

Add advertisements to videos

Last Modified on 06/07/2026 10:49 am IDT

 This article is designated for administrators.

About

Use the advertisements editor to add advertisements to your videos and control when they appear during playback.

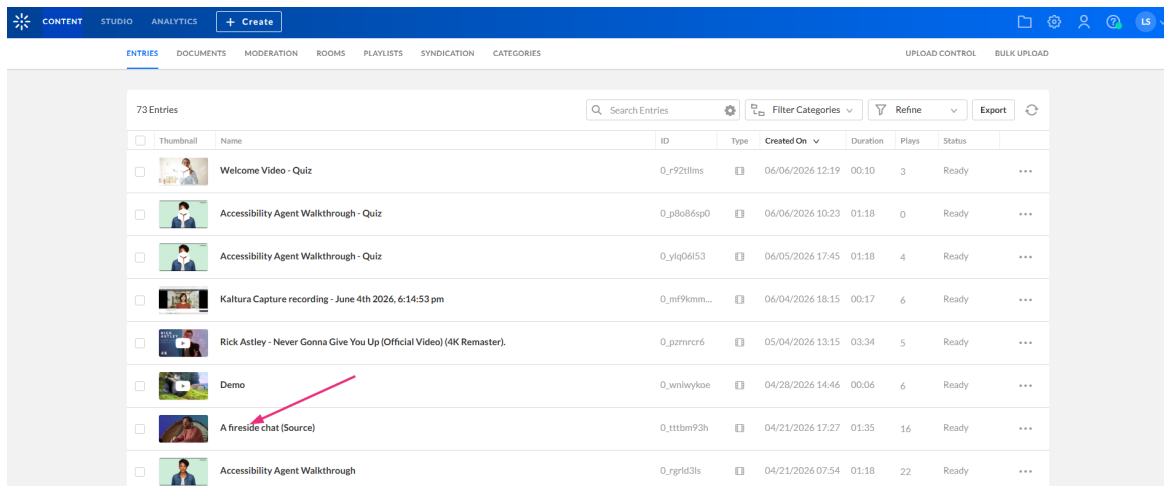
You can create:

- Overlay advertisements that display while the video continues to play.
- Video advertisements that pause the video, play the advertisement, and then resume playback.

This feature supports client-side advertisements. Server-side advertisements aren't supported in the editor.

Access the advertisements editor

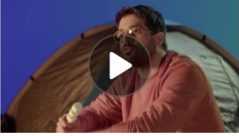
1. Login to your Rich Media CMS.
2. Under the **Entries** tab, click on the desired entry's thumbnail or title.



The entry details page displays.

A fireside chat (Source) Vi

ID: 0_tttbm93h | Creation Date: 04/21/2026 | Last Update: 06/04/2026 | Owner: louise. @kaltura.com | Duration: 01:35 | Moderation: Auto Approved | Plays: 16



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- Metadata**
- Thumbnails
- Access Control
- Scheduling
- Flavors
- Distribution
- Captions
- Related Files
- Clips

Metadata

Name:

Description:

Tags:

Categories: [Browse Categories](#)


Reference ID:

disclaimerCustomData

accepted ?

3. Scroll down and click the **Advertisements** tab.

A fireside chat (Source)



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- Metadata**
- Thumbnails
- Access Control
- Scheduling
- Flavors
- Distribution
- Captions
- Related Files
- Clips
- Users
- Advertisements**
- Quizzes

Description:

Tags:

Categories: [Browse Categories](#)

Reference ID:

disclaimerCustomData

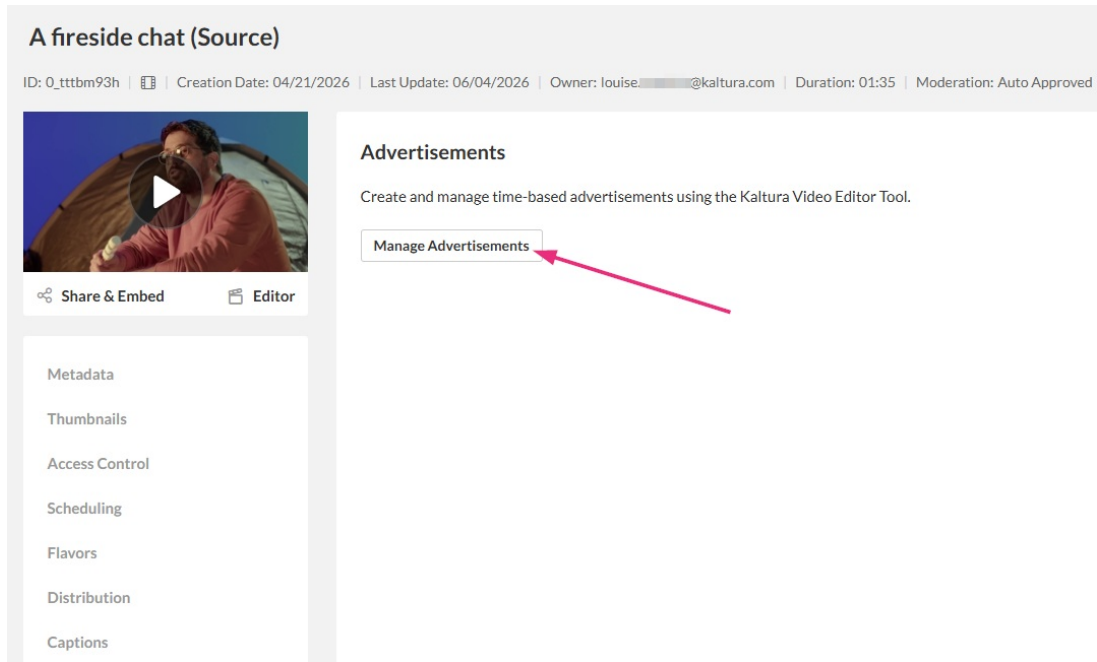
accepted ?

