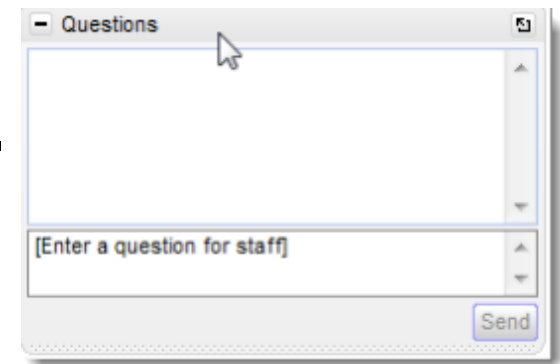# IAB Video: Understanding and Adopting VAST 4.0.

New York

February 5, 2016

Welcome!

- Today's presentation is being recorded.

- We have a big audience, so everyone is muted. Type your questions and comments in the Questions panel.

- Share your notes!

VAST4

iab.

Introductions – IAB Team

Amit Shetty
Director, Video & Audio

Shailley Singh
Director, Mobile & Ad Products

Luke Luckett
Contract Project Manager

Katie Stroud
Contract Writer

iab.

Introduction – Presenters from our working groups
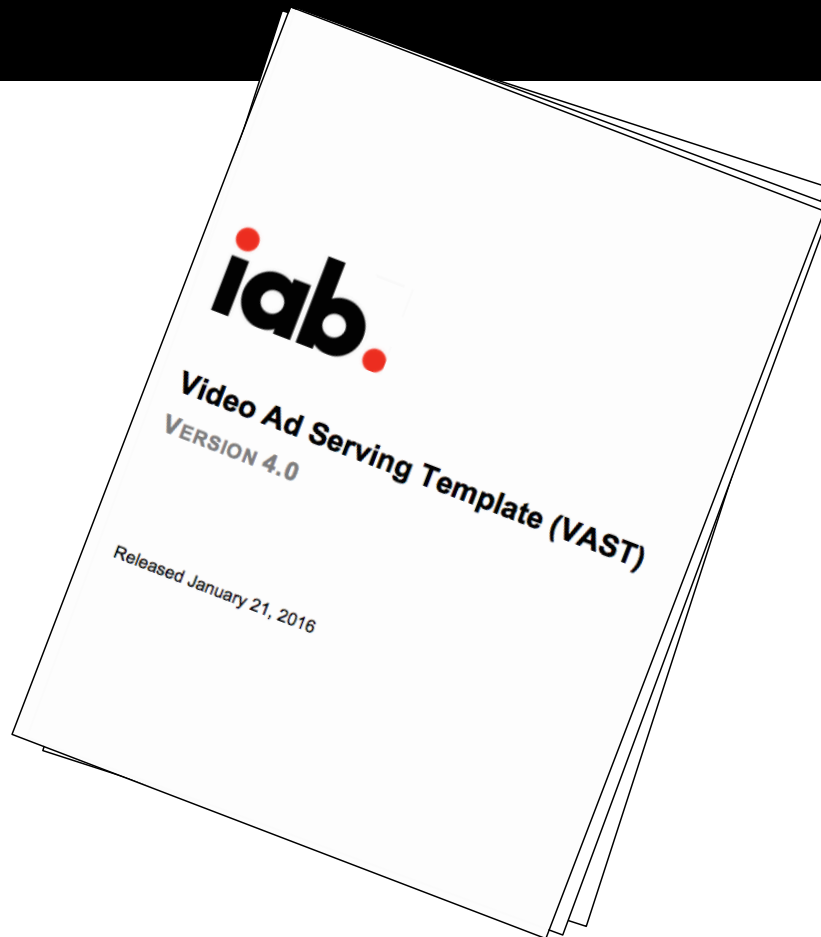
Mike McLeod
PGA TOUR

Saar Paamoni
DoubleVerify

iab.

IAB Tech Lab

- **Technical standards**

- **Reference code**

- **Product Certification**

Why we're here

iab.
Video Ad Serving Template (VAST)
VERSION 4.0

Released January 21, 2016

iab.

