

Add advertisements to videos

Last Modified on 05/06/2026 8:40 pm IDT

 This article is designated for administrators.

About

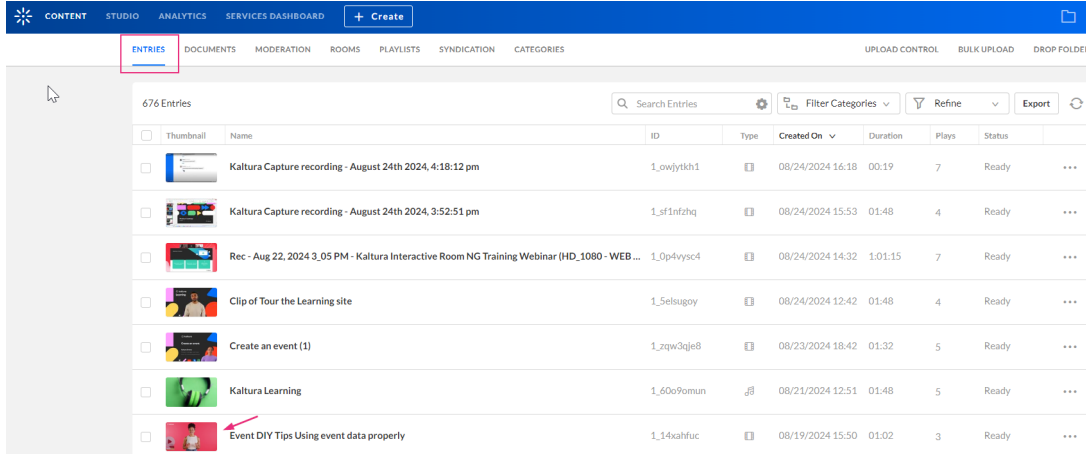
You can add and manage advertisements in Kaltura entries to control when ads appear during playback. Mid-roll and overlay ads can be placed at specific cue points, giving you flexibility to monetize your content without disrupting the viewing experience.








This feature supports client-side ads, which are delivered and managed by the viewer's device. Server-side ads are not supported in the editor.

To learn more, see [Player - Integrations tab](#).