Metadata CTA

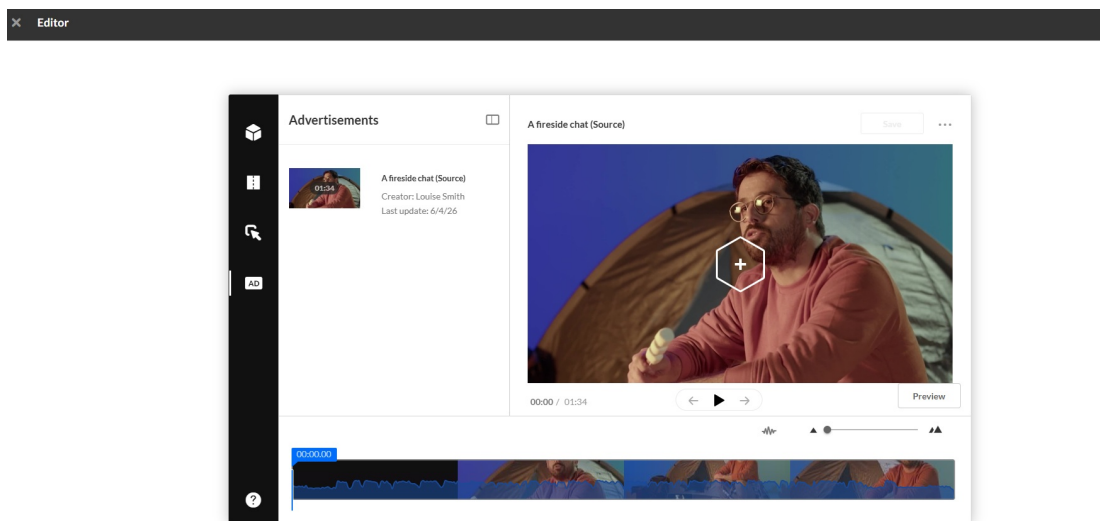
CtaTitle:

The **Advertisements** window displays.

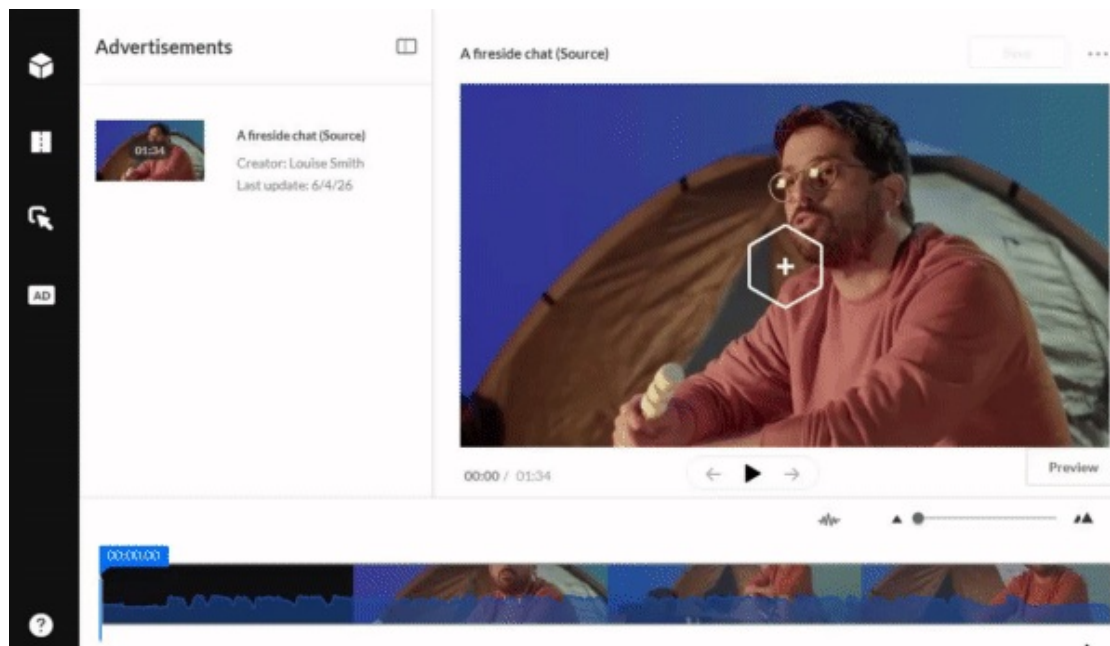
4. Click **Manage Advertisements**.



The editor launches, and the **Advertisements** tab is selected with your chosen media.