VAST Updates

Mike McLeod
PGA TOUR

Saar Paamoni
DoubleVerify

VAST Updates

Cross Platform

- Universal ad ID
- Server-side ad insertion
- Mezzanine file
- Interactive creative file
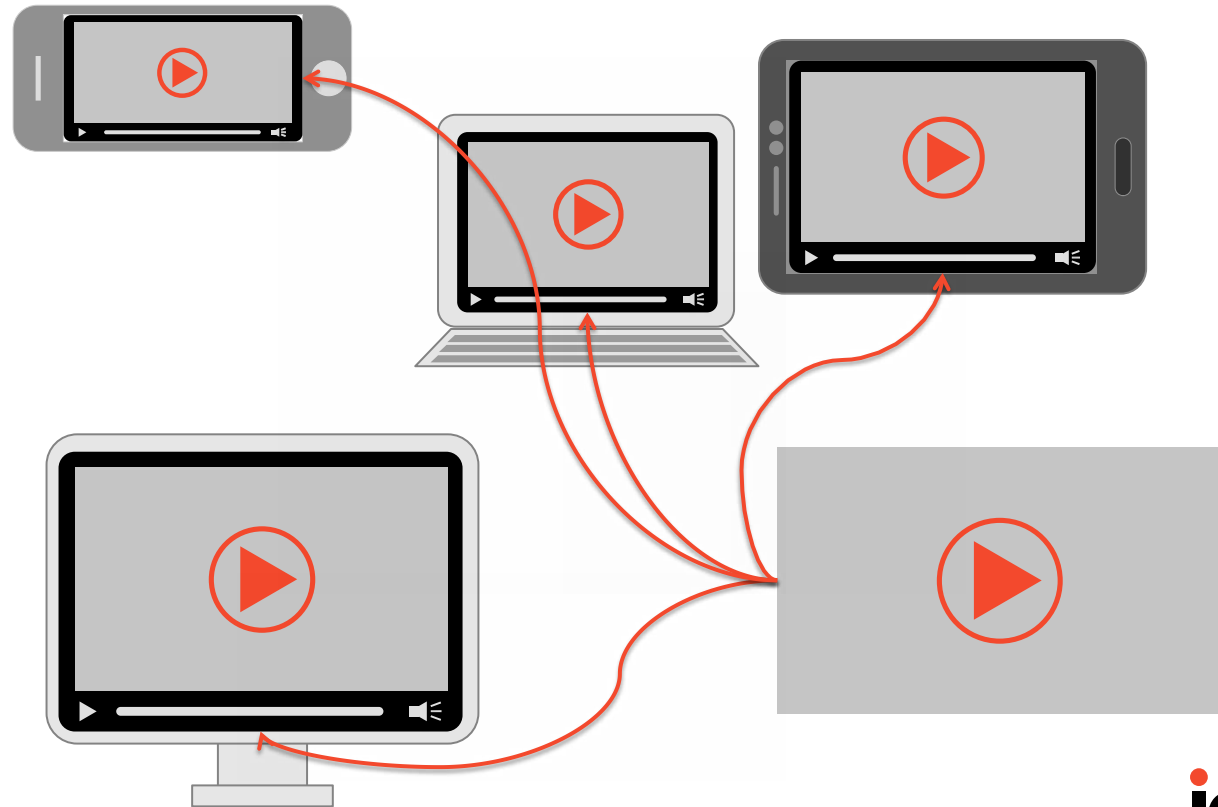
Verification & Viewability

- Verification call separation
- Standard viewability support

VAST Improvements

- Conditional ads
- New error codes
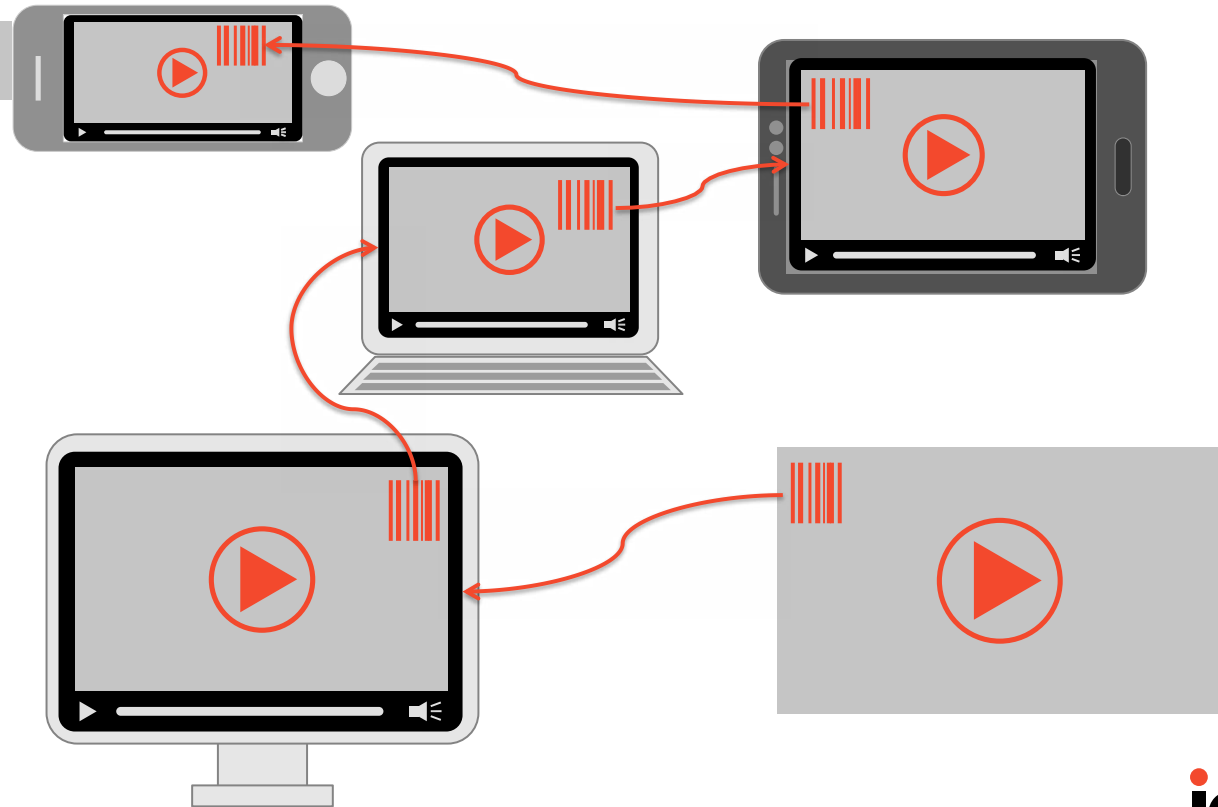- Limit on wrappers
- Ready-to-serve files
- Categories

iab.

Cross Platform Support

- Universal ad ID
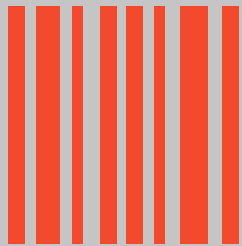- Server-side ad insertion
- Mezzanine file
- Interactive creative file

iab.

