

Advanced VAST Video ads for Revive Ad server

- Vast feature is standard for video ads. We developed Vast standard Vast XML for inline/overlay/wrapper/skipable/video ad pod and video ad pod wrapper ads.
- You can use this Vast URL in any vast complaint player.
- **Liner/Inline Video Ads/Nonlinear/Overlay ads**
 - **Inline Video Ads**
 - **In Type of Banner selection, select Banner Type as “Inline Video ad (VAST 2.0,VAST 3.0,VAST 4.0,VAST 4.1)”**
 - Linear ads are typically served a video, but may also include static image, that play for a set duration at linear points along the timeline of the content video. They may play before the content video starts (pre roll), at a break during the content video(midroll), or after the content video (postroll)
 - Select the Vast Version
 - VAST 2.0
 - VAST 3.0
 - VAST 4.0
 - VAST 4.1
 - Select the type
 - Internal Inline Media type
 - **Progressive**
 - Video delivered by a regular HTTP
 - Media file
 - Enter the video url support for MP4,WEBM,HLS,Audio /MPEG,Audio /AAC
 - Select the respective video type
 - Enter the video duration
 - Third Party Wrapper ads
 - A Wrapper is a response that provides a URI that the video player uses to call a secondary VAST response. The secondary response may be either another Wrapper or a VAST In Line responsive.
 - You can configure the third party wrapper ads
- **Overlay Video ads**
 - **In Type of Banner selection, select Banner Type as “Overlay Video ad (VAST 2.0,VAST 3.0,VAST 4.0,VAST 4.1)”**
 - Overlay video ads used to deliver the overlay image and third party wrapper ads. Overlay image get display over the video content.
 - Select the VAST version
 - VAST 2.0

- VAST 3.0
 - VAST 4.0
 - VAST 4.1
- Type of overlay ads
 - Image overlay ads
 - Third party wrapper ads
- **Vast 3.0 Special Features:**
 - **Skippable Linear Ads**
 - An optional ad serving model for ads that viewers can skip enables publishers to support a business model in which publishers and advertisers can negotiate billing based on ads that play all the way through.
 - The skip event is provided to support tracking Linear creative that is skipped and is only available for Linear creative. When the user skips a Skippable creative, the video player must request the tracking resource from the skip event URI provided

VAST 3.0 Speacial Features

Skippable Inline
Offset[Note:Format should be
HH:MM:SS or HH:MM:SS.mmm or
a percentage n%]

00:00:30

Skippable Inline Progress
Offset[Note:Format should
be(HH:MM:SS or
HH:MM:SS.mmm) or percentage
n%]

00:40:00

- **Icon Information**
 - Vast 4 provide options to include Icons designed for posting an icon with the linear ad. The user can include Icon by specifying the URL, width, height, Postion, duration the icon to be displayed.This feature is only offered for linear ads because icons can't be easily inserted in nonlinear ads.
 - **Icon Click and track URL**
 - The user also have options to track the click on icon by specifying the click url.
 - Icon URL
 - The Icon is used to provide creative files for the icon that represents the program being implemented along with any icon tracking elements.
 - Icon Width
 - It specifies the Pixel width of the icon asset.
 - Icon Height : It specifies the Pixel height of the icon asset.

- xPosition : The x-coordinate of the top, left corner of the icon asset relative to the ad display area. Values of "left" or "right" also accepted and indicate the leftmost or rightmost available position for the icon asset.

```

- <Icons>
- <Icon program="" height="20" width="200" xPosition="100" yPosition="200" apiFramework="" offset="00:00:10" duration="00:00:10">
- <StaticResource creativeType="image/jpeg">
  http://104.145.233.9/~proddemo/DAC065/images/120x20.jpeg
</StaticResource>
- <IconClicks>
- <IconClickThrough>
  http://182.72.85.2/djaxtesting/vast4/www/delivery/fc.php?script=videoAds:vastEvent&bannerid=26&zoneid=25&event=iconclick
</IconClickThrough>
- <IconClickTracking>
  http://182.72.85.2/djaxtesting/vast4/www/delivery/fc.php?script=videoAds:vastEvent&bannerid=26&zoneid=25&event=icontrack
</IconClickTracking>
</IconClicks>
- <IconViewTracking>
  http://182.72.85.2/djaxtesting/vast4/www/delivery/fc.php?script=videoAds:vastEvent&bannerid=26&zoneid=25&event=iconimpression
</IconViewTracking>
</Icon>
</Icons>

