

EmediateAd video advertising

This document describes how video advertising works in EmediateAd.

EmediateAd implements video advertising using the *IAB Digital Video Ad Serving Template (VAST) Version 2.0 standard*. The goal with this standard is to be compatible with any video player framework that is scriptable. By implementing this standard EmediateAd video advertising is automatically compatible with all video player frameworks that have already implemented the standard.

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Booking video ads

This section explains the details of booking video ads that differs from normal banner ads in the EmediateAd booking interface.

Content units

EmediateAd features an ad type for content units called *Video ad*. This content unit type is intended for booking of ads displayed in a video player as opposed to HTML tags on a website.

Every Video ad content unit corresponds to one *Ad* in the VAST document that will be returned by the ad server. Each ad can be either an *InLine ad* or a *Wrapper ad*. The InLine ad includes all the elements necessary to display the visual experience of the ad, and a Wrapper ad points to another VAST document on a third-party ad server. In EmediateAd the distinction between Ad types is done on the campaign level.

Campaigns

Campaigns can also be booked with the type *Video ad*. Campaigns of this type can only be booked to Video ad content units. Additionally, there are two sub-types for video campaigns:

- *InLine ad* – for VAST ads booked in EmediateAd.
- *Wrapper ad* – for third-party VAST ads.

These sub-types are used to represent the two available Ad types in the VAST standard.

Video ad campaigns also have an extra parameter for the duration of the video ad. The duration is given in seconds.

InLine Video ad campaigns also have a number of optional extra settings available on the *Creatives* page, under *Creative settings*:



- *Ad title* – Title of ad (may be displayed in the video player).
- *Ad description* – Longer description of ad (may be displayed in the video player).
- *URL of request to survey vendor* – May be used by the video player to inform a third-party survey vendor of an ad impression.

Wrapper video ad campaigns need the URL to a third-party ad server, pointing to another VAST 2.0 document with third-party ads.

Creatives

There are three creative types that can be booked on a Video ad campaign:

- *Linear video ad* – The ad is presented before, in the middle of, or after the video content is consumed by the user, in very much the same way as a TV commercial can play before, during or after the chosen program.
- *Non-linear video ad* – Ads that run concurrently with the video content so the users can see the ad while viewing the content. Non-linear ads can be delivered as text, graphical ads, or as video overlays.
- *Companion ad* – Commonly text, display ads, rich media, or skins that wrap around the player experience. These ads come in a number of sizes and shapes and typically run alongside or surrounding the video player.

Each creative type has a number of settings specific to the type of creative. These are explained in detail below.



Linear video ad

For InLine campaigns, the following creative options are available:

- *Creative name* – Name of creative (only used in the booking interface).
- *Creative Ad-ID* - Ad-ID is the advertising industry standard unique identifier for all commercial assets.
- *URL to media file* – URL pointing to the video file.
- *Media file type* – Type of the video file (please refer to the video player framework for supported types).
- *Method of ad delivery* - Typically use *progressive* for media files delivered with HTTP and *streaming* for media files delivered with RTMP.
- *Video bitrate* – Bitrate of encoded video in Kbps.
- *Ad scaling properties* – Select *Ad is scalable* if it is acceptable to scale the video. Select *Ad must maintain aspect ratio* if the video must have its aspect ratio maintained when scaled.
- *Click URL* – URL to open as the destination page, when the user clicks on the video.
- *Events to track* – The video player may log various events during playback. Selecting events in the list provided here will enable reporting of these events in the booking interface.
- *Data to be passed into the video ad* – If there are dynamic text parameters that can be passed to the media file, this is where to define them.
- *Custom events tracking URL* – An optional URL to request on custom events such as hotspotted video.
- *API framework for communication with the ad* – Defines the method to use for communication, if the media file is interactive.

The only requirements to book a Linear video ad are the URL to the video file and method of ad delivery. For statistics the *Creative view* event must be selected in order to log impressions. This is selected by default, when adding a new creative.



For Wrapper campaigns only the *Creative name* and *Events to track* options are available as a corresponding ad with all details required to display it to the user will be delivered by a third-party ad server. Event tracking on third-party creatives can be achieved by booking a creative of the same type in EmediateAd.

