

How do I add a VAST ad server?

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Kaltura offers a full set of monetization tools, including advertising, pay-per-view, subscriptions, and built-in analytics to help you optimize based on viewer behavior.

You can show ads on both live and on-demand videos, across devices like desktop, mobile, and set-top boxes. The Kaltura Player supports a wide range of ad formats and placements, including:

- Pre-roll, mid-roll, and post-roll ads
- Flash and HTML companion ads
- Bumper ads and custom SWFs

Kaltura is VAST-compliant (supporting VAST 1.0–3.0), and integrates with major ad networks like Google Ad Manager (DoubleClick), FreeWheel, Tremor Video, AdapTV, and more.

How do I integrate my ad server with Kaltura?

Setting up your ad server is usually a one-time step when enabling advertising for your Kaltura environment. Here's how it works:

Choose a VAST-compliant ad server

Most major ad servers support the VAST standard. Popular options include Google Ad Manager (DFP), OpenX, Microsoft Atlas, and others.

For a full list, visit the [IAB compliance page](#).

Get your ad tag URL

Once you've set up your ad server and created a campaign, you'll receive a VAST ad tag URL.

Connect the ad server in Kaltura

In the Rich Media Content Management System (Rich Media CMS), go to the Studio tab and add the ad tag URL to the relevant player.

Configure ad behavior

Most ad logic, like targeting, tracking, and scheduling, is handled on the ad server.

Additional player-side parameters (such as cue points or companion ad settings) can be



configured in the Rich Media CMS or using Kaltura's ad plugins.
