

# Advertising, Ad Servers and Ad Networks FAQ

## Overview of Advertising 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.

[collapsed title="How do I add the VAST Ad server?"]

Integrating your Ad Server with the KMC is a one-time activity performed when you initially set up video advertising. The ad server has to be VAST compliant or available as a Kaltura plugin. You may also create a custom swf for the Kaltura Player to support. After you have selected an ad server and set up an account with that ad server, you integrate the ad server with the KMC by establishing a connection between that ad server and KMC. After the connection is established, all ad requests generated by the Kaltura Dynamic Player are in a format which the ad server expects, allowing seamless communication between the Kaltura Player and the ad server. The Digital Video Ad Serving Template (VAST) is an industry standard for the XML response from an ad server.

Most of the leading Ad Servers and Ad Networks are VAST compliant, and support IAB standard Advertising and Ad Networks Kaltura Management Console (KMC) User Manual 223 (VAST 1.0 / VAST 2.0 and VAST 3.0). Popular ad servers include DoubleClick, Dart For Publisher (DFP), Microsoft Atlas, OpenX, ScanScout. To see the full list of servers and networks that comply with VAST refer to the IAB website:

[http://www.iab.net/iab\\_products\\_and\\_industry\\_services/508676/compliance/679253](http://www.iab.net/iab_products_and_industry_services/508676/compliance/679253)

In general, ads, tracking, scheduling, and other parameters, are configured on the ad server side. With VAST, other parameters need to be configured through the KMC or Kaltura Player.

Ad parameters are configured through the Studio tab in the KMC.

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[collapsed title="How do I configure Ads?"]

Kaltura partners have the ability to create a custom .swf file to stream ads from their own ad server to the Kaltura 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 [More information](#).

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[collapsed title="What do I need to know about the ad terminology?"]

**Ad tracking** – the ability to define which/if ads play based on specific metadata.

**Overlay** – an ad that appears as an image (usually with text) over a video, while the video is playing.

**Companion ad**– a banner ad that accompanies the ad that plays over the video player – this can either be located in the list area of the playlist or somewhere else on the HTML page.

**Ad Tag URL** – a URL that is XML that contains all the information about the ad(s) that should be displayed. VAST works with an ad tag URL system. The XML needs to conform to VAST standard in order to be considered “VAST-compatible”. That means that it needs to have the proper tags.

The following is an example of a VAST ad tag URL: [http://ad3.liverail.com/?LR\\_PUBLISHER\\_ID=1331&LR\\_CAMPAIGN\\_ID=229&LR\\_SCHEMA=vast2](http://ad3.liverail.com/?LR_PUBLISHER_ID=1331&LR_CAMPAIGN_ID=229&LR_SCHEMA=vast2)

To see the example, insert this URL into your browser. Ad Cue Points – time based points on an entry that can be used to view mid- roll advertisements.

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[collapsed title="What is Tremor Media?"]

Tremor Media is an ad network that acts as a connector between ad companies/servers and their customers. Tremor Media connects with numerous ad sources and partners from a

single control center and works with their customers to provide the appropriate ads from the appropriate ad servers.

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[collapsed title="How do I configure the Tremor media 3rd Party plugin?"]

Tremor Video is a digital video technology company that serves the complementary needs of the media community. Tremor VideoHub Server offers advertisers massive reach and proven engagement with their marketing messages in 100% brand-safe environments, while the Acudeo income engine provides publishers easy access to multiple sources of revenue and the ability to manage and monetize every video impression. See [here](#) for more about configuring the Tremor media 3rd Party Plugin.

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[collapsed title="What is Tremor Media's added functionality?"]

The list of functionality that has been added to the Tremor plugin is [here](#).

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[collapsed title="How to configure an overlay on the player level?"]

To configure an overlay on the player level

1. [Configure the Player Advertising Settings](#).

Within the advertisement portion of the player, make sure that the “Request Ads From Entry’s Cuepoints” is set to “Yes”.

2. Click on Ads.
3. Toggle on Request Overlay Ads Enabled.
4. Paste the Ad Tag URL received from the ad server. See [How to Locate the Ad Tag URL](#).
5. Select the Display options.

