

How can I advertise with Kaltura?

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Kaltura offers a full suite of monetization tools, including advertising, pay-per-view, subscriptions, and built-in analytics to help you optimize your video strategy based on viewer behavior.

You can show ads on both live and on-demand (VOD) content across devices like desktop, mobile, and set-top boxes. The Kaltura Player supports a wide range of ad formats, including all major IAB standards such as pre-roll, mid-roll, post-roll, companion ads, and bumper ads.

Supported ad formats and technologies

The Kaltura V7 Player supports advertising through:

- **IMA Plugin** (client-side ads): Supports VAST 3.0 and VPAID 2.0 via Google's IMA SDK.
- **IMA DAI Plugin** (server-side stitched ads): Combines content and ads into a single adaptive stream, optimized for a seamless viewing experience.

With the IMA integration, you can:

- Serve clickable and skippable ads
- Use linear and non-linear ad formats
- Display ad markers on the playback timeline
- Configure companion ad display settings

To configure IMA or IMA DAI, use the Integrations tab in Player Studio. For detailed steps, see [Player - Integrations tab](#).

Legacy information

Earlier versions of the Kaltura Player (e.g., V2) allowed custom .swf ad plugins and integrations with third-party networks such as Tremor, FreeWheel, AdapTV, and DoubleClick via hardcoded plugins. These legacy methods are no longer supported in the V7 Player.

All new advertising configurations should use the VAST-compliant IMA or IMA DAI plugin for full compatibility with modern ad servers.