```

-
- yPosition : The y-coordinate of the top left corner of the icon asset relative to the ad display area; values of "top" or "bottom" also accepted and indicate the topmost or bottommost available position for the icon asset.
- Duration : Specifies the duration the icon is to be displayed unless clicked or ad is finished playing. The user can mention the time in the format HH:MM:SS.mmm or HH:MM:SS where .mmm is milliseconds and optional.
- offset : The time of delay from when the associated linear creative begins playing to when the icon should be displayed. The user can mention the time in the format HH:MM:SS.mmm or HH:MM:SS.

Icon information

Icon URL	<input type="text" value="http://104.145.233.9/~proddemo/DAC065/images/120x20.jpeg"/>
Icon width	<input type="text" value="200"/>
Icon height	<input type="text" value="20"/>
xPosition	<input type="text" value="100"/>
yPosition	<input type="text" value="200"/>
Duration (in HH:MM:SS or HH:MM:SS.mmm format)	<input type="text" value="00:00:10"/>
offset (in HH:MM:SS or HH:MM:SS.mmm format)	<input type="text" value="00:00:10"/>
Icon click URL (incl. http://)	<input type="text" value="http://click.url"/>
Icon Tracking URL (incl. http://)	<input type="text" value="http://track.url"/>

VAST 4.0 Additional Features

Vast 4 Include special feature Viewability and Ad verification, Conditional ad type and also have options to add category.

Conditional Ad type:

A declaration in VAST for a conditional ad helps publishers prevent and reclaim any potentially lost inventory revenue in programmatic ad delivery. Use of the conditionalAd attribute enables publishers to avoid accepting these ads in placements where an ad must be served. A value of true indicates that the ad is conditional and should be used in all cases where the inline executable unit (such as VPAID) is not an ad but is instead a framework for finding an ad. A value of false is the default value and indicates that an ad is available.

Ad Verification:

Some ad verification services have adopted in Vast 4 to validate ad playback duration, position within browser and other qualities designed to verify that an ad had an opportunity to be viewed.

VAST 4.0 offers a designated space for inserting ad verification APIs, enabling a more streamlined process for executing files strictly intended for ad verification.

The script resource enables the player to provide requested details about ad interaction and playback.

VAST 4.0 offers an The <AdVerification> element supports a JavaScript resource and a Flash resource.

VAST 4.0 Speacial Features

Conditional Ad Type *	<input type="text" value="true"/>
Adverification Type 1	<input type="text" value="Javascript resource"/>
Vast4 Verificationurl 1	<input type="text" value="http://google.com"/>
Adverification Type 2	<input type="text" value="Javascript resource"/>
Vast4 Verificationurl 2	<input type="text" value="http://google.com"/>
Sub category	<div> Pick a Category Arts & Entertainment Books & Literature Celebrity Fan/Cossip </div>

<AdVerification> element where vendors can place their code.

```
- <AdVerifications>
  - <Verification>
    <JavaScriptResource> http://verificationurl1.js </JavaScriptResource>
  </Verification>
  - <Verification>
    <JavaScriptResource> http://verificationurl2.js </JavaScriptResource>
  </Verification>
</AdVerifications>
```

○ ViewableImpression :