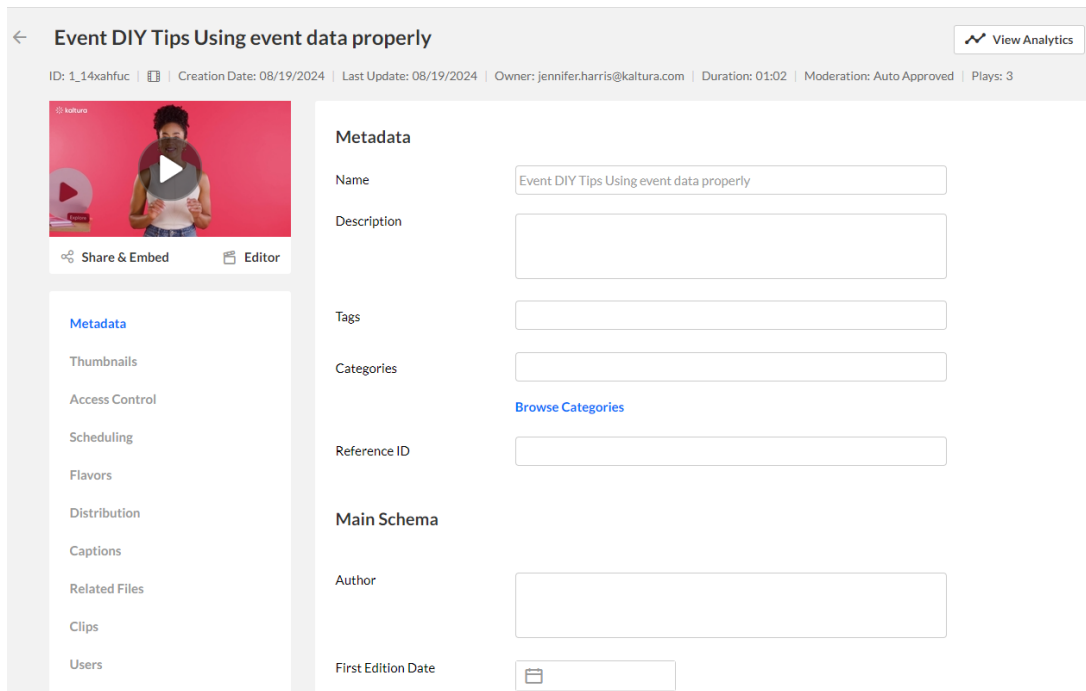
Access the Advertisements tab

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

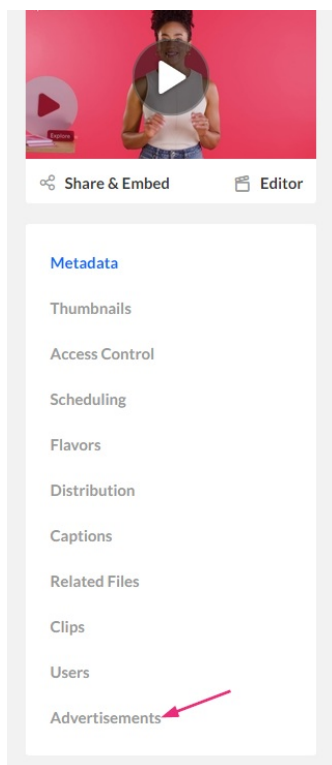


Thumbnail	Name	ID	Type	Created On	Duration	Plays	Status	Actions
	Kaltura Capture recording - August 24th 2024, 4:18:12 pm	1_owjytkh1	📺	08/24/2024 16:18	00:19	7	Ready	...
	Kaltura Capture recording - August 24th 2024, 3:52:51 pm	1_sf1nfzfq	📺	08/24/2024 15:53	01:48	4	Ready	...
	Rec - Aug 22, 2024 3_05 PM - Kaltura Interactive Room NG Training Webinar (HD_1080 - WEB ...	1_0p4vysc4	📺	08/24/2024 14:32	1:01:15	7	Ready	...
	Clip of Tour the Learning site	1_5elsugoy	📺	08/24/2024 12:42	01:48	4	Ready	...
	Create an event (1)	1_zqw3qje8	📺	08/23/2024 18:42	01:32	5	Ready	...
	Kaltura Learning	1_60o9omun	📺	08/21/2024 12:51	01:48	5	Ready	...
	Event DIY Tips Using event data property	1_14xahfuc	📺	08/19/2024 15:50	01:02	3	Ready	...

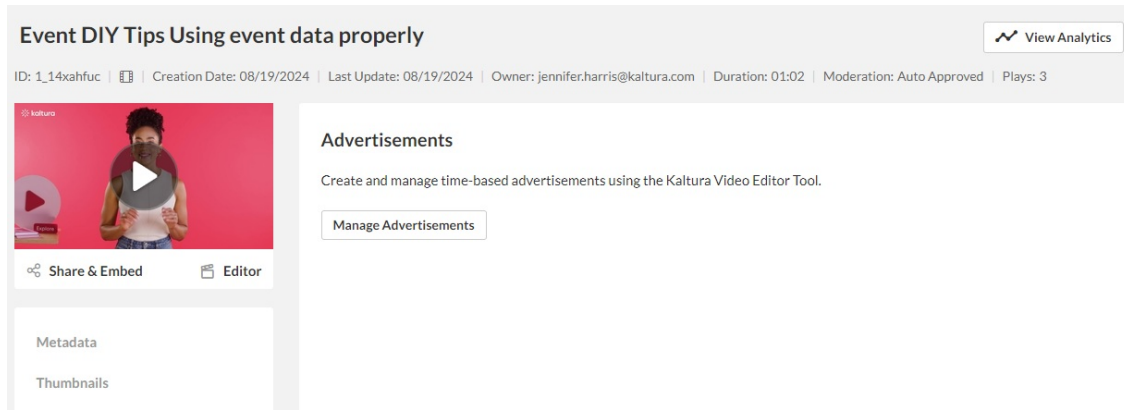
The entry details page displays.



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



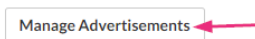
The **Advertisements** window displays.



