How do I add the Ad Vast Server

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.

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

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.

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.

[template("cat-subscribe")]