What do common ad terms mean in Kaltura?

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Here are some key terms to understand when setting up ads in Kaltura:

Ad tracking

The process of monitoring how ads perform — including impressions, clicks, completion rates, and more. Ad servers often use metadata or targeting rules to decide whether and when an ad should play.

Overlay ad

A semi-transparent image or text ad that appears on top of the video while it plays. This type of ad doesn't interrupt playback and is often used for non-intrusive promotion.

Companion ad

A banner ad that appears alongside the video player. It's displayed either in a designated section of the page (like beside the player or playlist) or within a specific container on your site. Companion ads typically appear while a video ad is playing.

Ad tag URL

A link provided by your ad server that tells the Kaltura player where to retrieve ad content. It usually points to a VAST-compliant XML file that defines what ad to show, how long it should play, and how to track it.

Example of a VAST ad tag URL:

`http://ad3.liverail.com/?LR_PUBLISHER_ID=1331&LR_CAMPAIGN_ID=229&LR_SCHEMA=vast2`

Ad cue points

Specific time markers within a video that trigger ads (usually mid-rolls). These can be defined manually or through metadata and allow for ad breaks during playback.

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