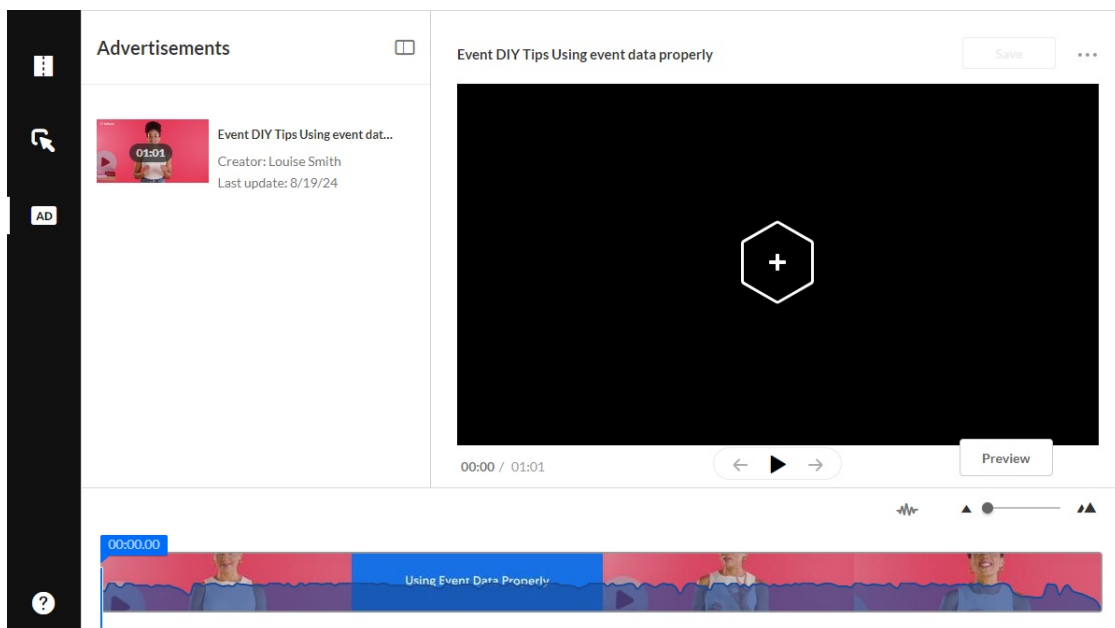
4. Click **Manage Advertisements**.

Advertisements

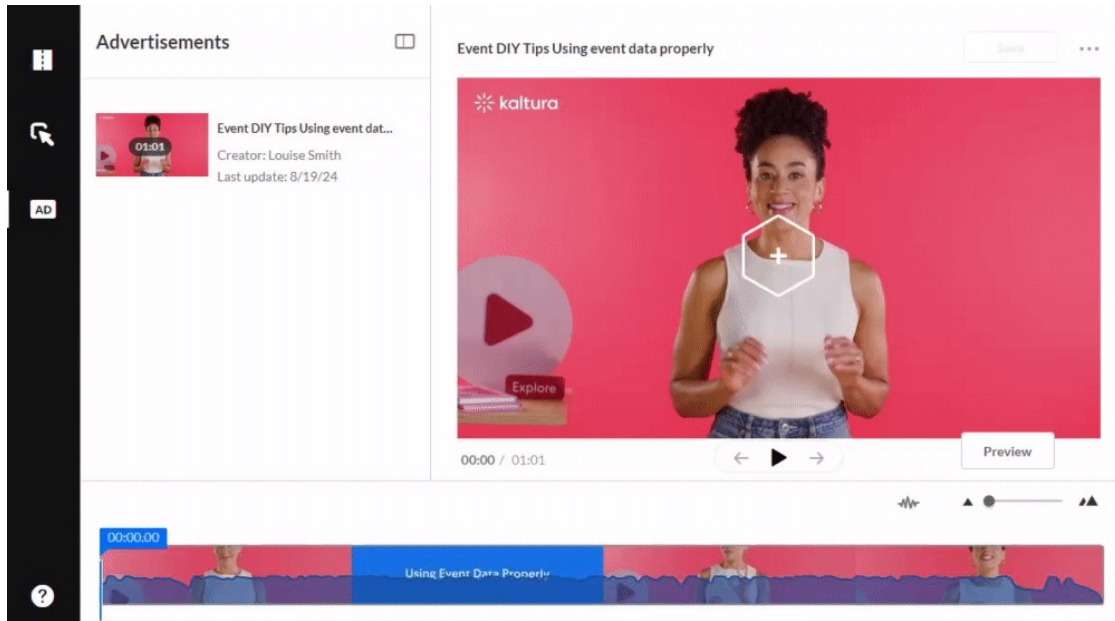
Create and manage time-based advertisements using the Kaltura Video Editor Tool.



