

Does Kaltura support VAST ad servers and plugins?

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Yes. Kaltura supports industry-standard **VAST 3.0** and **VPAID 2.0** formats through the **Google IMA plugin**, which is fully integrated in the **V7 player** via the **Player Integrations tab**.

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 (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 [Player integrations](#).