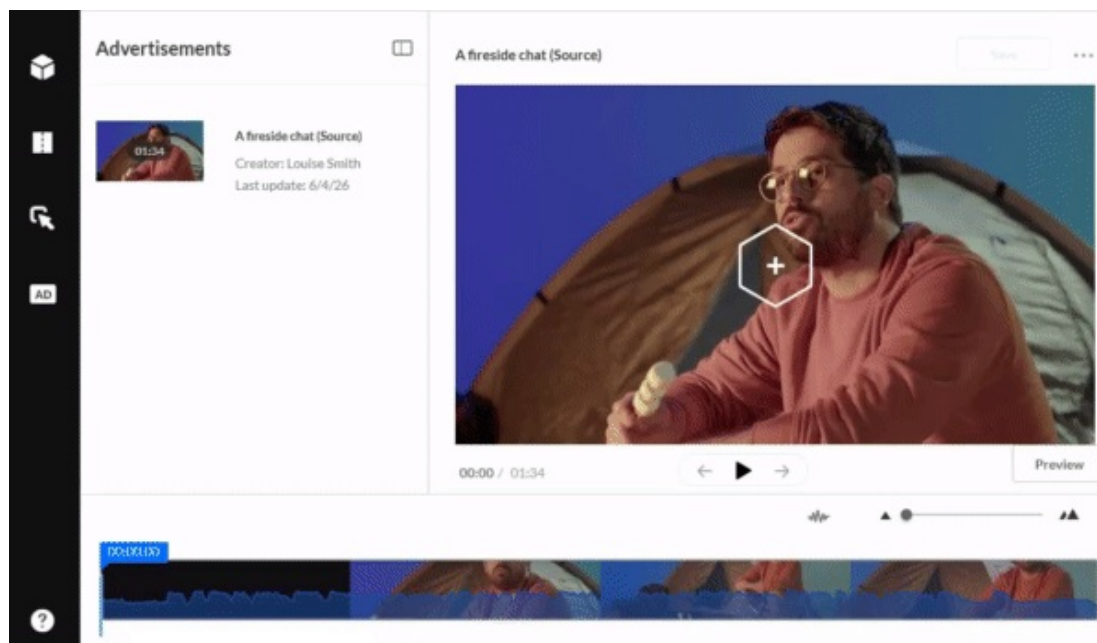


You can use the **open / close button** to minimize / expand the left pane to allow for a cleaner view.

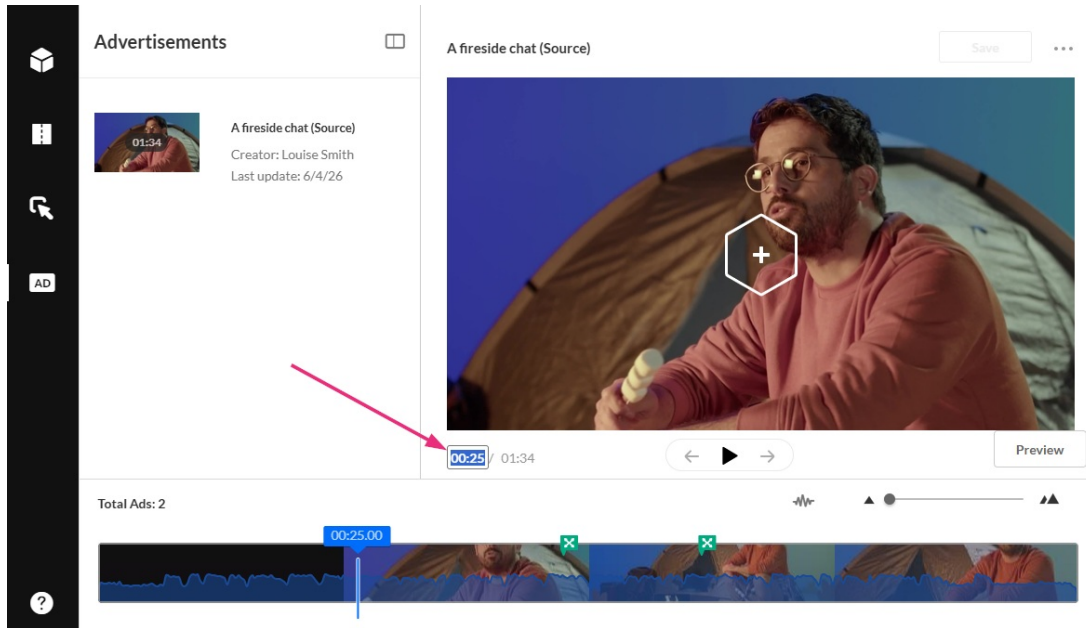


Create an ad

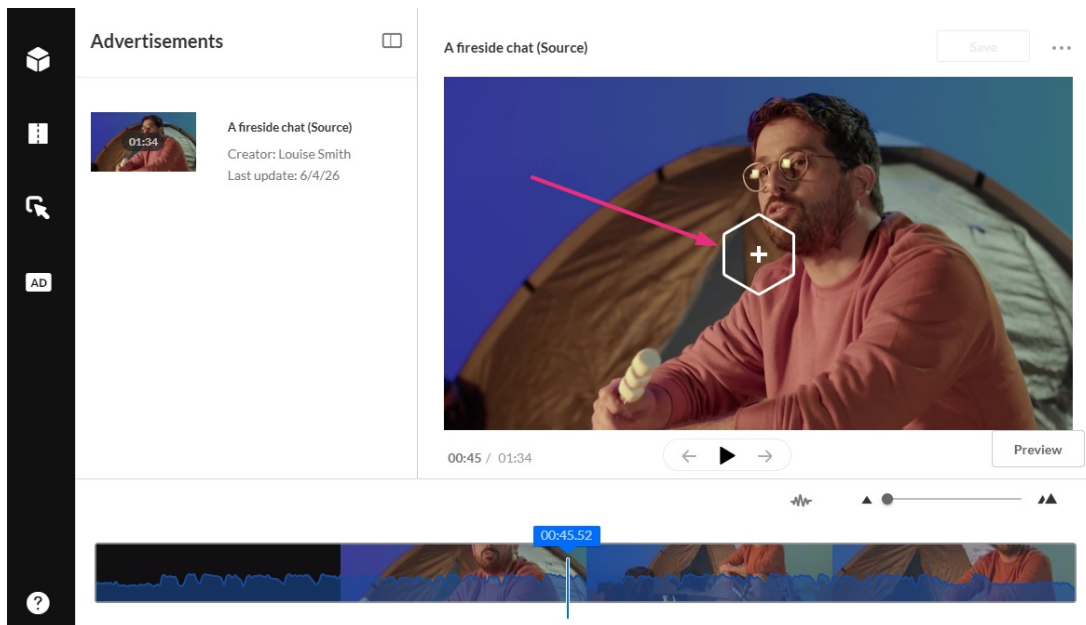
1. Move the marker to the point in the timeline where you want the advertisement to appear.