Cross Platform Support

Universal ad ID

- Server-side ad insertion
- Mezzanine file
- Interactive creative file
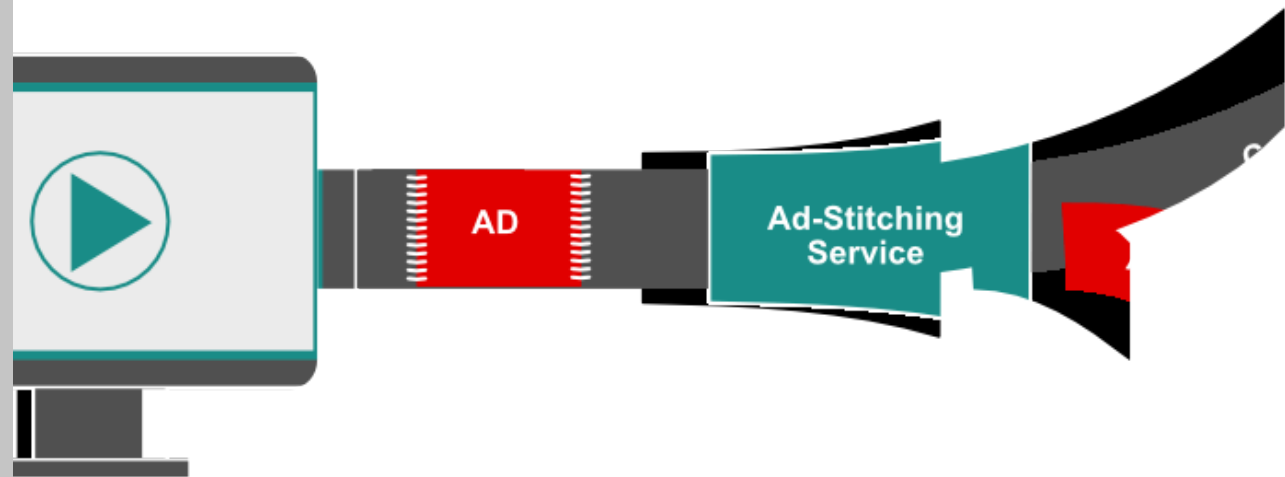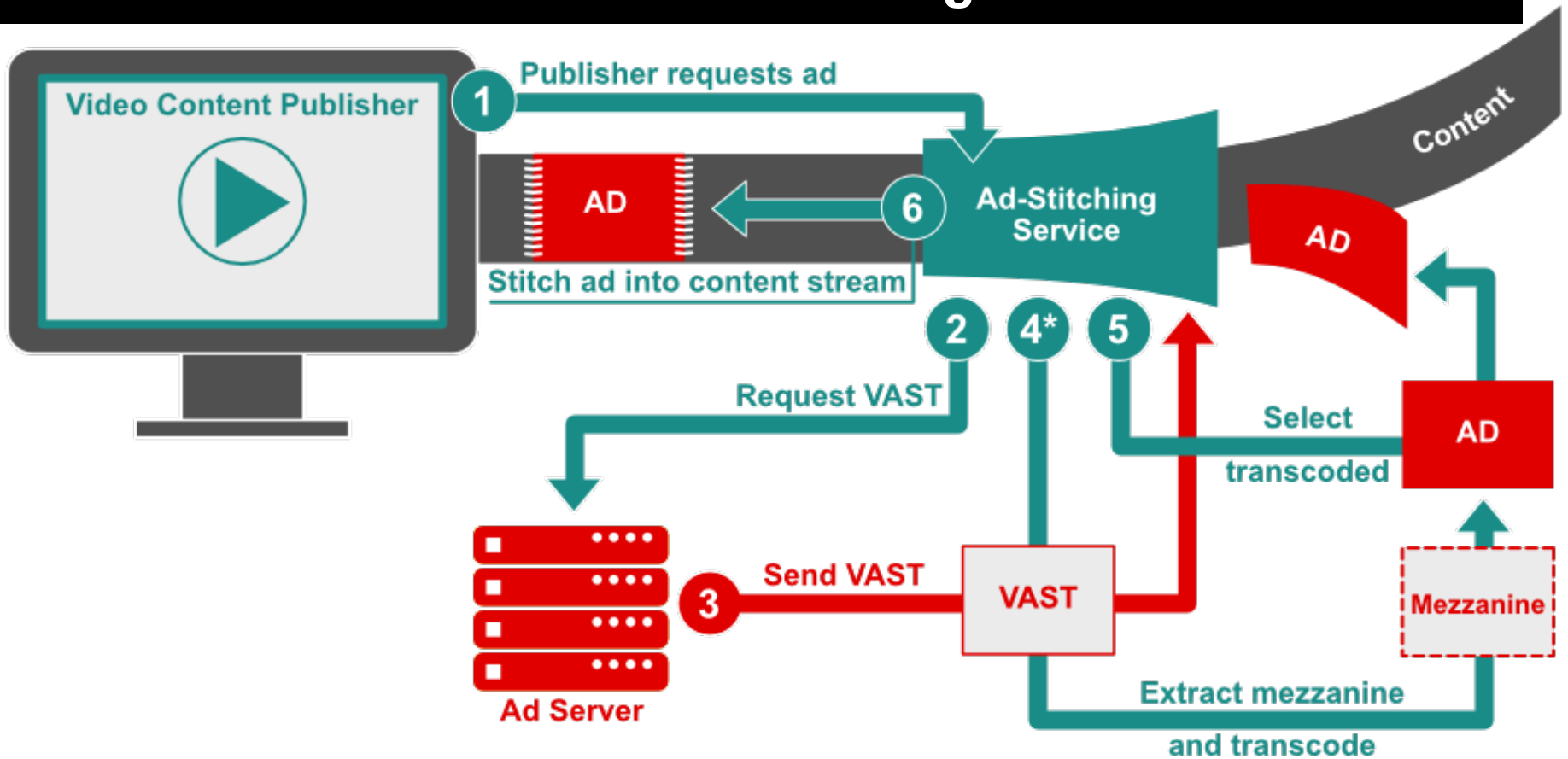
iab.

