



IAB Platform Status Report: **A Digital Video Advertising Overview**

January 2008



*A series of papers that will lead the way to a vigorous
and healthy industry with commonly adopted terminology,
practices and standards.*

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Executive Summary:

The Digital Video Committee of the Interactive Advertising Bureau (IAB) is pleased to introduce the first in a series of whitepapers committed to fostering a vigorous and healthy online video ecosystem with commonly adopted terminology, practices and standards.

This Overview report:

- Provides an overview of the digital video advertising market,
- Outlines multiple video ad formats by consolidating them into a macro framework,
- Reviews the basic metrics behind video advertising,
- Defines the basic economics of video advertising, and
- Discusses key challenges that face the industry today.

Video advertising is one of the fastest-growing opportunities online today, as well as one of the most promising online advertising formats. The emotional draw of the television experience, consumers' adoption of broadband, and subsequent change in Internet content, capabilities, and consumption all contribute to driving this growth. Despite the surge in interest in digital video by both the consumer and advertiser, there are still many components of video advertising that are confusing, making the need for standards and best practices essential.

In order to nurture and propel digital video advertising's growth, the IAB and the members of its Digital Video Committee are committed to identifying important standardization initiatives for video and to evangelize online video advertising through awareness and outreach programs with the participation of all key stakeholders.

Subsequent reports will address ad format standards, suggest best practices, and identify and implement standards that will improve efficiency and enable a smoother buying experience.

Video Advertising Market Overview

Digital video advertising was born almost a decade ago after several seminal events, but many agree it was the sale of Mark Cuban's and Todd Wagner's Broadcast.com to Yahoo in 1998 for the sum of \$5.7 billion that put digital video on the map. During the early 2000s, as the Internet valuation bubble burst and the interactive industry regrouped, digital video progressed slowly. As the interactive industry rebuilt, leaders such as Microsoft's Windows Media Player, Yahoo's Launch, The FeedRoom, and MSNBC's video content inched the industry forward by selling "test" programs to blue-chip advertisers who wanted to learn about the medium and gain insight. CPMs tended to run on the high-end of the TV-CPM range and inventory was limited. At this point, many believed that the future of digital video content lay in a subscription, rather than an ad-supported, business model.

In 2005 however, growth began to accelerate quickly. An explosion of companies from networks to content providers made both premium and user generated video content available as new revenue streams. Widespread adoption of high-speed internet connections and improvements in video compression were major contributing factors.

Two events served to focus the advertising world on digital video's bright future. First, were upfronts by major media agencies such as Starcom and Mediavest. These were the first broadband upfronts in the history of advertising and the move proved to be transformational, positioning Starcom Mediavest as a leader in video advertising. Clients like Procter & Gamble, McDonald's, Kellogg's and Coca-Cola allocated millions of dollars for digital video and immediately focused media buyers across the industry on the value of premium online content. The second transformational event occurred in 2006 with the sale of YouTube to Google. For a \$1.65 billion purchase price, digital video was back on the front pages of every newspaper around the world. Unlike 1998, however, advertisers, agencies, and publishers now had experience with online display and search advertising and were ready to expand their budgets to include digital video. Meanwhile traditional television marketers easily understood the power of digital video's sight, sound, and motion and began to take interest in online's video advertising capabilities. According to eMarketer, digital video grew to a \$775 million segment in 2007 and the same source predicts rapid growth by 2011 with \$4.5 billion in online video ad spending.

Video Advertising Operating Ecosystem

The operating ecosystem for video advertising can be complex and contains various entities, all of which play a different but vital role in the development, production and distribution of video advertising. These include: Web Sites and Portals, Ad Agencies, Networks, Measurement, Auditing, Research Firms, Ad Serving Technology and Service Vendors, Video Technology Providers, and more.

