

## Kaltura video editing tools - Advertisements tab

Last Modified on 02/09/2025 5:36 pm IST

This article is designated for administrators.

### About

Use the **Advertisements** tab to add ads to your media. In the Advertisements tab, you can place mid-rolls (ads that play in the middle of your video) and overlays as cue points at specific times.

This tab allows you to add **client-side** ads, which means the ads are managed by the viewer's device rather than the server. You can also integrate these client-side ads into your player. To learn more, see Player - Integrations tab. Server-side ads, which are managed by the server, are not supported in this tab.

### Access the Advertisements tab

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

*	CONTENT STU	IDIO ANALYTICS	SERVICES DASHBOARD + Create							<b>D</b> (
		ENTRIES DOCUME	INTS MODERATION ROOMS PLAYLISTS SYNDICATION CATEGORIES				UPLOAD C	ONTROL BUL	K UPLOAD	DROP FOLDERS
	Ģ							_		
	~D	676 Entries		Q Search Entries	0	문 Filter Catego	ries v	7 Refine	×	Export 📀
		Thumbnall	Name	ID	Туре	Created On 🗸	Duration	Plays	Status	
			Kaltura Capture recording - August 24th 2024, 4:18:12 pm	1_owjytkh1	0	08/24/2024 16:18	00:19	7	Ready	
			Kaltura Capture recording - August 24th 2024, 3:52:51 pm	1_sf1nfzhq	0	08/24/2024 15:53	01:48	4	Ready	
		• 🚔	Rec - Aug 22, 2024 3_05 PM - Kaltura Interactive Room NG Training Webinar (HD_1080 -	WEB 1_0p4vysc4	D	08/24/2024 14:32	1:01:15	7	Ready	
			Clip of Tour the Learning site	1_5elsugoy	0	08/24/2024 12:42	01:48	4	Ready	
			Create an event (1)	1_zqw3qje8	0	08/23/2024 18:42	01:32	5	Ready	
			Kaltura Learning	1_60o9omun	55	08/21/2024 12:51	01:48	5	Ready	
		- 🎍 -	Event DIY Tips Using event data properly	1_14xahfuc		08/19/2024 15:50	01:02	3	Ready	•••

The entry details page displays.



-	Event DIY Tips Using event da	ata properly		View Analytics
	ID: 1_14xahfuc   📋   Creation Date: 08/19/2024	Last Update: 08/19/2024   Ow	ner: jennifer.harris@kaltura.com   Duration: 01:02   Moderation: Auto Approved	Plays: 3
	() koture	Metadata		
		Name	Event DIY Tips Using event data properly	
		Description		
	📽 Share & Embed 🛛 🖺 Editor			
	Metadata	Tags		
	Thumbnails	Categories		
	Access Control		Browse Categories	
	Scheduling	Reference ID		
	Flavors			
	Distribution	Main Schema		
	Captions			
	Related Files	Author		
	Clips			
	Users	First Edition Date		

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

r Ø	
ổ Share & Embed	🖺 Editor
Metadata	
Thumbnails	
Access Control	
Scheduling	
Flavors	
Distribution	
Captions	
Related Files	
Clips	
Users	
Advertisements	

The **Advertisements** window displays.



#### Event DIY Tips Using event data properly

ID: 1\_14xahfuc | 🗊 | Creation Date: 08/19/2024 | Last Update: 08/19/2024 | Owner: jennifer.harris@kaltura.com | Duration: 01:02 | Moderation: Auto Approved | Plays: 3

🗞 Share & Embed	🖺 Editor
Metadata	
Thumbnails	

#### Advertisements

Create and manage time-based advertisements using the Kaltura Video Editor Tool.

✓ View Analytics

Manage Advertisements

#### 4. Click Manage Advertisements.



Create and manage time-based advertisements using the Kaltura Video Editor Tool.

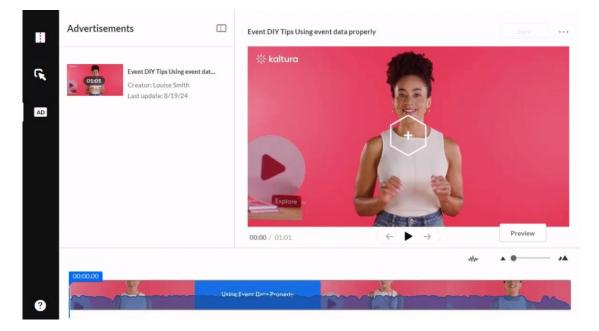
Manage Advertisements

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

	Advertisements	Event DIY Tips Using event data properly	Save
AD	Event DIY Tips Using event dat Creator: Louise Smith Last update: 8/19/24	+	
	00:00.00	00:00 / 01:01 ← ► →	Preview
?		Ing Eventi Data Pronerly	m

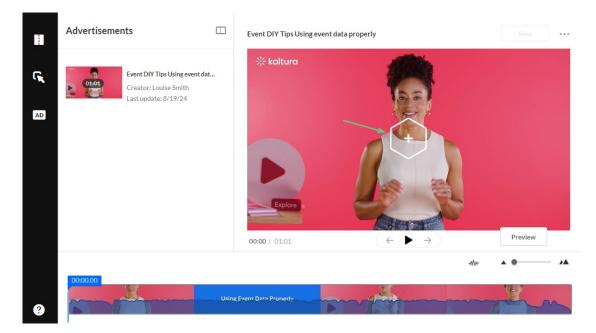
You can use the **open / close button** to minimize / expand the left pane to allow for a cleaner view.