Universal Ad ID

What you need to know

- Required

- Needs a registry URL and registered ID

- Any registry can be used (unknown accepted when not applicable)

- Support programs like Ad-ID

iab.

Cross Platform Support

- Universal ad ID
- ## Server-side ad insertion
- Mezzanine file
- Interactive creative file

iab.

Server-side ad insertion "ad stitching"

What you need to know

- ❯ **Tracking beacons may fire from single IP (use X-Forwarded-For, X-Device-User-Agent headers)**

- ❯ **VAST 4 is for everyone (not just SSAI)**

14

iab.

Cross Platform Support

- Universal ad ID
- Server-side ad insertion
- **Mezzanine file**
- Interactive creative file

Mezzanine File

Too big to serve

15

Cross Platform Support

- ❯ **Universal ad ID**
- ❯ **Server-side ad insertion**
- ❯ **Mezzanine file**
- ❯ **Interactive call separation**

Mezzanine File

Transcoded files

16
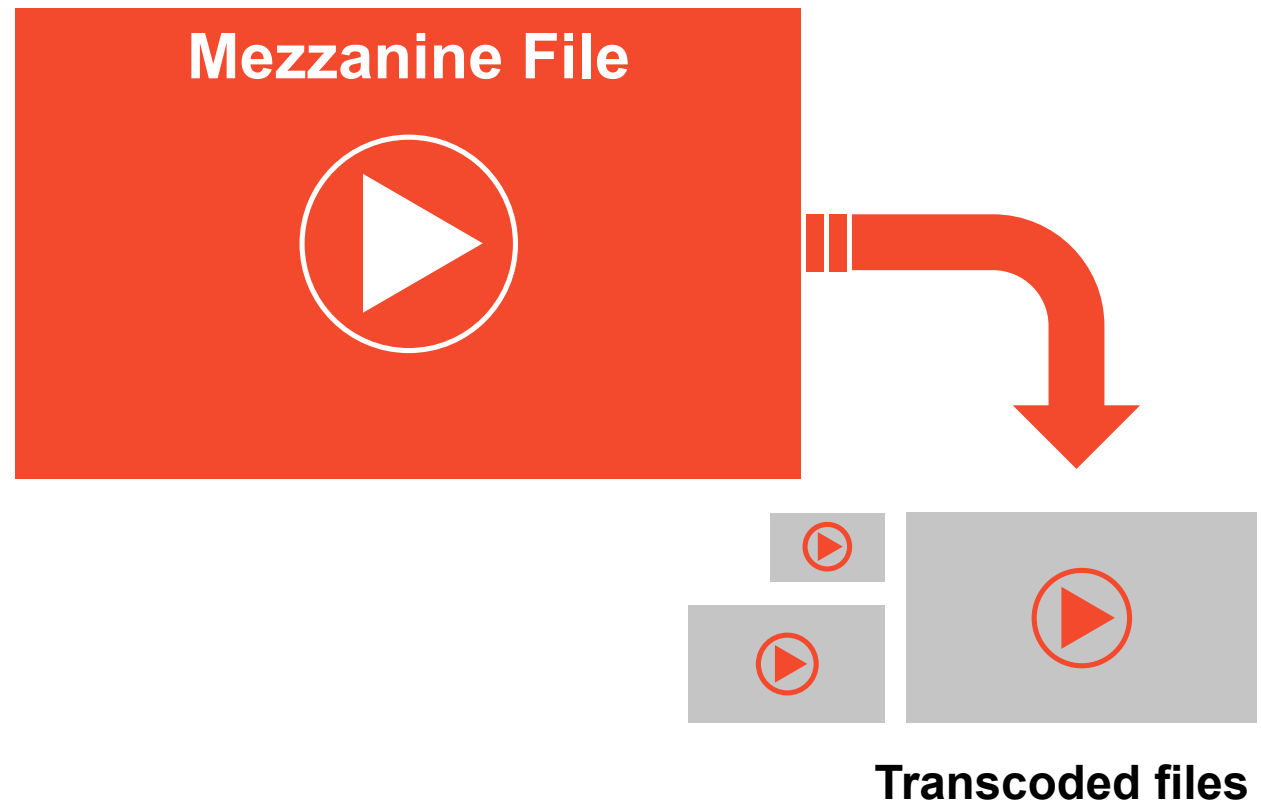
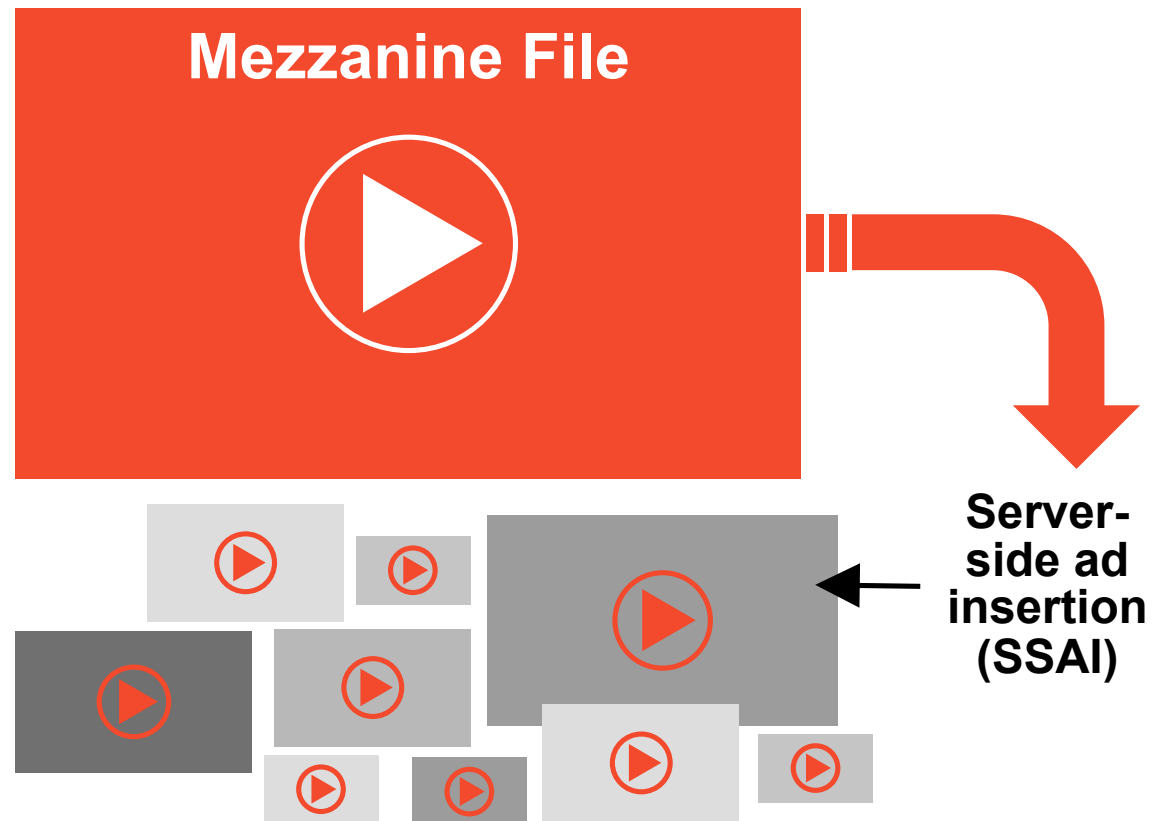# Cross Platform Support