In an environment as fluid as the Internet, these roles are sometimes blurred and can be confusing. The following table lists the key video operating ecosystem entities along with a description of their functions:

Video Ecosystem Constituent	Description
Aggregator / Distributors	The multitude of vendors and publishers in the market make it unfeasible for all but the largest Portals to deal with a large enough number of videos to offer a wide variety of content to their consumers. Aggregator/Distributors provide a solution by handling distribution agreements with a large number of content publishers and providing a "one stop shop" catalog of video content for Web Sites/Portals.
Ad Serving Technology Vendors	A 3rd party technology vendor enlisted by the agency (or advertiser) to manage their campaigns across multiple networks and web properties.
Web Sites and Portals	A Web site is, in this context, a venue on the Internet offering videos to consumers. A Portal is a Web site offering a variety of services to consumers, including videos and generally having a very large number of users.
Advertising Networks	In the context of this document, advertising networks function as aggregators of video advertising inventory and enable publishers to generate advertising revenue from their video content libraries or other advertising inventory without a direct sales relationship to an advertiser.
Measurement Firms	Companies that analyze and report on various online metrics associated with campaign management and effectiveness.
Auditing Firms	Firms that examine the technology and/or business processes of companies aggregating and/or selling advertising to ensure transparency and trust within the media marketplace.
Research Firms	Firms that report both publicly and privately on various aspects of the media marketplace, including measurement of unique users, frequency/traffic, impressions, etc.
Agencies	Both interactive and traditional media buying firms participating in the digital video marketplace.
Video Technology Providers	There are several companies that provide encoding services and player technologies to publishers and networks, enabling video and advertising content throughout the ecosystem.

Content Experiences

With tens of millions of videos available online today and millions being added each month, consumers can view videos never before accessible through traditional mediums like television. Consumers can effortlessly go from watching a professionally produced television show to a 10-second clip of a friend describing their first year away at college. Although this universe of content is broad and varied, the disparity of video content can be classified into three main areas:

Premier Programming: gives users professionally produced content, generally, re-purposed from Broadcast Video and Cable Networks. There is a large amount of professionally produced video that has not been digitized but is quickly working its way online.

Professionally-Generated Specialty Programming: video content professionally but generally created for a specific subset of online video consumers. Whether it is original content for the web or content from traditional media like local news or community events, consumers are searching for and consuming video content relevant to their micro interests.

User-Generated Video: consists of clips created and uploaded by everyday people and make up

the largest volume of videos available online. Generally, the majority of these clips are watched by a small group of users but due to viral word-of-mouth messaging some become extremely popular and are viewed by millions.

While these categories may vary in production quality, time length, and resolution, consumers are drawn to each category for different reasons and a variety of video ad products have been developed to best fit each of these different experiences. See the Video Ad Product Compendium section below for more information.

Video Ad Product Compendium

In May 2006, the IAB Broadband Committee (now the Digital Video Committee) defined a video ad as a commercial that may appear before, during, or after a variety of content including streaming video, animation, gaming, and music video content in a player environment. This definition included "Broadband Video Commercials" that appeared in live, archived, and downloadable streaming content.¹

Since 2006, both the experiences and consumption of video content has evolved significantly. While the 2006 definition of a video commercial is still relevant today, newer video ad formats have been introduced to compliment these emerging types of video experiences and environments.

Through 2007 and into 2008, the most common digital video ad experiences were either viewed within or around "In-Stream Video", "In-Banner" or "In-Text" formats.

In-Stream Video is generally played or viewed from a video player like a client browser

In-Banner Video is generally displayed in IAB Universal Ad Package (UAP) banners.²

In-Text Video is generally user-initiated and triggered by relevant highlighted words within content.