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

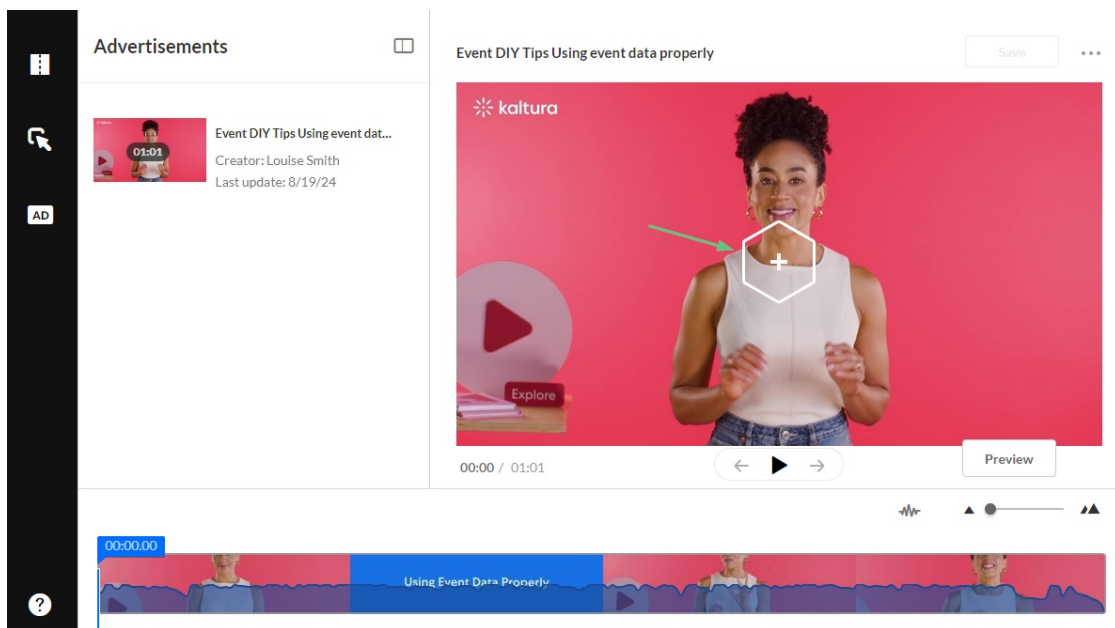


You can use the **open / close button** to minimize / expand the left pane to allow for a cleaner view.