- Universal ad ID
- Server-side ad insertion
- **Mezzanine file**
- Interactive call separation

Mezzanine File

Server-side ad insertion (SSAI)

17

Mezzanine File

Mezzanine File

What you need to know

› **Optional unless publisher requires it**

› **Error codes to communicate mezzanine requirements and download**

iab.

Cross Platform Support

- Universal ad ID
- Server-side ad insertion
- Mezzanine file
- **Interactive creative file**

What's a <MediaFile> ?

iab.
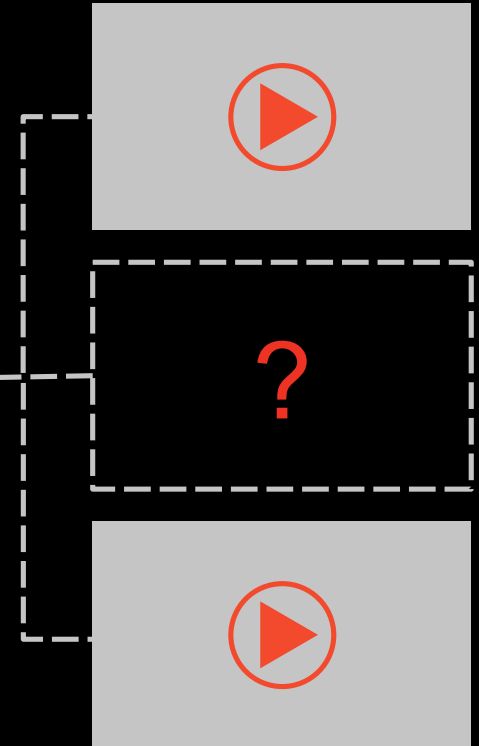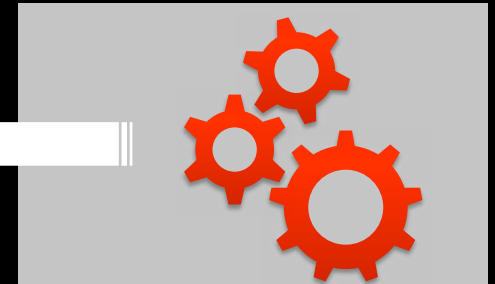
Interactive creative file

VPAID

What you need to know

- › **For now, VPAID is still executed the way it always has been**

- › **VPAID may be needed in <MediaFile> for older versions**

- › **Execute <InteractiveCreativeFile> contents before video load**

- › **Execute attempt required, error code when attempt fails**

iab.

VAST Updates

Cross Platform

- Universal ad ID
- Server-side ad insertion
- Mezzanine file
- Interactive creative file

Verification & Viewability

- Verification call separation
- Standard viewability support

VAST Improvements

- Conditional ads
- New error codes
- Limit on wrappers
- Ready-to-serve files
- Categories

iab.

Verification and Viewability

Overview

- **VAST 4 allows for inclusion of verification and viewability measurement services.**

- **VAST 4 adds capability to report viewability events from the publisher side.**

iab.