The following chart focuses on the categorization of these three major video advertising categories:

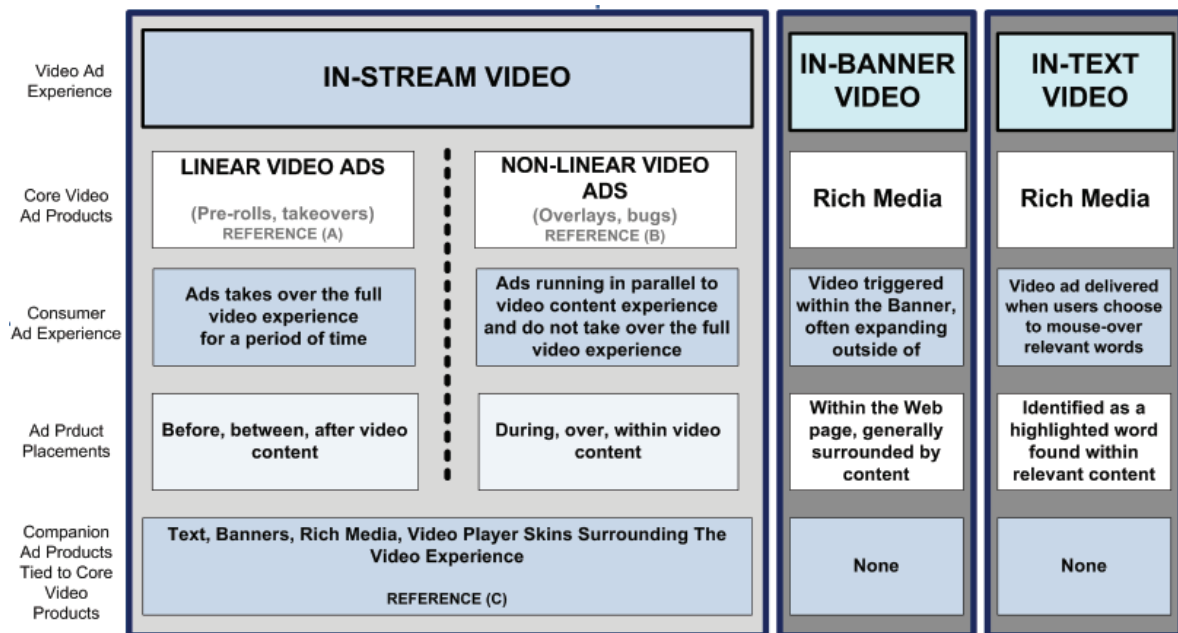


Figure 1. Distinguishing In-Stream Video, In-Banner Video, In-Text Video

Source: IAB Digital Video Committee

Due to the fact that In-Banner video advertising and In-Text is generally tracked and operationally supported as a rich media advertisement, the major focus of this document will be on In-Stream Video advertising.

While these three video ad types currently make up the majority of video ad inventory, there are other available methods of triggering a video ad experience, including brand integration like sponsorships and branded content. Another area of innovation in video advertising is to advertise entirely outside of the

¹ The 2006 Broadband Video Commercial spec can be found at:
http://www.iab.net/iab_products_and_industry_services/1421/1443/1479

² IAB UAP Ad Sizes can be found at:
http://iab.net/about_the_iab/recent_press_releases/press_release_archive/press_release/4631

video all together, or within the perimeter of the video, leaving the video stream ad-free – this practice is generally referred to as an advertising “skin.” In-Text video advertising is similar in that it does not require video content to deliver a video ad. In-Text video highlights words and phrases within the text of web content and links the word to a relevant video advertisement. See Example 3 in the Video Examples section below.

In-Stream Video Advertising

There are two core video ad product categories in today’s In-Stream ad experiences. These are, “**Linear Video**” ads (Figure 1 REFERENCE A) and “**Non-linear Video**” ads (Figure 1 REFERENCE B):

Linear Video ad: is presented before, in the middle of, or after the video content is consumed by the user, in very much the same way a TV commercial can play before, during or after the chosen program. One of the key characteristics of a Linear Video ad is that the user watch the ad instead of the content as the ad takes over the full view of the video. Examples of Linear Video ads include:

- A traditional repurposed 15 or 30 second TV ad
- A purpose-built digital video ad product with interactivity inherent within the core video product experience
- A full screen display ad or bumper ad viewed within a video player

Because a user cannot experience the intended video content during a Linear Video ad impression, the ads are either placed before the content (also referred to as pre-rolls), between the content, or after the content. **Note:** the term “pre-roll” is also regularly referred to as a 15 or 30 second spot, but in this document “pre-roll” is used consistently as a description for the placement of the ad which is preempting the start of the video.