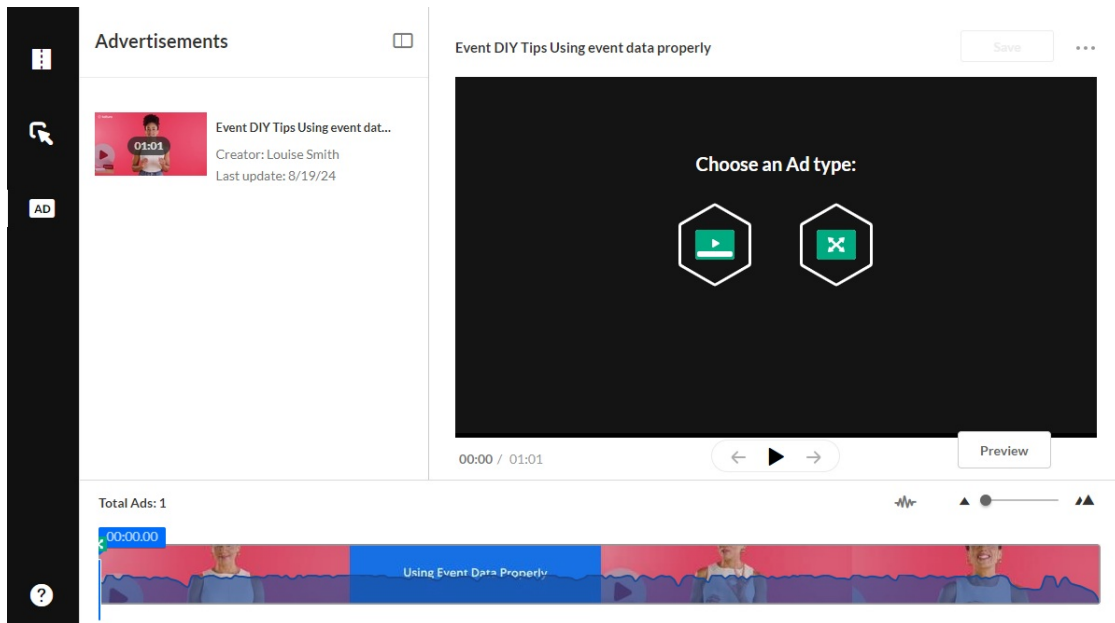


Create an ad

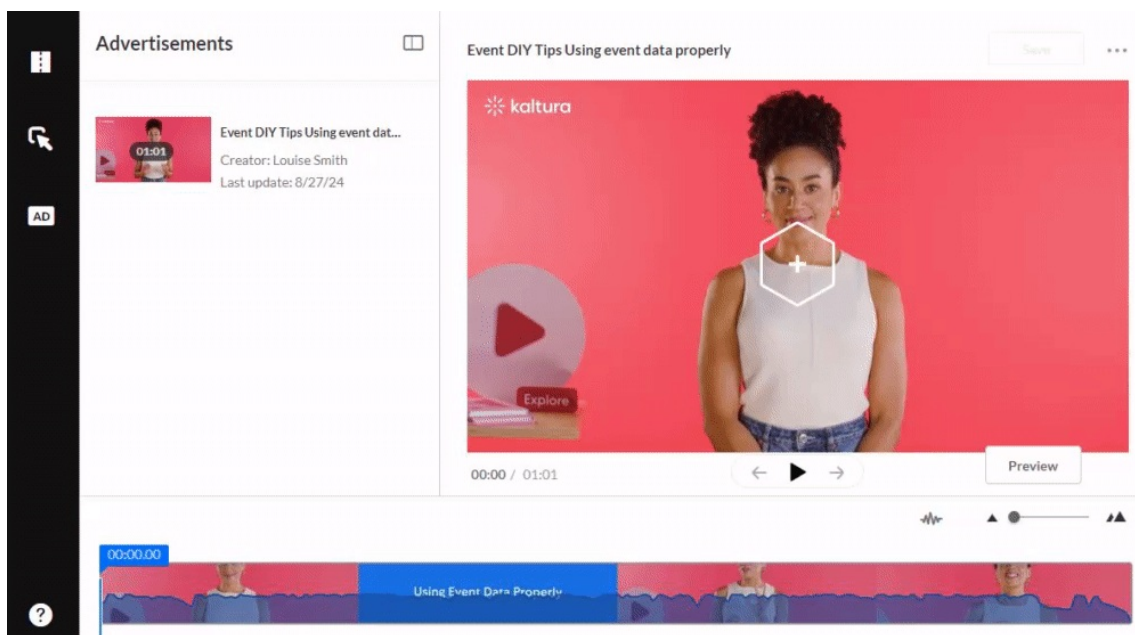
1. Click on the + button in the center of the player.



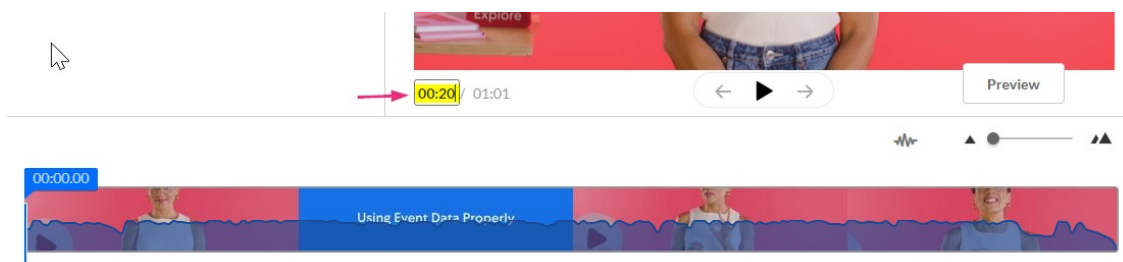
The ad creator screen displays.