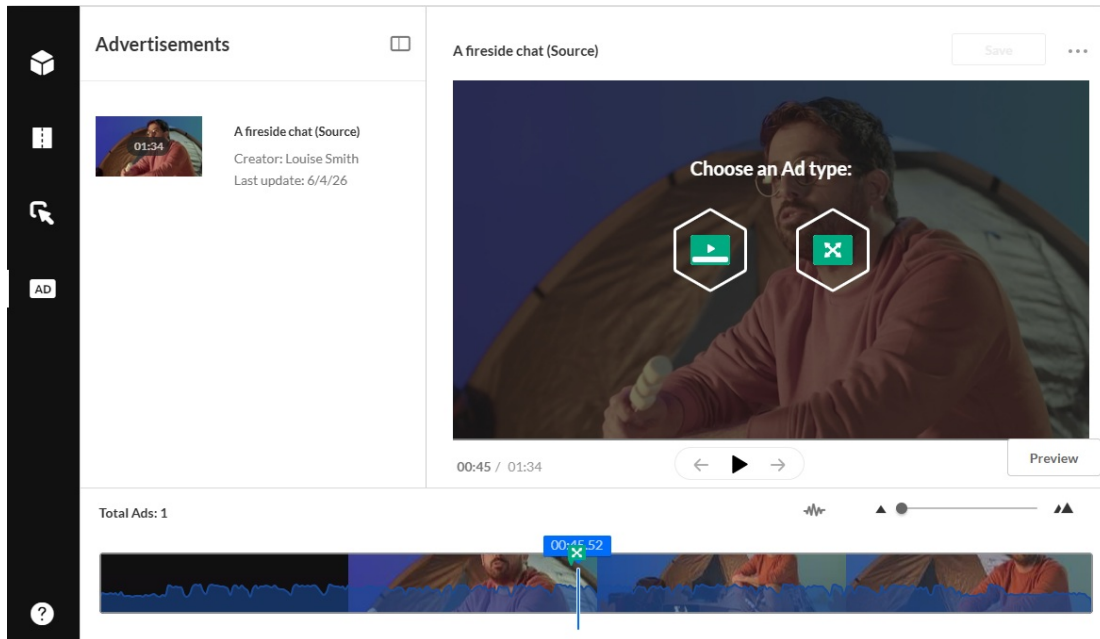
Alternatively, you can enter the exact time in the **time input field**



2. Click the + button in the player.

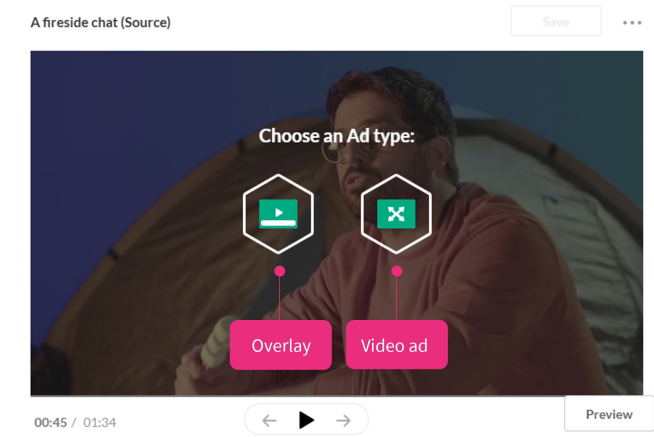


The Choose an Ad type screen displays.



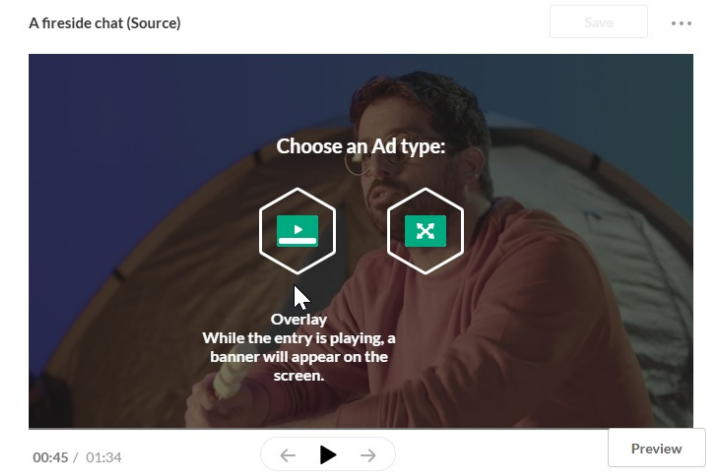
3. Choose an ad type by clicking on one of the icons:

- **Overlay** - An overlay banner appears on the screen while the video continues to play.
- **Video ad** - The video pauses, the ad plays, and then the video picks up where it left off.

