supported but are also not disabled in the Animate IDE, such as tween easing
- Pivots are not fully supported, and cannot be animated so they should remain at the origin of the MovieClip
- Only one object can exist in a tweened/keyframed layer. Use a MovieClip to group the objects or a separate layer for each element if tweened. Note that adding keyframes to a layer may cause multiple symbols to not be displayed.
- Do not use nested timelines. Instead, put all animation on the main timeline. This is a Firefox limitation.
- Graphic symbols are automatically converted to MovieClips when the document is published.
- Objects remain after its lifetime if the total duration of the animation is longer than the object's duration.
- Ad blockers may prevent previewing in a browser. Add localhost to the whitelist.
- Unsaved documents may not be previewed or published.
- The last frame of animations may not display when looping. A single blank keyframe at the end of a looped animation can solve this.

Optimization and Best Practices

- Do not keyframe objects that don't need it. AMP does not create objects on the fly, so each un-tweened keyframe suggests there will be different content at that point. This can cause issues like duplicate shape definitions which could generate large files and cause unnecessary animation.
- Layers do not incur a performance cost and can help the publisher track content, so be sure to try and use separate layers for each piece of content that is keyframed or tweened.

- Symbols create reusable definitions to reduce file size and network costs
- Avoid large and complex paths. AMP content is meant to be lightweight and performant, and complex animation adds up very quickly.