Non-linear video ad

For InLine campaigns the following creative options are available:

- *Creative name* – Name of creative (only used in the booking interface).
- *Creative Ad-ID* - Same as for Linear video ads.
- *Resource type* – Type of media to use as a non-linear video ad. There are three available types: *Static media file* for ads represented by a file such as an image, *iframe* for pointing to a URL that returns HTML content that the player will display in an iframe, and *HTML* for entering HTML code to represent the ad directly. Depending on type, the following options become available:
 - *URL to media file* – URL pointing to the static media file.
 - *Media file type* – Type of static media file (please refer to the video player framework for supported types).
 - *URL to iframe resource* – URL pointing to HTML content to be iframed by the player.
 - *HTML of the ad to display* – HTML code to represent the ad.
- *Expanded ad width* – If the ad is expandable, this specifies the width of the expanded version.
- *Expanded ad height* – If the ad is expandable, this specifies the height of the expanded version.
- *Ad scaling properties* – Same as for Linear video ads.
- *Click URL* – Same as for Linear video ads.
- *Events to track* – Same as for Linear video ads.
- *API framework for communication with the ad* – Same as for Linear video ads.



For Wrapper campaigns, only the *Creative name* and *Events to track* options are available.

Companion ad

For InLine campaigns the following creative options are available:

- *Creative name* – Name of creative (only used in the booking interface).
- *Creative Ad-ID* - Same as for Linear video ads.
- *Resource type* – Same as for Non-linear video ads, including sub-options.
- *Expanded ad width* – Same as for Non-linear video ads.
- *Expanded ad height* – Same as for Non-linear video ads.
- *Click URL* – Same as for Linear video ads.
- *Events to track* – Same as for Linear video ads.
- *Data to be passed into the video ad* – Same as for Linear video ads.
- *Alt. Text to be displayed when companion is rendered in HTML environment* – Text to use when the creative resource cannot be rendered by the player.
- *API framework for communication with the ad* – Same as for Linear video ads.

For Wrapper campaigns only the *Creative name* and *Events to track* options are available.

Ad delivery and reporting

Once the video ads have been booked, it is time to set up the video player framework for ad delivery. How this works varies from player to player, but all players supporting the VAST 2.0 standard should be able to.



Ad request format

When generating a tag for a Video ad content unit, a URL of the following format is presented:

```
http://adserver/eas?cu=[id of content unit];ty=video
```

When the video player framework requests this URL, the ad server responds with a document compliant with the VAST 2.0 XML schema, containing one *Ad* tag with a matching video ad. To request a document containing multiple Ad tags, multiple content units can be requested at once using the following syntax:

```
http://adserver/eas?EAScus=[id of content unit 1],[id of content unit 2],[...];ty=video
```

EmediateAd also supports the optional parameter *Vmaxd*, as defined in Appendix A of the VAST 2.0 specification, to return only campaigns, where the duration is less than or equal to the given maximum value. For example:

```
http://adserver/eas?cu=123;ty=video;VMaxd=15
```

This request will only return Video ad campaigns with duration of up to 15 seconds.

It is also recommended to add a random number to the URL to avoid caching of the ad response. This should be added using the parameter *ord*. Example:

```
http://adserver/eas?cu=123;ty=video;ord=1234567890
```

Please note that ads served by using the VAST standard does not specify the positioning or timing of the ads within a video player! It is left to the video player to determine this since the player is the entity with the understanding of the context in which the ads will appear. As with normal banner ads, there are many different ways to set up the most logical booking structure in EmediateAd to accommodate the needs of both sites and advertisers.



Content delivery

Because video ads typically require more bandwidth than banners and most customers already have a fast content delivery network for video in place, the actual video files are usually not served by EmediateAd. A setup where EmediateAd serves the video files comes at an extra cost negotiated with the customer, depending on bandwidth requirements.

Reporting

Video ad impressions are logged directly before the ad is displayed by the video player framework and not at the point, when the ad is first requested, providing a reliable and accurate impression metric. Clicks are logged at the point, when the user clicks on the ad, if it is clickable.

Additionally, the video player may register events on each creative such as reaching the midpoint of ad playback or the user expanding the ad. Events that are selected in the creative settings will be logged by EmediateAd, if the video player registers them. These statistics can give important information about how users interacted with the ad. They are available in the standard reports and can be viewed by selecting the *Events* option under *Special data* in the reporting details.

The specific meaning of these events may vary slightly from player to player. For video player frameworks that in addition to VAST implements the accompanying *IAB Video Player-Ad Interface Definition (VPAID)* standard there is comprehensive documentation on how these events should be implemented. Please note that only the *Creative view* event is required by the VAST standard to be implemented by the video player framework!