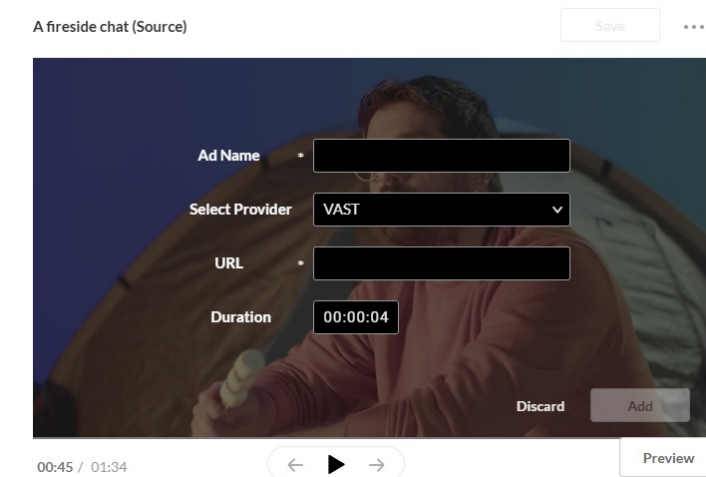


Display an overlay while the video plays

1. Click the overlay icon.

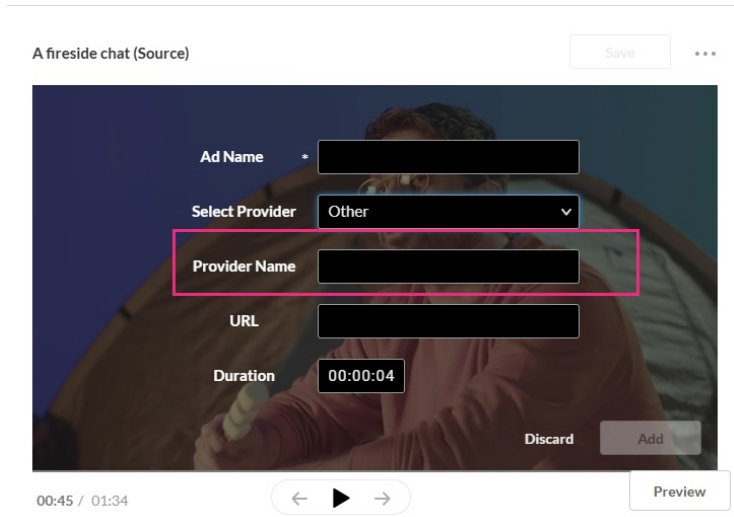


Additional configurations display.



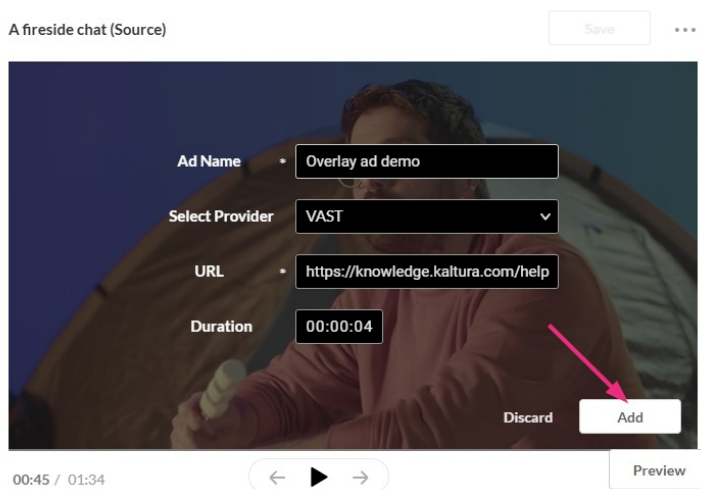
2. Enter the details as follows:

- **Ad Name** - Enter a name for your ad.
- **Select Provider** - Select the provider from the drop-down: **VAST** or **Other**.
If you select **Other**, a **Provider Name** text field opens. Enter the provider name.

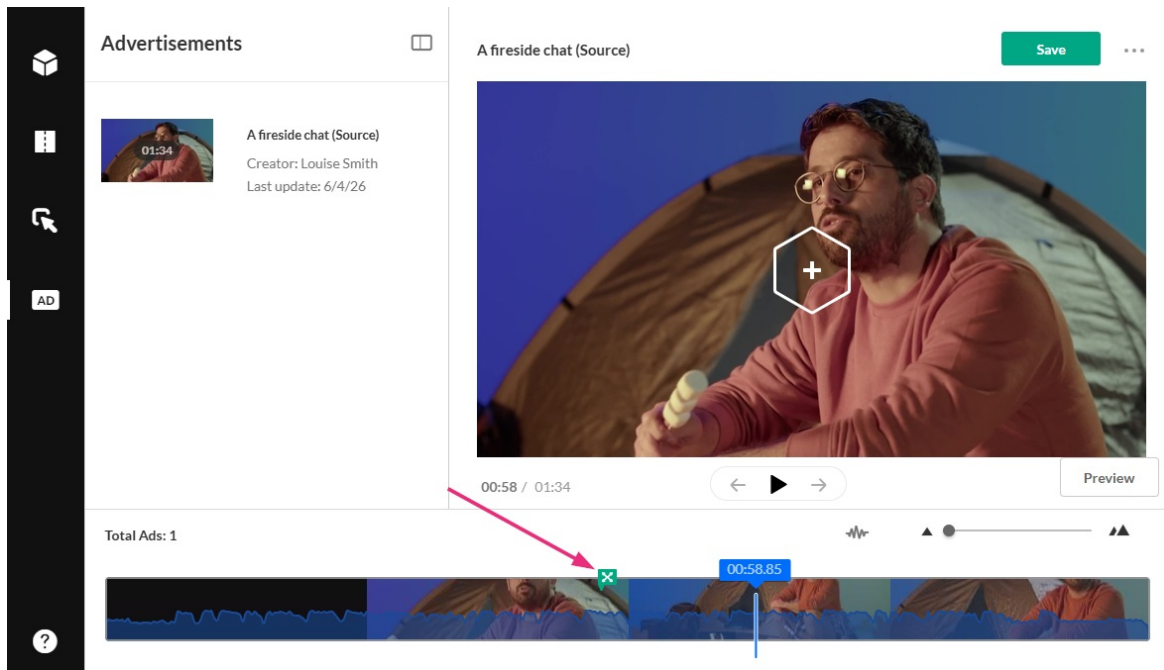


- **URL** - Enter the URL of the ad.
- **Duration** - Enter how long the advertisement should remain visible.