Non-linear Video ad: runs parallel to the video content so the users see the ad while viewing the content. Non-linear video ads can be delivered as text, graphical ads, or as video overlays. Common Non-linear Video ad products include:

- Overlays which are shown directly over the content video itself
- Product placements which are ads placed within the video content itself

Both Linear and Non-linear Video ad products have the option of being paired with what is commonly referred to as a “**Companion Ad**” (Figure 1 REFERENCE C).

Companion Ads: commonly text, display ads, rich media, or skins that wrap around the video experience, can run alongside either or both the video or ad content. The primary purpose of the Companion Ad product is to offer sustained visibility of the sponsor throughout the video content experience. Companion Ads may offer click-through interactivity and rich media experiences such as expansion of the ad for further engagement opportunities.

The video ad products that publishers and vendors sell to media buyers are generally a combination of Linear, Non-linear and Companion Ad products packaged together in a compelling way. Popular combinations of In-Stream ad formats include:

Linear Ads (A) + Companion Ads (C)

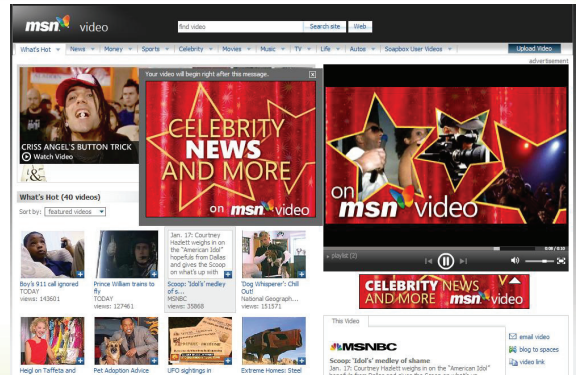
Non-linear Ads (B) + Companion Ads (C)

In-Stream Video Examples

The following section illustrates examples of different In-Stream ads and combinations.

Example 1: In-Stream Video Ad Example

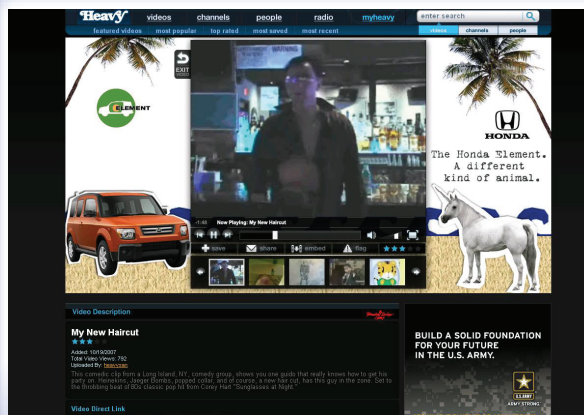
In MSN's Video Player example to the right, a Linear video ad plays before the video content and is accompanied by a clickable, expanding 300 X 250 display companion ad product.



Source: MSN Video Player

Example 2: In-Stream Video Ad with Skin

In this example by Heavy, a 1020(w) x 620(h) ad unit surrounds a video for the duration of the program and actually becomes part of the viewing experience.



Source: Heavy

Example 3: In-Text Video Ad Example

Vibrant Media's screenshot to the right shows a user mousing over a relevant word which triggers a relevant video advertisement.



Source: Vibrant Media

Example 4: In-Stream Video Ad Overlay

This screenshot depicts a non-linear overlay ad product in an original show. The advertiser is MacDonald's in a Broadband Enterprises production "The Fantastic Two"



Source: Broadband Enterprises



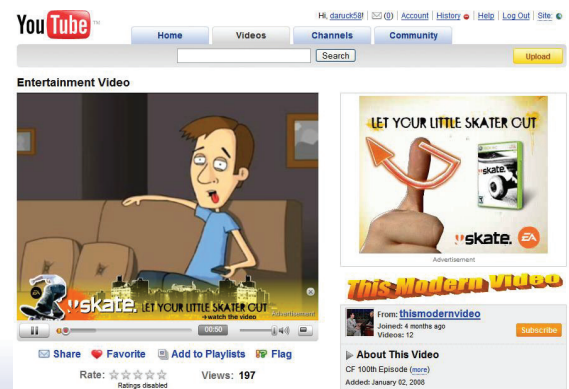
Source: Yahoo!