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

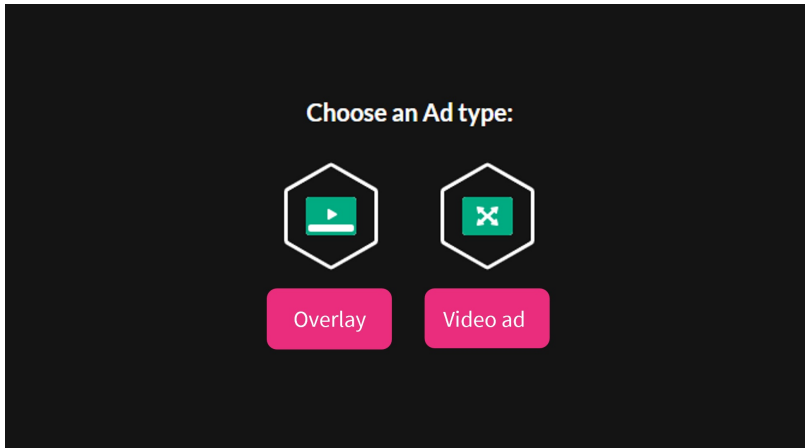


Alternatively, you can enter the exact time in the **time input field**.

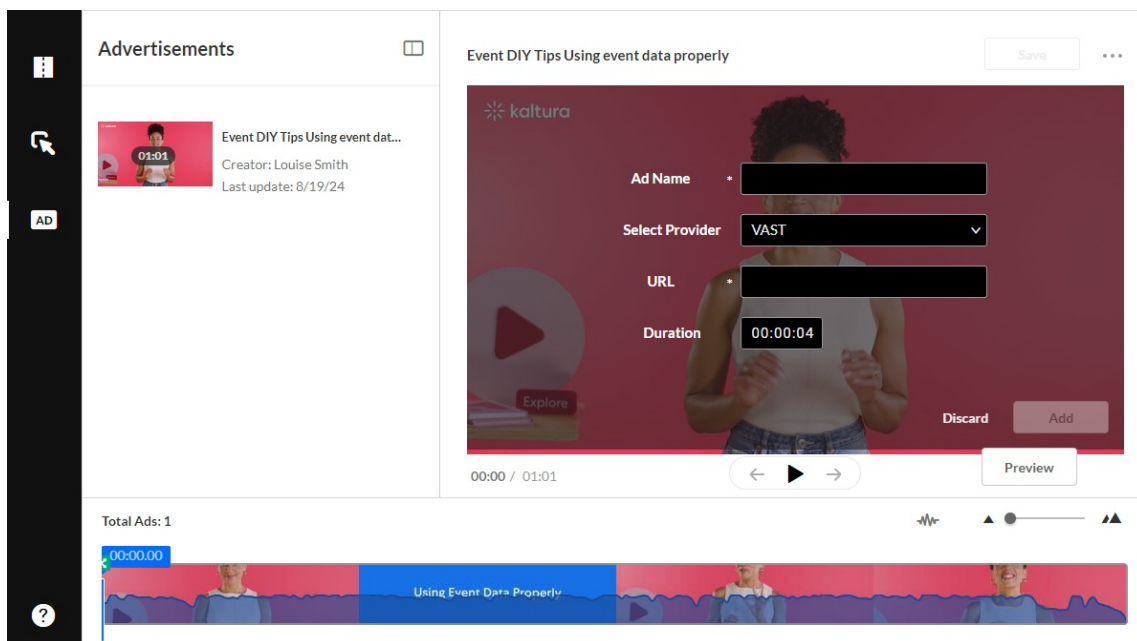


3. Choose an ad type by clicking on one of the icons:

- **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.

