

IAB Cross Platform Video Training

The IAB Cross Platform Video Training is a comprehensive in-person classroom training that is designed to help traditional TV buyers and planners understand how to best leverage cross platform video capabilities. The curriculum focuses on digital video and advanced TV ecosystems; advertising standards, terminology and technologies; best practices for planning, purchasing, targeting and optimizing campaigns; and measuring video ad campaign effectiveness on digital channels.



This class will help you:

- Understand the digital video ecosystem and relevant technology
- Plan video advertising campaigns to reach a target audience across platforms
- Purchase original digital video content beyond traditional network television content
- Measure cross-platform campaign success/ROI and apply those learnings

Classroom Agenda and Course Content

9:00 AM - 9:45 AM – Introduction to Digital Video and Advanced TV

Topics include: The Changing TV Experience; Video Devices (including laptop, phone, tablet, OTT, CTV and Smart TVs); Video Content Types; Advanced TV

9:45 AM - 11:00 AM – Audience-Based Planning

Topics include: Addressable TV Advertising; Audience Data and Data Management Platforms; Digital Video Targeting Capabilities; Online Cost Models; Viewability; Identifying Video Campaign KPIs

11:00 AM - 15 minute break

11:15 - 12:30 PM – Programmatic & Audience Based Buying

Topics include: Evolution of the Programmatic Ecosystem; Programmatic Transaction Types; First and Second Price Auctions; Deal IDs; Similarities & Differences between TV and Digital Video Advertising

12:30 PM - 1:15 PM – Lunch

1:15 PM - 2:15 PM – Video Advertising Creative Considerations (for Planning Purposes)

Topics include: Digital Video Ad Formats and Placement Types; 360 Video Ads; Advertainment; Dynamic Creative; Native Video Ads; Vertical Video; Planning and Optimizing Your Unit Mix

2:15 - 3:00 PM – Digital Video Ad Serving & Trafficking

Topics include: Video Files Types; Ad Tags & Digital Ad Serving; VAST, VPAID-i, Open Measurement SDK, VMAP; Video Ad Trafficking Process

3:00 - 3:15 PM – Break

3:15 - 4:00 PM – Managing and Reporting on Campaign Success

Topics include: Digital Video Ad Metrics; Viewability Metrics Reports; Mid-Campaign Reporting; Attribution Models; Post Campaign Reporting; Cross Platform Audience Measurement

4:00 - 5:00 PM – Vendor Presentation