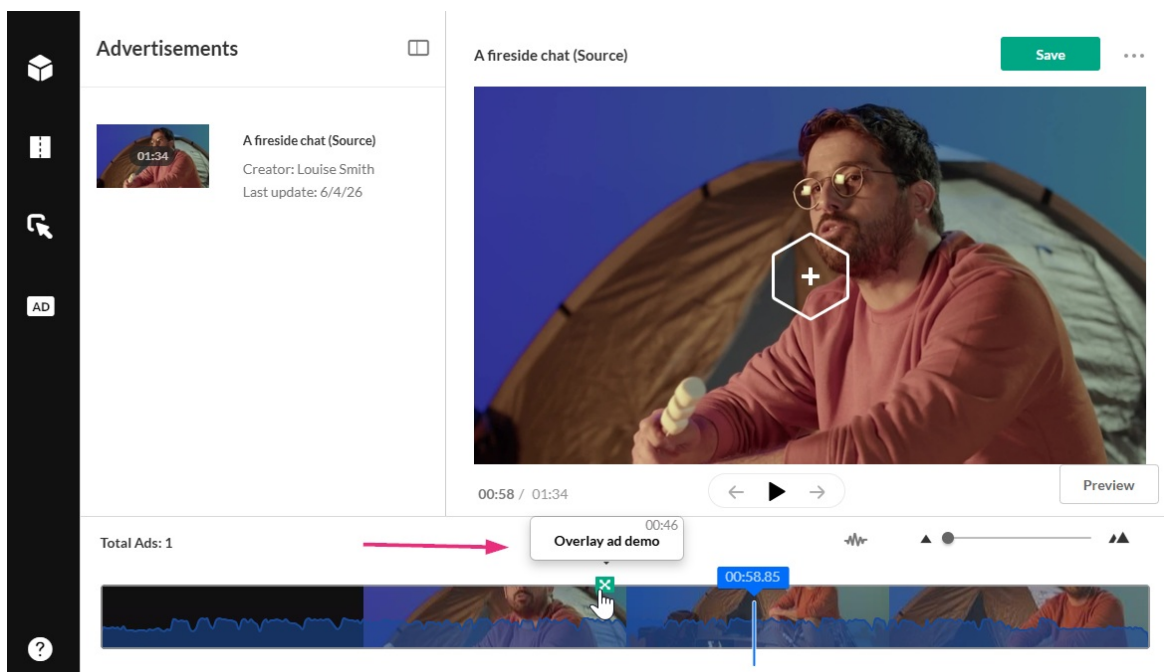
3. Click **Add**.



The advertisement is added to the timeline as a cue point.



If you hover over the cue point, you can see the ad's name and the exact time it appears in the video.

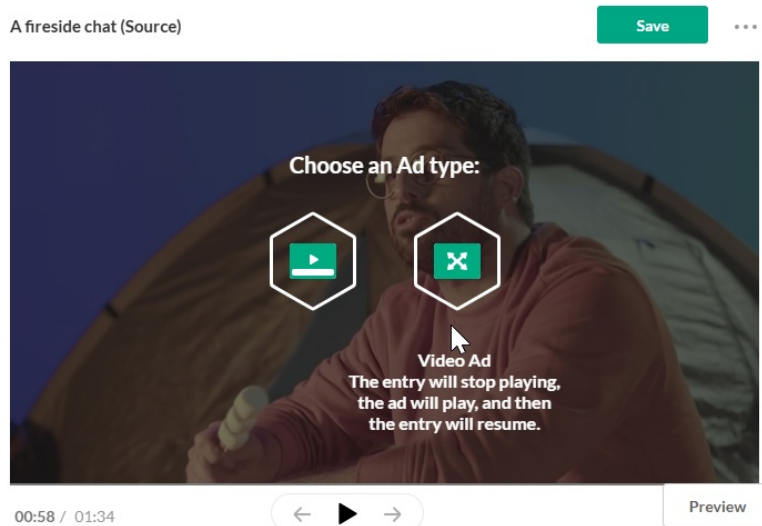


Repeat the steps above to add more ads to your media as needed.

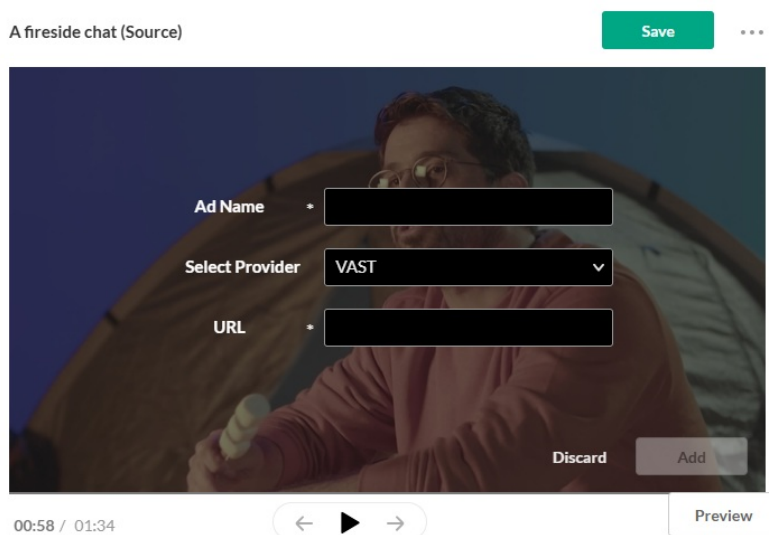
4. Click **Save**.