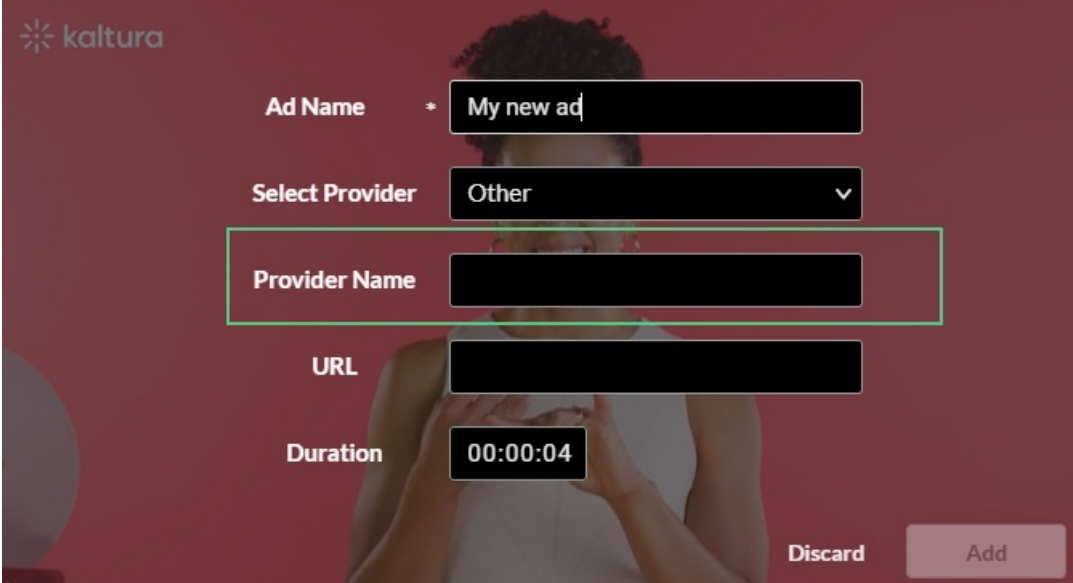


Once you choose an ad type, additional configurations display.



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.



Ad Name * My new ad

Select Provider Other

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.

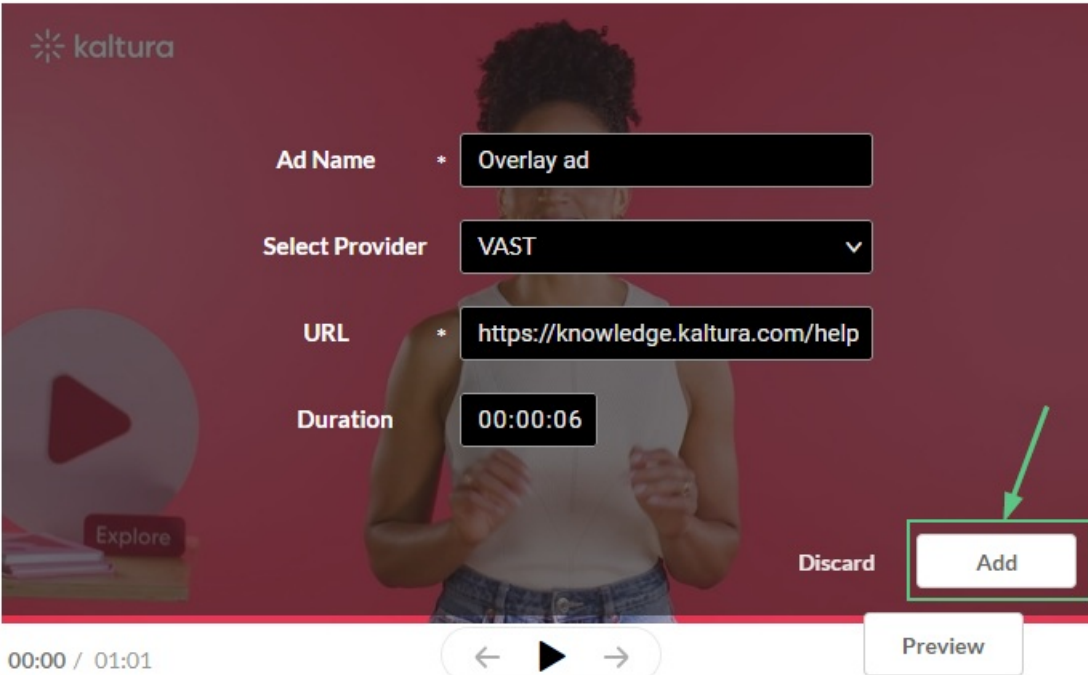


There's no duration field for **Video ads** because the duration is the length of the video.