Example 5: In-Stream Video Ad Overlay

In this screenshot, Yahoo! offers a non-linear overlay that is triggered by the user mousing over the video advertisement content. This overlay communicates a call to action to the user.

Example 6: In-Stream Video Ad Overlay

This screenshot illustrates a non-linear overlay ad format with an accompanying companion ad to the right of the video.



Source: YouTube

Key Digital Video Product Terminology Recap

Term	Description
Broadband Video Commercial	The IAB's 2006 definition of a video ad as a commercial that may appear before, during, and or after a variety of content including streaming video, animation, gaming, and music video content in a player environment. These commercials are generally :15 and :30 video ads that run before , between, and after a video clip is shown. The 2008 IAB Digital Video Committee is renaming Broadband Video Commercials as "In-Stream Video" ads that are either "Linear" or "Non-linear" core video products.
Video Ad Experience	A term used to describe where the source of the video advertising experience is coming from. This document describes three video ad experiences; In-Stream In-Banner, and In-Text.
In-Stream Video	A video ad experiences either viewed within or around video content (In-Stream) from a video player, like a browser, or client
In-Banner Video	A video ad experience displayed or triggered within a display banner like an IAB Universal Ad Package (UAP) size like a 300 X 250 or a 768 X 90.
In-Text Video	A relevant video ad experience displayed only when a user chooses to mouse-over, a highlighted word or phrase within the text of web content..
Core video ad products	The root ad product that serves as the source or core ad that complements the video ad experience.
Linear video ads	A Linear Video ad is experienced In-Stream, which is presented before, between, or after the video content is consumed by the user. One of the key characteristics of Linear video ads is the ad takes over the full view of the video
Non-linear video ads	A Non-linear Video ad product runs parallel to the video content so the user still has the option of viewing the content. Common Non-linear ad products include overlays which are shown directly over the content video itself, and product placements which are ads placed within the video content itself. Non-linear video ads can be delivered as text, graphical banners or buttons, or as video overlays.
Ad Placements	The physical location or placement of the ad product or experience.
Pre roll	A Linear video spot that appears before the video content plays.
Mid roll	A Linear video spot that appears in the middle of the video content.
Post roll	A Linear video spot that appears after the video content completes.
Companion ad products	Both Linear and Non-linear ad products have the option of pairing their core video ad product with what is commonly referred to as companion ads. Companion ads are commonly text, display ads, rich media, or skins that wrap around the video experience, can run alongside either or both the video or ad content. The primary purpose of the Companion Ad product is to offer sustained visibility of the sponsor throughout the video content experience. Companion Ads may offer click-through interactivity and rich media experiences such as expansion of the ad for further engagement opportunities.
Rich Media	Advertisements with which users can interact (as opposed to solely animation) in a web-page format. They may appear in ad formats such as banners and buttons, as well as transitionals (interstitials) and various over-the-page units such as floating ads, page take-overs, and tear backs.
Skins	The ads that are placed around the video experience perimeter, commonly placed in the shell of the video player.

Metrics

The core metric used for currency in digital video advertising is a "Digital Video Ad Impression", also referred to as a Broadband Video Commercial Impression as described in the IAB's Broadband Video Com-

mercial Measurement Guidelines released May 2006³.

In 2006, the IAB's Broadband Committee and Measurement Task Force developed a set of Broadband Video Commercial Measurement Guidelines. Specifically, these guidelines determined at what point a video commercial is counted by defining a video ad as a commercial that may appear before, during, and after a variety of content including streaming video, animation, gaming, and music video content in a player environment.

The key point to this guideline is that the video impression is measured at the latest point possible in the delivery of the ad creative to the user's browser, which is the closest opportunity to see by the user.