Verification and Viewability

For Verification Services

```
<InLine>
    <AdVerifications>
        <Verification>
            <JavaScriptResource>
```



```
            </JavaScriptResource>
        </Verification>
    </AdVerifications>
</Inline>
```

Benefits

- Allowing verification services to be performed at the VAST level without VPAID dependency.

- Enable MRC accredited services to execute on VAST placements.

- Streamline workflow of measurement services for video ad servers.

iab.

Verification and Viewability

For Publishers

Benefits

```
<InLine>
    <ViewableImpression>
        <Viewable>

        </Viewable>
        <NotViewable>

        </NotViewable>
        <ViewUndetermined>

        </ViewUndetermined>
    </ViewableImpression>
</Inline>
```

- Publishers will now have the capability to report on viewable events.

- Enables reporting back to multiple sources for optimization purposes.

iab.

Verification and Viewability

What you need to know

- ❯ **Verification resource is required to be executed before ad load**

- ❯ **Publisher use of the Viewable Impression feature is optional, but if used, appropriate use should be discussed with relevant parties.**

iab.

VAST Updates

Cross Platform

- Universal ad ID
- Server-side ad insertion
- Mezzanine file
- Interactive creative file

Verification & Viewability

- Verification call separation
- Standard viewability support

VAST Improvements

- Conditional ads
- New error codes
- Limit on wrappers
- Ready-to-serve files
- Categories

iab.

VAST Improvements

- Conditional ads
- New error codes
- Limit on wrappers
- Ready-to-serve files
- Categories

<VAST>

iab.

VAST Improvements

Conditional ads

- New error codes
- Limit on wrappers
- Ready-to-serve files
- Categories

VAST Request

Ad
Server

Loading…

31

iab.

VAST Improvements

● Conditional ads
- **● New error codes**
- **● Limit on wrappers**
- **● Ready-to-serve files**
- **● Categories**

VAST Request

Ad Server

…still loading

?

iab.

Conditional Ads

Do you have an ad?

Maybe

Good to know

<Ad conditionalAd=true>

iab.

Conditional Ads

? **What you need to know**

- Operates on the honor system
- Default value is "false"
- When noted, player may decide whether to accept or move on

34

iab.

VAST Improvements

- Conditional ads
- **New error codes**
- Limit on wrappers
- Ready-to-serve files
- Categories

Why didn't the ad play?
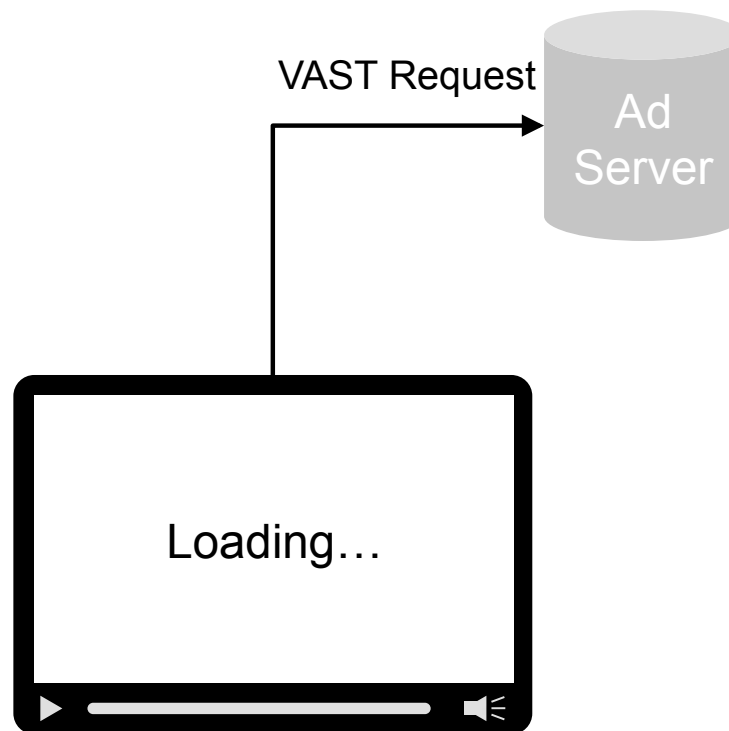
I need a mezzanine file and you didn't send one.

The mezzanine file is still being downloaded.

You couldn't promise me an ad (conditional ad).

You keep sending me wrappers!

I needed to know what category the ad fell under.

iab.

VAST Improvements

- Conditional ads
- New error codes
- **Limit on wrappers**
- Ready-to-serve files
- Categories

VAST Request

Ad Server

<Wrapper>

<Wrapper>

Loading…

<Wrapper>

<Wrapper>

<Wrapper>

36

iab.

VAST Improvements

- **Conditional ads**
- **New error codes**
- **Limit on wrappers**
- **Ready-to-serve files**
- **Categories**

STOP!