5. Click **Add**.

Event DIY Tips Using event data properly

Save



Ad Name * Overlay ad

Select Provider VAST

URL * <https://knowledge.kaltura.com/help>

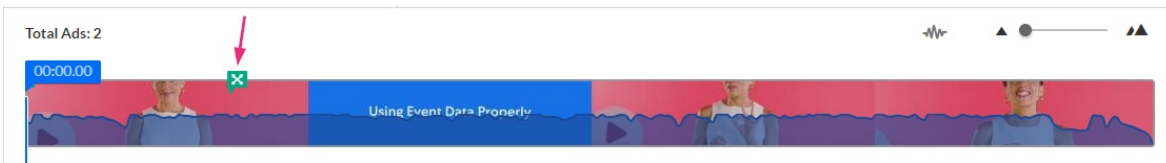
Duration 00:00:06

Discard Add

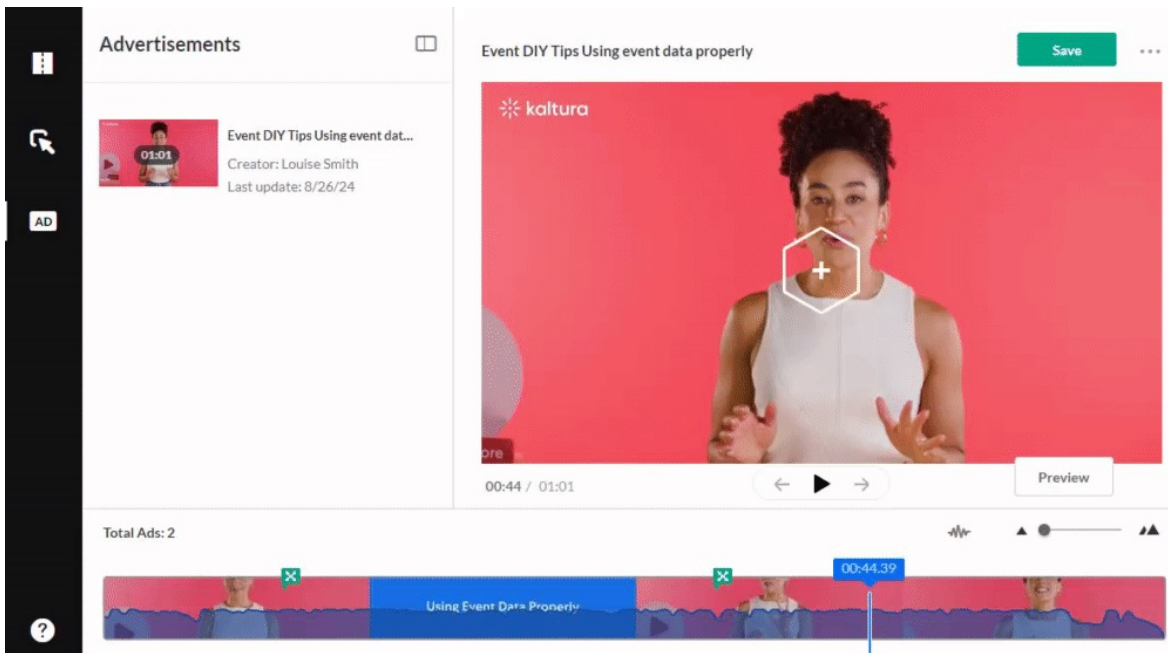
Preview

00:00 / 01:01

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**.

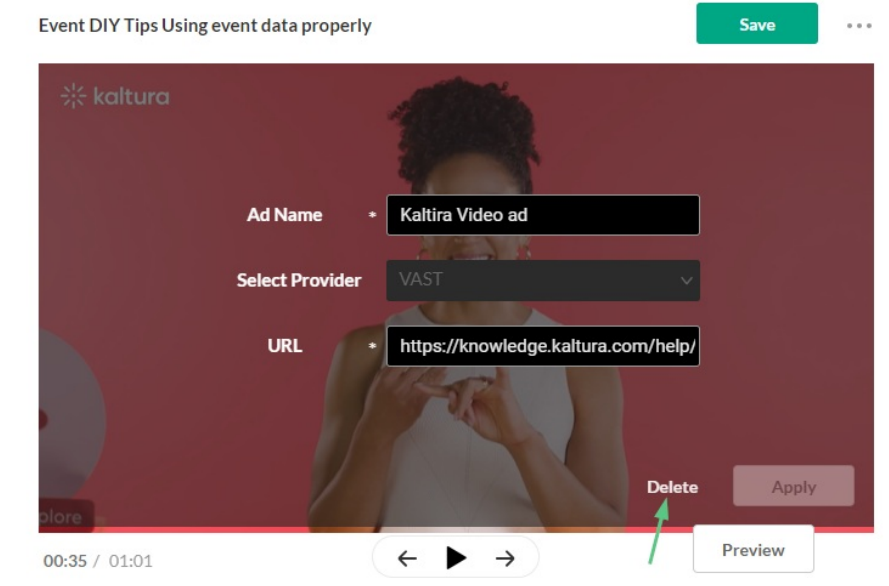
Delete an ad

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



The ad screen displays.

2. Click **Delete**.



The ad is deleted.

3. Click **Save**.