The 2006 measurement guidelines are still the basis for the currency of video buys in 2008, specific to In-Stream, Linear and most Non-linear Video Ad Products. In the future as the IAB embraces new Non-linear ad formats into the mix of standardized video ad products, careful attention will be paid to determining the proper currency metrics for these new formats where appropriate. Other non-currency measurement metrics exist today but because of the amount of innovation in the medium, none have become standard.

General Business Overview of Video Advertising

The buyers of digital video advertising include the interactive and traditional ad agencies and extend to major marketers, long-tail marketers and resellers. For the most part, digital video advertising buying mirrors other media buying behaviors. Today, most buying of digital video is being done by interactive agencies on behalf of the major marketers. Traditional agencies and buyers of traditional media have lagged thus far, but are entering the marketplace. Progress at agencies where digital buyers are working closely with traditional buyers presents a powerful model for the future.

The sellers of digital video advertising range from the largest portals and media companies to the most specialized user-generated content sites on the web. The major online portals and broadcast media companies comprise the bulk of the video traffic and all have made strategic moves in both the content and technology space to insure their leadership positions. The smaller content sites generally use both direct sales and/or network sales strategies to fulfill their inventory needs. To take advantage of incremental video advertising revenue many websites are now choosing to deploy In-Text video advertising within their content pages.

Current pricing practices in digital video suggest that the medium is quickly maturing. CPM-based pricing is the predominant model for buyers, particularly the In-Stream, Linear Ad format (pre-rolls, post-rolls, etc). CPMs can span a wide range and are based on a number of factors including the quality of the site's content and users, targeting capabilities, and individual programming.

The CPA and CPC models are also available and are the predominant measures for In-Text video advertising. These buying models are helping to bring large, Direct Marketing advertisers into digital video and long-tail marketers or "mom and pop shops" that have not had a place in the medium in the past. Many brand-based advertisers believe the CPA and CPC models lend accountability to brand-based advertising where other media have traditionally struggled.

Current Industry Challenges

There are many components of Digital Video Advertising that have yet to be standardized, including creative units and new metrics. While the video industry is still relatively young, the IAB Digital Video Committee recognizes the importance of simplifying the buying and selling process as an impetus for further long-term growth.

The following have been identified by the Digital Video Committee as current key challenges:

Challenge	Description
3rd party ad serving not always supported	Many publishers with In-Stream video ad products do not support third party ad serving into their video players at this time.

³ The 2006 Broadband Video Commercial spec can be found at:
http://iab.net/about_the_iab/recent_press_releases/press_release_archive/press_release/4982

Challenge	Description
Video ad length effectiveness not well understood	Since the majority of ads are repurposed television :15 and :30's, there has been limited opportunity to research and experiment with different ad lengths online. Different serving environments may need different ad lengths to be most effective.
Reporting discrepancies	There can be reporting discrepancies between 3rd party ad servers, publishers, and 3rd party video vendors making the billing and reconciliation process sometimes confusing for media buyers.
Online buying not similar to TV buying	While TV buys typically consist of placing :30 or :60 spots in a uniform environment, online buys require a broad understanding of multiple ad experiences, different video integrations on websites/portals, network differentiation and a more engaged, one-to-one user relationship.
Many different video ad products available	Media buyers have expressed confusion over the plethora of formats available in different video consumption experiences, including differences such as features, video sizes, etc.
Different video player technologies	There is no standard technology to serve and enable video content or advertising. Current player technologies include Adobe Flash, Windows Media Player, Quicktime, and RealPlayer.
Attribution of metrics and viewers	Because of networks and ad platforms' distributed nature, there is debate within the industry on how best to attribute a viewer from a reporting perspective. For instance, if a video is shown on a website through a network feed, does the website get attributed the viewer or the network or both?

Who is the IAB Digital Video Committee?

The IAB Digital Video Committee is comprised of IAB member companies who are committed to creating and implementing a comprehensive set of guidelines, measurement, and creative options for interactive video advertising. Additionally, the committee will educate markets and agencies on the strength of broadband as a marketing vehicle.