Pause the video and play an advertisement

1. Click the overlay icon.



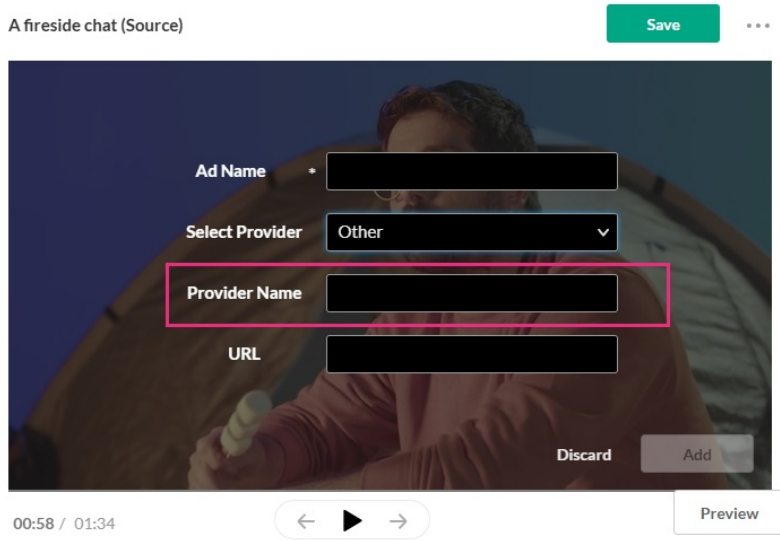
Additional configurations display.



2. Enter the details as follows:

- **Ad Name** - Enter a name for your ad.
- **Select Provider** - Select the provider from the drop-down: **VAST** or **Other**.

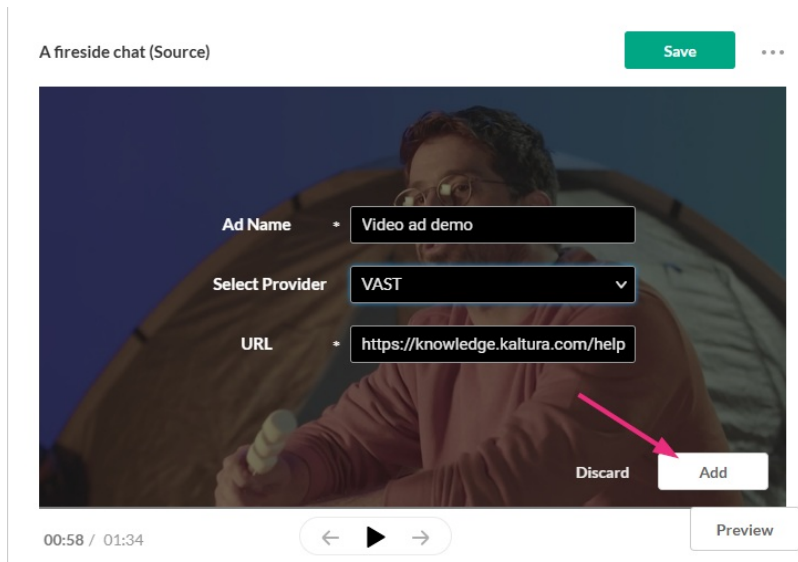
If you select **Other**, a **Provider Name** text field opens. Enter the provider name.



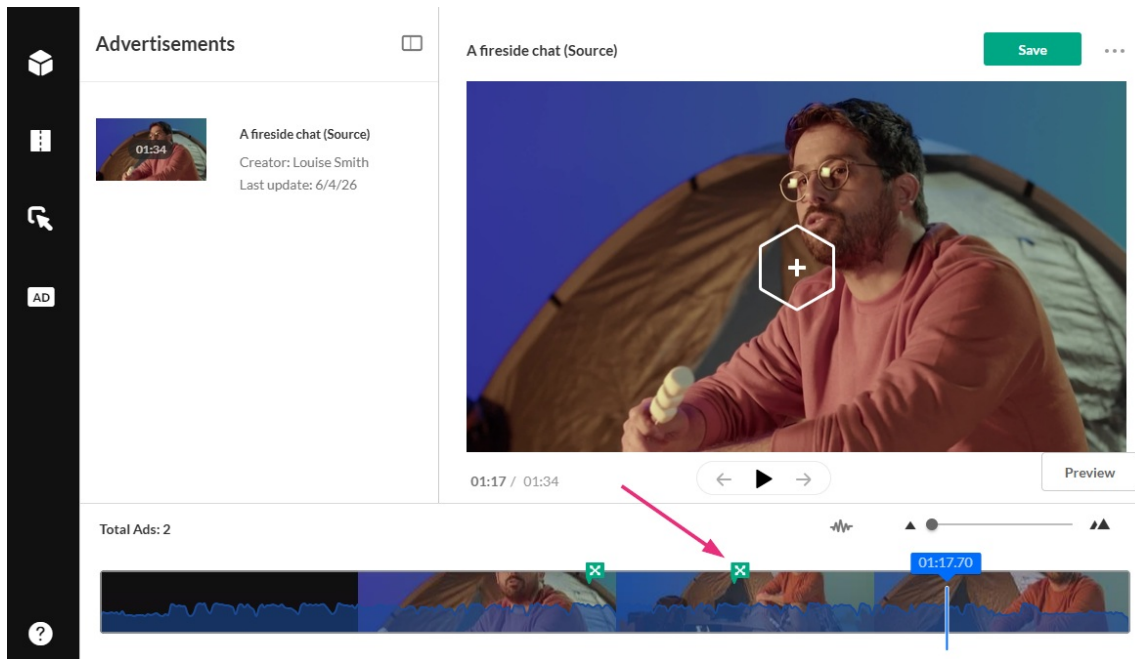
- **URL** - Enter the URL of the ad.

