



# How to Configure Ads?

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Kaltura partners have the ability to create a custom .swf file to stream ads from their own ad server to the Kaltura Player. The .swf file acts as an ad plugin. The configured key-value pairs must be defined to play the relevant ads. You have to subscribe to an ad server and configure the ads on the ad server side. For more information refer to the link [Monetization - Configuring the Player Advertising Settings in the Universal Studio](#).

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