

## Supported ad servers and formats

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 This article is designated for administrators.

### About

Kaltura Player V7 fully supports industry-standard VAST 3.0 and VPAID 2.0 ad formats through its built-in Google IMA SDK integration. This allows you to connect to any VAST-compliant ad server without needing additional custom plugins. All ad configurations are managed through the IMA or IMA DAI integration in the [Player Integrations settings](#).

### Supported ad servers

You can use any VAST-compliant ad server with Kaltura. Popular supported ad servers include:

- **Google Ad Manager (DFP / DoubleClick)**
- **FreeWheel**
- **Adap.tv**
- **OpenX**
- **Tremor Media**
- **AdoTube**
- **EyeWonder**



The previously supported standalone plugins (like AdapTV, Tremor, FreeWheel, etc.) were part of legacy player versions. In V7, all ad configurations are handled through the IMA or IMA DAI integration, which supports these ad servers as long as they follow the VAST standard.

### Tremor Media overview

**Tremor Media** (also known as Tremor Video) is an ad network that connects multiple ad sources through a single control center. Its VideoHub Server helps advertisers reach audiences in brand-safe environments, while its Acudeo platform enables publishers to monetize video impressions using various revenue sources.

To learn how to set up VAST ads using the IMA plugin in the V7 player, see [Integration settings in the player](#).