# 🔆 kaltura



### Create an ad

1. Click on the + button in the center of the player.

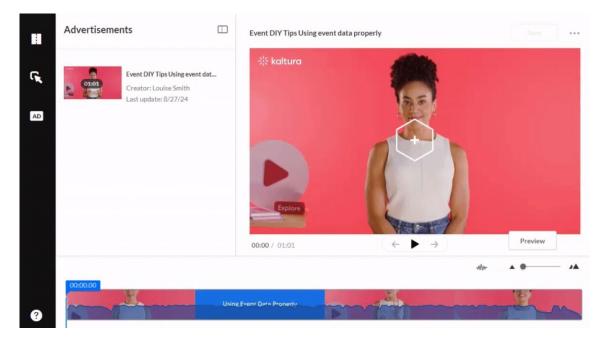


The ad creator screen displays.

# 🔆 kaltura

	Advertisements		Event DIY Tips Using event	data properly		Save	• • •
C,	Event DIY Tips Using ev   01501 Creator: Louise Smith Last update: 8/19/24	ent dat		Choose an Ad type:			
AD							
			<b>00:00</b> / 01:01	$( \leftarrow  \rightarrow )$		Preview	
	Total Ads: 1				-114-	A 0	
?		Using	Event Data Properly		~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	- A	~

2. Move the **blue real-time marker** to the desired point in the video's timeline to add the ads.



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

$\searrow$		$( \rightarrow )$	Preview
20.02.50			A 0 /A
000000	Using Event Data Property		m

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

Copyright © 2024 Kaltura Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this document constitutes acceptance of the Kaltura Terms of Use and Privacy Policy.



- **Overlay** A 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.

Choose an Ad type:
Image: Non-StateImage: Non-StateOverlayVideo ad
Overlay Video ad

Once you choose an ad type, additional configurations display.

	Advertisements		Event DIY Tips Using even	t data properly			Save	
C,	Event DIY Tips Using event. Creator: Louise Smith Last update: 8/19/24	dat		Ad Name • elect Provider URL Duration	VAST 00:00:04 ← ► →	V	Add	
?	Total Ads: 1 00:00.00	Usin	g Event Data Pronetly				•	-

- 4. 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.

## 🔆 kaltura

∺kaltura		ALCONTON .
	Ad Name *	My new ad
		The second secon
	Select Provider	Other v
	Provider Name	
	URL	
	Duration	00:00:04
		Discard Add

- **URL** Enter the URL of the ad.
- **Duration** (only applies to **Overlay** ads) Enter the amount of time to display.

### i

There's no duration field for **Video ads** because the duration is the length of the video.

5. Click Add.

Event DIY Tips Using e	vent data properly		Save ···
ໍ kaltura		Ø.	
	Ad Name *	Overlay ad	
	Select Provider	VAST	~
	URL 💽	https://knowledge.kaltura.com/he	lp
	Duration	00:00:06	
Explore	2	Disc	ard Add
00:00 / 01:01		$\leftarrow \rightarrow$	Preview

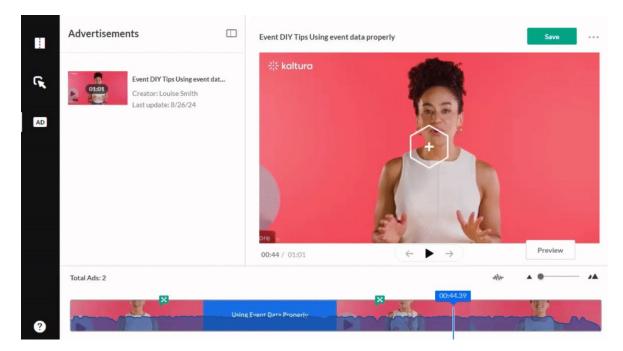
Copyright © 2024 Kaltura Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this document constitutes acceptance of the Kaltura Terms of Use and Privacy Policy.



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.

6. Click **Save**.

### Delete an ad

1. Click on the ad's green cue point on the timeline.



The ad screen displays.

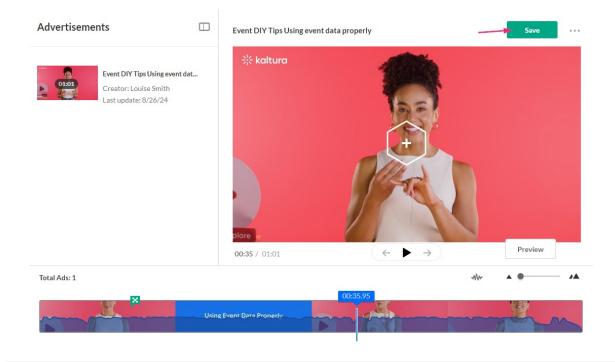
2. Click Delete.



Event DIY Tips Using event data properly	/	Save	• • •
∺kaltura	10		
Ad Name	Kaltira Video ad	j ,	
Select Provider		I .	- 5.
URL	https://knowledge.kaltura.com/help	]	
plore	Delet	e Apply	
00:35 / 01:01	$( \leftarrow ) \rightarrow$	Preview	

The ad is deleted.

#### 3. Click Save.



Copyright © 2024 Kaltura Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this document constitutes acceptance of the Kaltura Terms of Use and Privacy Policy.