Companion ads in Kaltura

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This article is designated for administrators.

About

Companion ads are banner or display ads that appear alongside the video player, either during playback or while a video ad is running. They provide sponsors with additional visibility without interrupting the viewing experience.

In the **Kaltura V7 Player**, companion ads are supported through the **Google IMA plugin** and must be configured both on your **ad server** and within the **Player Studio** settings.

Configure companion ads

1. Go to Player Studio and open your V7 player.
2. Click the Integrations tab (icon with grouped shapes).
3. Under **Monetization**, enable the **IMA** plugin.
4. In the **HTML Companions** section:
   - Add the container **Div ID(s)** where the companion ad should be displayed on your webpage.
   - Specify the expected width and height for each companion slot.
5. Save your changes.

Make sure your ad server supports companion ads and includes them in the VAST ad response for them to display properly.

For best practices and technical definitions, see IAB's Companion Ad overview.

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