Co-Chairpersons: Michael Hurt, Microsoft; Joey Trotz, CNN

The Committee members span the range of players in the video advertising and/or media ecosystem, and for the reader's convenience, we have listed them below by primary role. Please note that many companies may offer multiple services or business models.

Web Sites & Portals		
Advanstar Communications AOL Associated Content Atom Schockwave Corp Batanga Cars.com Cartoon Network CBS Interactive Clip Syndicate CNET Networks CNN Comcast Corporation Conde' Net Cox Newspapers Edmunds ESPN Facebook Forbes Fox Interactive Media	Fox News Channel Google Heavy.com Howstuffworks Hulu IAC IGN Entertainment Joost Jump TV Martha Stewart Living Omnimedia MediaFLO USA Inc Metacafe Microsoft Digital Advertising Solutions MSG Interactive MTV Networks NBC Universal Digital Media Orbitz Worldwide Perfspot.com PureVideo	Q Interactive Reader's Digest Reuters Revolution Health Group Wall Street Journal Time, Inc. Univision Online VMIX Walt Disney Internet Group Washington Post Newsweek Weather Channel Interactive WeatherBug WebMD World Wrestling Entertainment WorldNow Yahoo!, Inc. YouTube Zango

Agencies	Networks	Measurement, Auditing, and Research Firms
360i Agency.com Adtegrity BIA Information Network Centro Critical Mass Geary Interactive PBJS Quigo Technologies Range Online Media Sapient Corporation True North, Inc. Vizi	24/7 Real Media, Inc. Ad Infuse Advertising.com Blinkx Broadband Enterprises Burst Media Corporation Looksmart Maven Networks Nielsen Online Pulse360 Right Media Scan Scout SpotXchange Taboola Tacoda The Fifth Network Traffic Marketplace Tremor Media Unicast ValueClick Media Vibrant Media Video Egg YuMe Networks	AMC Group Online Media Claria Comscore Critical Mention Dynamic Logic Interpolls Millward Brown M:Metrics Quantcast Rentrak Theorem, Inc. Visible Measures Corp. WebTrends
Ad Serving Technology and Service Vendors	Video Technology Provider	Other
Adify Akamai Atlas DoubleClick, Inc Eyeblander Eyewonder Internet Broadcasting Systems Panache Technologies	Adobe Aurix LTD Brightcove Cisco Transpera	Jordan Edmiston Group, Inc. Television Bureau of Advertising

Appendix A: Definitions & Nomenclature

Average view time – refers to the average amount of time the video ad was played by users.

Brand Awareness – research studies can associate ad effectiveness to measure the impact of online advertising on key branding metrics.

Bug – is a persistent, graphical element that appears in the video environment. Clicking on it will take the user to a website.

Bumper Ad – usually refers to a linear video ad with clickable call-to-action; format is usually shorter than full linear ads (i.e. 3-10 seconds) and call-to-action usually can load another video or can bring up a new site while pausing the content.

Click-through – the action of following a hyperlink within an advertisement or editorial content to another Web site or another page or frame within the Web site.

Companion Ad – both Linear and Non-linear Video ad products have the option of pairing their core video ad product with what is commonly referred to as companion ads. Commonly text, display ads, rich media, or skins that wrap around the video experience, can run alongside either or both the video or ad content. The primary purpose of the Companion Ad product is to offer sustained visibility of the sponsor throughout the video content experience. Companion Ads may offer click-through interactivity and rich media experiences such as expansion of the ad for further engagement opportunities.

Completes – completes refer to whether the video played to completion.

Contextual Ads – existing contextual ad engines deliver text and image ads to non-video content pages. Ads are matched to keywords extracted from content. Advertisers can leverage existing keyword-based paid search campaigns and gain access to a larger audience. 3rd party publishers receive a share of the revenue collected from the advertisers.

Core ad video – the essential video asset, often repurposed from offline. Can be displayed directly in the player, or in a more customized presentation.

