

How to Advertise with Kaltura

Kaltura's monetization features contain a comprehensive set of advertising tools, pay-per-view, subscription models, and built-in reports that let you optimize your strategy based on viewer behavior. You can target viewers with ads on live videos or VOD, and across multiple devices such as mobile, PC and set-top-box. With support for a wide range of video ad formats (including all major IAB standards), and integrated plugins for video ad networks, such as Google DoubleClick DART, FreeWheel, Ad Tech, Eye Wonder, AdapTV, Tremor Video and others, managing you can optimize your monetization. The Kaltura Player supports pre-rolls, mid-roll post-rolls, Flash companion ads and HTML companion ads. The Kaltura Player is VAST-compliant, supports custom SWFs, bumper videos, and has plugins for AdapTV, Tremor, FreeWheel and Doubleclick.

Kaltura partners can create a custom .swf file to stream ads from their ad server to the Kaltura V2 Player. The .swf file acts as an ad plugin. The configured key-value pairs must be defined to play the relevant ads. You have to subscribe to an ad server and configure the ads on the ad server side. For more information refer to the link [Monetization - Configuring the Player Advertising Settings in the Universal Studio](#).

The Kaltura V7 Player supports monetization through the IMA Plugin *client-side ads* and IMA DAI plugin. To learn more, see [Kaltura player monetization](#) and [Interactive Media Ads \(IMA\) Plugin - WEB](#).

[template("cat-subscribe")]