Video advertisements don't include a duration setting because the advertisement length is determined by the video itself.

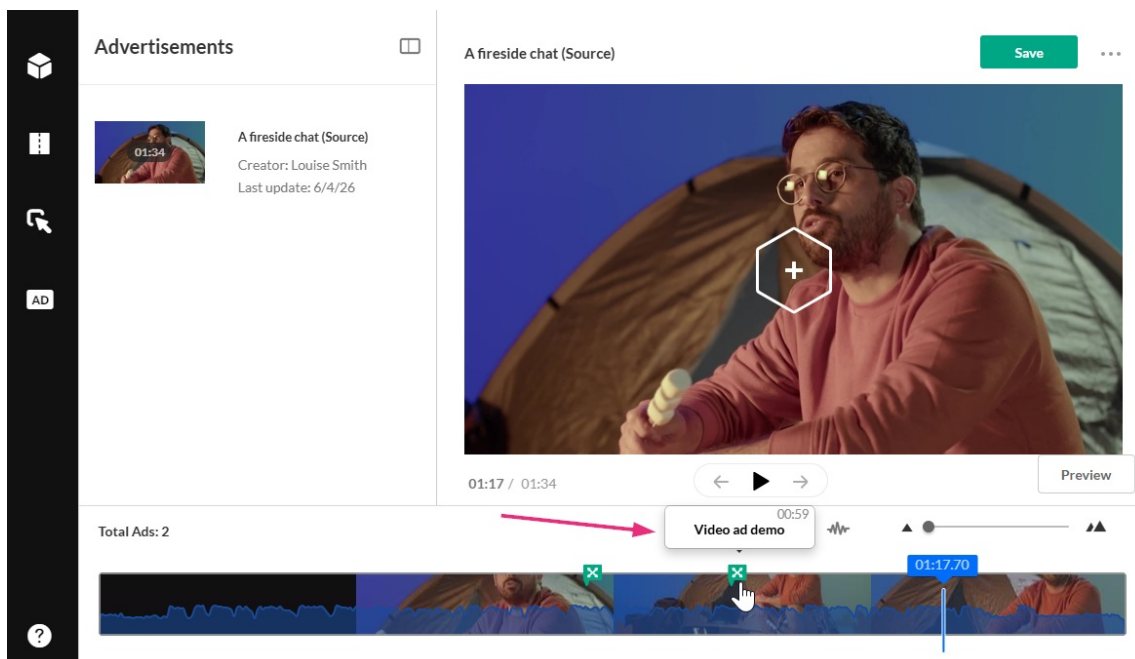
3. Click **Add**.



The ad displays as a green cue point on the timeline.



If you hover over the cue point, you can see the ad's name and the exact time it appears in the video.

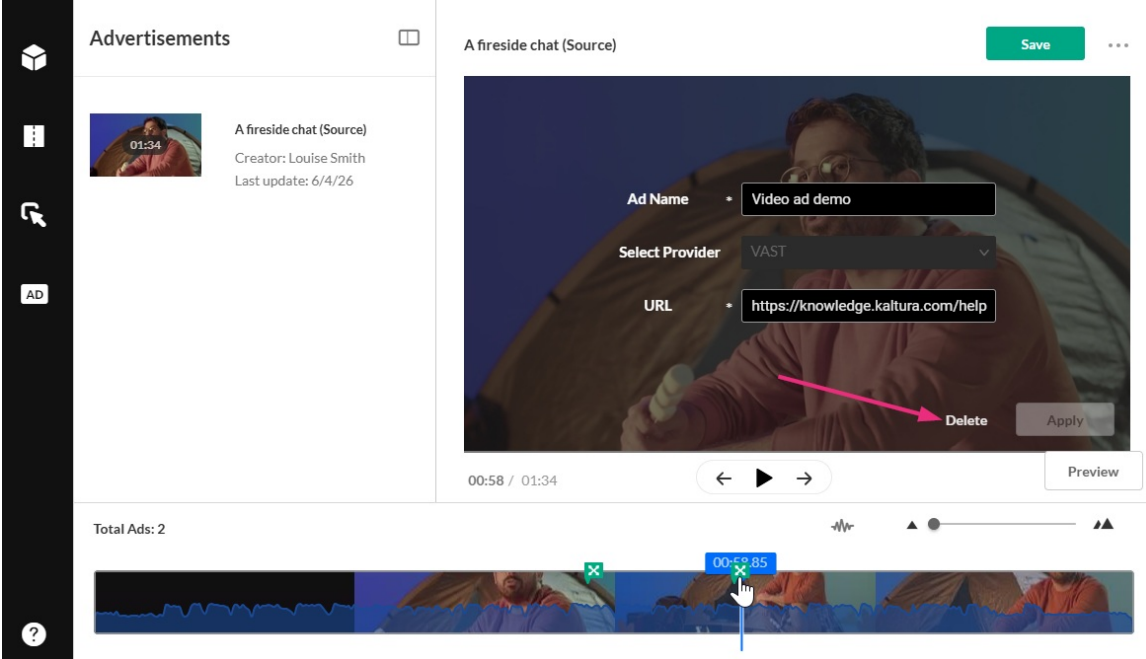


Repeat the steps above to add more ads to your media as needed.

4. Click **Save**.

Delete an ad

1. Click on the ad's green cue point on the timeline and click **Delete** in the ad screen.



The ad is deleted.

2. Click **Save**.