Event trackers – primarily used for click-through tracking today, but also for companion banner interactions and video session tracking (e.g. 25%, 50%, 75%, 100%).

Full screen views – refers to the number of impressions where the video was played in full screen mode (where available)

Hot Spot – an ad unit that is sold within the video content experience. Mouse action over the video highlights objects that can be clicked. The click action initiates a Linear video commercial or takes the user to a website.

In-Banner Video Ads – leverage the banner space to deliver a video experience as opposed to another static or rich media format. The format relies on the existence of display ad inventory on the page for its delivery.

In-Page Video Ads – delivered most often as a stand alone video ad and do not generally have other content associated with them. This format is typically home page or channel based and depends on real estate within the page dedicated for the video player.

In-Stream Video Ads – played before, during or after the streaming video content that the consumer has requested. These ads cannot typically be stopped from being played (particularly with pre-roll). This format is frequently used to monetize the video content that the publisher is delivering. In-Stream ads can be played inside short or long form video and rely on video content for their delivery. There are four different types of video content where in-stream may play, UGC (User Generated Content/Video), Syndicated, Sourced and Journalistic.

In-Text Video Ads – delivered from highlighted words and phrases within the text of web content. The ads are user activated and delivered only when a user chooses to move their mouse over a relevant word or phrase.

Invitation unit – a smallish still or animated graphic often overlays directly onto video content. Typically used as a less-intrusive initial call-to-action. Normally when a viewer clicks or interacts with the invitation graphic, they expand into the ad's full expression, which might be a simple auto-play video or an interactive experience

IPTV – generally refers to video programming offered by telecom companies over copper wire. Often mis-used to refer to PC-based video.

Journalistic Video – content that was shot and used by the actual publisher. MSNBC journalist shooting a video and using the video for their own purposes.

Linear Video Ads – experienced In-Stream, which is presented before, between, or after the video content is consumed by the user. One of the key characteristics of Linear video ads is the ad takes over the full view of the video.

Metadata – business-critical data such as advertiser name, eCPM goal, format and version information.

Mid-roll – a Linear video spot that appears in the middle of the video content.

Non-linear Video Ads – an Non-linear Video ad product runs parallel to the video content so the user still has the option of viewing the content. Common Non-linear ad products include overlays which are shown directly over the content video itself, and product placements which are ads placed within the video content itself. Non-linear video ads can be delivered as text, graphical banners or buttons, or as video overlays.

Overlay ad – a banner ad that appears in the bottom 20% of the video window. Click action initiates a Linear video spot or takes the user to a website. Sold on a CPM and CPC basis.

Playlist – online video content can be broken down by content verticals such as news, music, tv shows, movies, sports, UGC, casual games, automotive, travel, business, b to b, careers, communities, technology, education, directories, government, non-profit, family, health, real estate, personals, science, adult and gambling. There are hundreds of sub-content verticals under the aforementioned.

Post-roll – a Linear video spot that appears after the video content completes.

Pre-roll – a Linear video spot that appears before the video content plays

Quartile reporting – refers to whether the video played to its 25% and 75% points.

Replays – refers to the number of times a user requested to see the video ad again (where available)

Rich media – advertisements with which users can interact (as opposed to solely animation) in a web-page format. They may appear in ad formats such as banners and buttons, as well as transitionals (interstitials) and various over-the-page units such as floating ads, page take-overs, and tear backs.

Sourced Video – content generated by a third party (typically professional) and will denote the source. An example may be a new car review provided by General Motors but hosted on CarTV.com.

Syndicated Video – content sourced from a professional third party, examples may include syndicated television shows, news footage from AP or Reuters, etc.

Sponsorship graphics – components that are displayed as very persistent graphics such as with a player surrounding skin. Sponsorship graphics are generally displayed throughout the entirety of the content play. Sometimes the sponsorship graphic remains interactive and will behave like an invitation unit allowing viewers to explore deeper ad units such as the embedded interactive.

User-Generated Video – content created by the public at large and directly loaded to a site like YouTube or MySpace

VOD – Video on Demand, usually refers to services offered by cable companies through set-top boxes.