VAST Request

Ad Server

Loading…

<Wrapper>

<Wrapper>

<Wrapper>

<Wrapper>

<Wrapper>

37

iab.
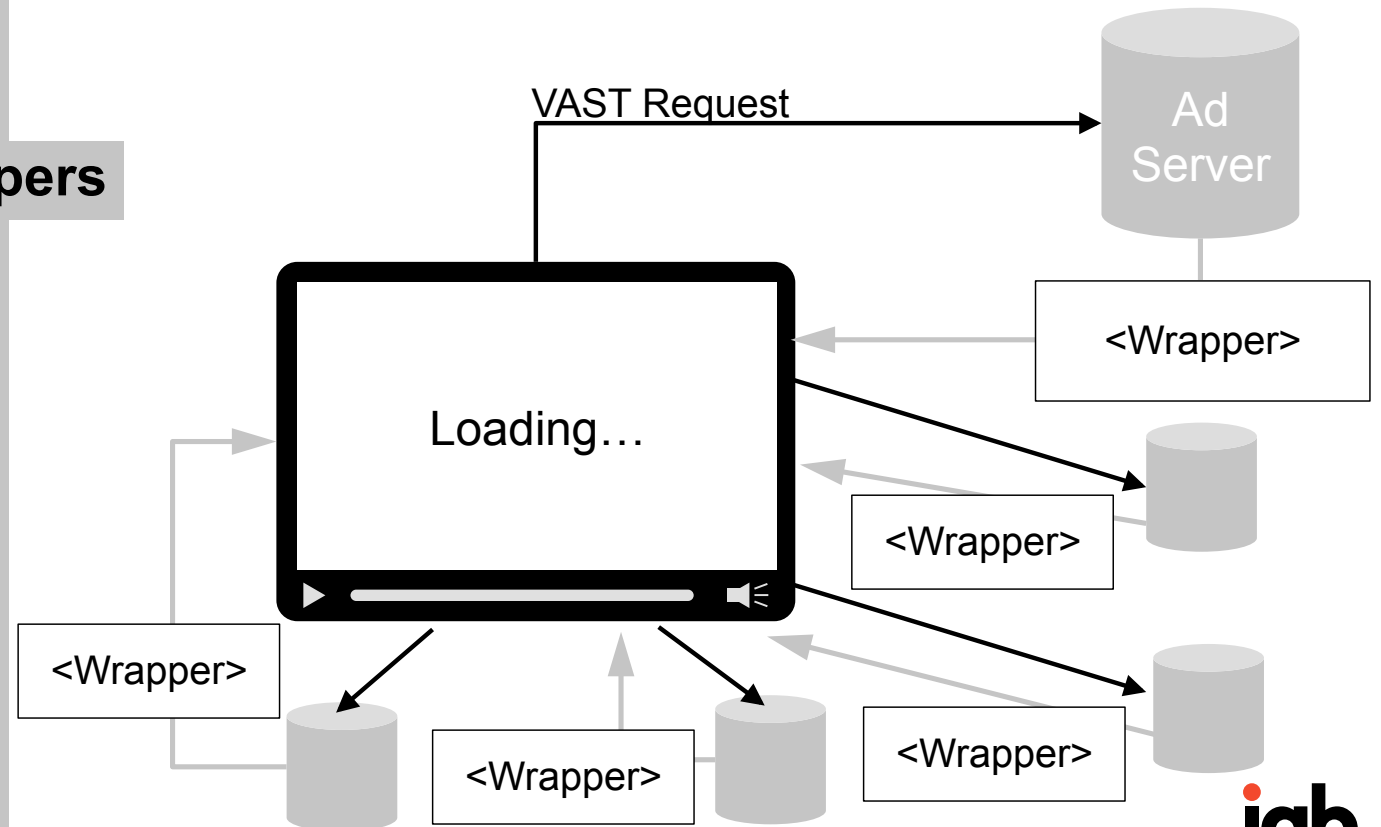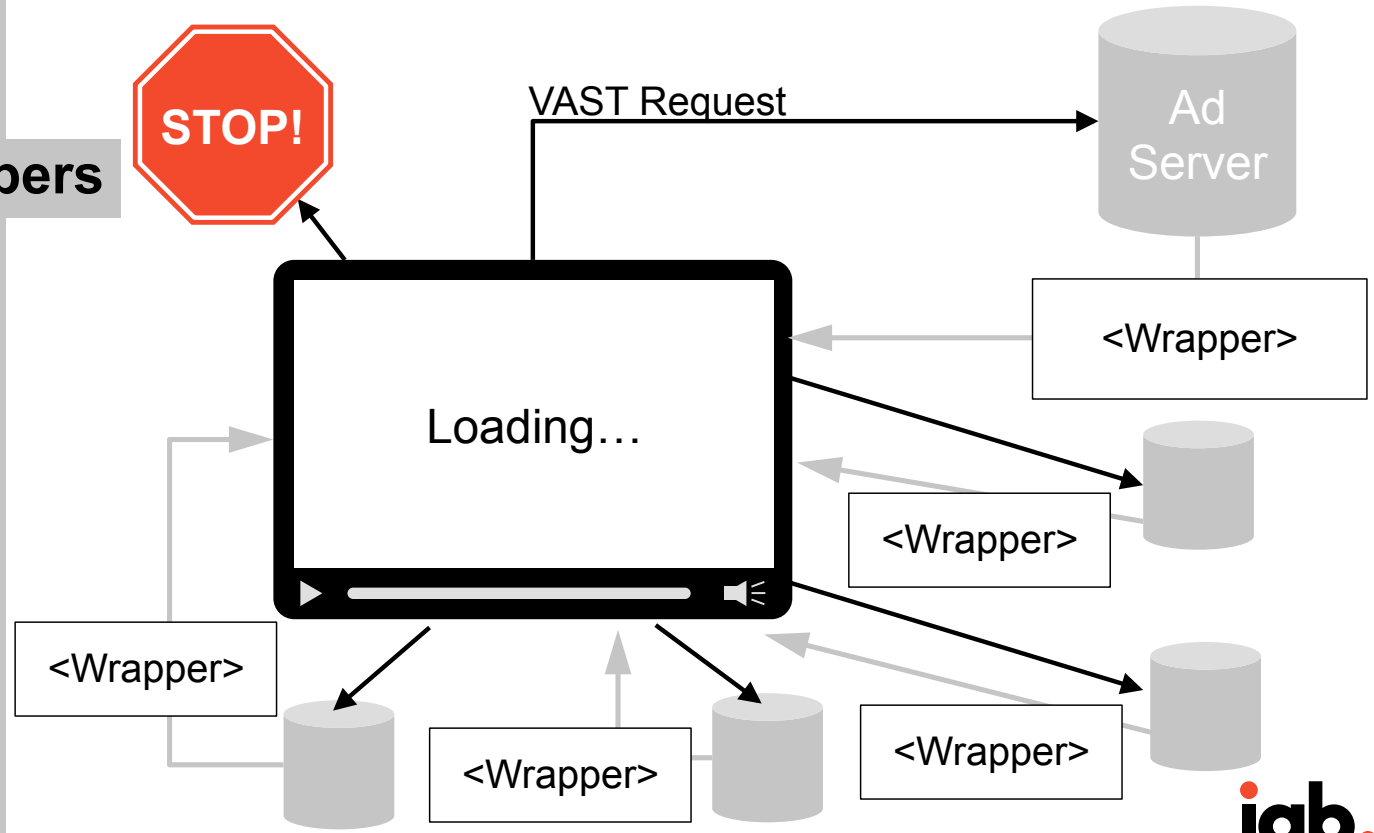
VAST Improvements