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[collapsed title="How to configure VAST ads?"]

To configure VAST ads:

1. Select the Studio tab and select an existing player or create a new one. See [How to configure the player style](#). The player is configured to display VAST ads only.
2. Select the Advertising tab.
3. Enable Request ads for this player.
4. Configure the Ad Source as VAST Ad server.

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[collapsed title="How to add an overlay at the entry level?"]

1. To add an overlay at the entry level
2. Configure the Player Advertising Settings.
3. Select the Content Tab and select an entry.
4. Select the Advertisements tab.
5. Click on the + icon to add an overlay.
6. Select the method to obtain the overlay add from the File Actions drop down menu.(Required)  
Select the Ad Type (video/overlay).
7. For Video the Duration is the length of the video and the field will be greyed out.
8. For Overlay – enter the amount of time to display in the Duration field.
9. Enter the provider name: VAST or Other and optional values.
10. For VAST enter the Tag URL and a descriptive name for the Midroll or Overlay, For other providers enter values that you want to pass to the player.
11. Click Save. Learn more [here](#).

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[collapsed title="How to add VAST ad server?"]

To add an ad server that supports the VAST standard. Obtain an Ad tag URL from your ad server. See [How to Locate the Ad Tag URL](#). Learn more [here](#).

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[collapsed title="How to configure Bumper post-rolls?"]

To configure Bumper post-rolls

1. Create a Bumper video. See [How to create Bumper ads](#).
2. In the Features tab on the left, select the Additional Parameters and Plugins section.

Enter the following code:

```
bumper.preSequence=0&bumper.postSequence=1
```

Whenever both pre-rolls and bumper videos are enabled, pre-rolls will always play before the bumper video. This is because the pre-roll is configured as, preSequence=1, and the bumper video is, preSequence=2. You can change the play order via the uiconf. Post-roll ads will always play AFTER the bumper post-rolls.

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[collapsed title="What ad servers are supported in the Kaltura Management Console?"]

All VAST compliant ad servers are supported. For more information see [Kaltura's Generic Ads Player Plugin for VAST.pdf](#). The Kaltura Player all VAST compliant ad servers and supports the following ad plugins:

- AdapTV
- DoubleClick
- FreeWheel

For more information see Configuring Third Party Ad Plugins in the [Kaltura\\_Management\\_Console\\_KMC\\_User\\_Manual\\_Iris\\_0.pdf](#).

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[collapsed title="How to configure VAST pre-roll ads?"]

Learn all about [Configure the Player Advertising Settings](#). To see the step by step process on how to configure VAST pre-roll ads click [here](#).

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[collapsed title="How to configure mid-roll ads?"]

Midrolls and overlays are cuepoints that are defined on an entry level in the player configuration section of the Studio Advertising tab. [Click here](#) to see the step by step process.

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[collapsed title="How to target information to an ad server?"]

While ads targeting is performed within the ad server, Kaltura's VAST advertising module is designed to pass all the relevant targeting information to the ad server. Targeting information can be set in several levels:

- Targeting per player and ad slot – you can add additional key value pairs within the adtag URL.
- The ad server will use these for targeting.
- Targeting per content item - The Kaltura VAST module supports dynamic pulling of metadata from the content item, and passes it to the ad server.

For example for targeting a specific content category. To see the step by step method [click here](#).

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[collapsed title="How to configure companion ads?"]

Companion Ads are text, display ads, rich media, or skins that wrap around the video experience, and can run alongside either or both the video or ad content. The primary purpose of the Companion Ad product is to offer sustained visibility of the sponsor throughout the video content experience.” See [http://www.iab.net/wiki/index.php/Companion\\_Ad](http://www.iab.net/wiki/index.php/Companion_Ad). [Click here](#) to learn more.

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[collapsed title="What kind of third party player plugins does Kaltura offer"]

Kaltura supports industry standard VAST 3.0 and VPAID 2.0 which is commonly supported among networks such as: Tremor Media, Adap.tv, YuMe, FreeWheel, DFP, EyeWonder, and AdoTube. You can find more information about Kaltura's generic Ads player [here](#).

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