STOP!

<Wrapper>

What you need to know

- Player not required to stop at 5
- After 5 wrappers, player may move on to next ad option

iab.

VAST Improvements

- Conditional ads
- New error codes
- Limit on wrappers
- **Ready-to-serve files**
- Categories

iab.

Ready-to-Serve Files

What you need to know

<MediaFile>

</MediaFile>
<MediaFile>

</MediaFile>
<MediaFile>

</MediaFile>

> **Option 1: Provide 3 video files in 3 <MediaFile> elements**

iab.

Ready-to-Serve Files

What you need to know

<MediaFile>

</MediaFile>
<MediaFile>

</MediaFile>

⊙ **Option 2: Use VPAID to serve files, but include one ready-to-serve file**

41

Ready-to-Serve Files

What you need to know

<MediaFile>

</MediaFile>
<MediaFile>

</MediaFile>

Sections of an adaptive bitrate streaming file

low low low low low low low low low low

med med med med med med med med med med

high high high high high high high high high high
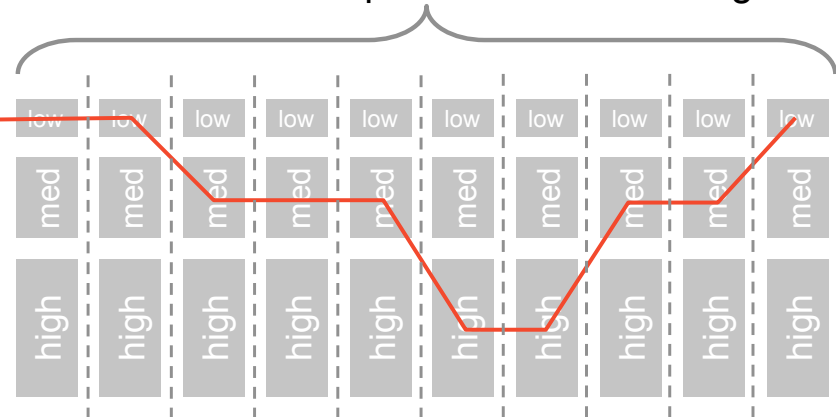
⟩ **Option 3: Include an adaptive bitrate streaming file that uses three levels of quality**

42

VAST Improvements

- Conditional ads
- New error codes
- Limit on wrappers
- Ready-to-serve files
- ## Categories

Content Category   Ad Category

iab.

VAST Improvements

- Conditional ads
- New error codes
- Limit on wrappers
- Ready-to-serve files
- **Categories**

Content Category

Children's Eduction

Ad Category

iab.

VAST Improvements

- Conditional ads
- New error codes
- Limit on wrappers
- Ready-to-serve files
- ## Categories

Content Category
Children's Eduction

Ad Category
Alcohol

45

iab.

VAST Improvements

- Conditional ads
- New error codes
- Limit on wrappers
- Ready-to-serve files
- **Categories**

Also use to:

- **Match ad to viewer interest**
(car seat ads on new mother tutorial)
- **Prevent brand collision**
(back-to-back ads for Nike and Adidas)
- **Support brand safety**
(airline ads on plane crash history site)

iab.

Categories

What you need to know

- Optional unless publisher requires it
- Category list not standardized
- Make sure the list describes AD content (not site content)
- Identify the list authority

iab.

Q&A

Resources

Registration for webinar on What's New in the Digital Video Ad Formats Guidelines
https://attendee.gotowebinar.com/register/5157529042463626498

Link to VAST 4.0 (4.01 update to be posted to this same link when released)
http://www.iab.com/wp-content/uploads/2016/01/VAST_4-0_2016-01-21.pdf

Link to Digital Video Ad Format Guidelines
http://www.iab.com/wp-content/uploads/2016/01/DVAFG_2015-01-08.pdf

iab.

Contacts

IAB Ad Technology Lab
adtechnology@iab.com

Amit Shetty, Director Video and Audio
amit@iab.com

Shailley Singh, Director Mobile and Ad Products
shailley@iab.com

iab.

Thank You

IAB Tech Lab

techlabmembership@iab.com