- A secondary impression element, the <ViewableImpression> element, has been added to allow publishers the option to track viewability on their inventory.
- Three URIs may be provided to track whether the ad was <Viewable>, <NotViewable>, or <ViewUndetermined>.
- The <ViewableImpression> feature not need to be used by player unless prior arrangements have been made to do so.

```
- <ViewableImpression id="1893790806">
  - <Viewable>
    http://182.72.85.2/djaxtesting/vast4/www/delivery/fc.php?script=videoAds:vastEvent&bannerid=26&zoneid=25&event=viewable
  </Viewable>
  - <NotViewable>
    http://182.72.85.2/djaxtesting/vast4/www/delivery/fc.php?script=videoAds:vastEvent&bannerid=26&zoneid=25&event=notviewable
  </NotViewable>
  - <ViewUndetermined>
    http://182.72.85.2/djaxtesting/vast4/www/delivery/fc.php?script=videoAds:vastEvent&bannerid=26&zoneid=25&event=viewundetermined
  </ViewUndetermined>
</ViewableImpression>
```

○ Category:

```
<Category authority="http://www.iabtechlab.com/categoryauthority">Books & Literature</Category>
<Category authority="http://www.iabtechlab.com/categoryauthority">Celebrity Fan/Gossip</Category>
- <Impression>
  http://182.72.85.2/djaxtesting/vast4/www/delivery/lg.php?bannerid=26&campaignid=1&zoneid=25&cb=[CACHEBUSTING]
</Impression>
```

- A category field is needed to categorize the ad's content. These categories are for describing the site content. Some lists are used interchangeably for both site content and ad content.

○ Universal Ad Id

- In VAST 4.0, theUniversalAdId element was introduced to provide a unique identifier for the creative that is maintained across systems.In VAST 4.0, the unique creative identifier is provided in the <UniversalAdId> element under <Creative>.As CreateId differ from system to system it become difficult to track by using a unique creative identifier enables all data associated with the creative to follow across systems'
- unknown defined for universal ad id.
- Example:
 - <UniversalAdId idRegistry="unknown" idValue="unknown">unknown</UniversalAdId>

○ Video Bitrate:

- An adaptive bitrate streaming feature is provided in vast 4. It offers user to specify the bitrate for video ads.By default set as 400.

Basic information

Name *

Inline VAST 4.1

Create an Inline Video Ad (pre/mid/post-roll)

Select vast version

VAST 4.1

Select type

Internal Inline Media Ads

Video delivery method *

progressive (HTTP)

Select Media type

Video

Interactive Media file url (VPAID)

Media URL

https://demo.reviveadservermod.com/TitanClocks.mp4

Media bitrate

400

Media type

MP4

Add New Media URL, Media type,Media bitrate

Media URL 2*

https://demo.reviveadservermod.com/bunny.mp4

Media bitrate 2

400

Media type 2*

MP4

X

Video duration in seconds

10

Destination URL (incl. http://) when user clicks on the video

http://www.djaxtech.com

Mezzanine Special Features

Mezzanine Format *

Enabled

Disabled

VAST 3.0 Special Features

- **Video Minimum/maxBitrate bitrate :**
 - For progressive load video, the bitrate value specifies the average bitrate for the media file; otherwise the minBitrate and maxBitrate can be used together to specify the minimum and maximum bitrates for streaming videos.
- <MediaFiles>
 - <MediaFile id="36" delivery="progressive" bitrate="400" width="640" height="480" maxBitrate="400" minBitrate="200" type="video/mp4" scalable="true" maintainAspectRatio="true">
 http://demodjax.djaxadserver.com/vast_video_plugin/vodafone.mp4
 - </MediaFile>
 - </MediaFiles>
- **Companion banner**
 - Companion Banner creative attributes
 - Companion banner attributes
 - required attribute is any here.

- Associate the companion banner with inline or overlay banners.
- Companion third party click tracking url
- Expanded width
 - The maximum pixel width of the creative in its expanded state
- Expanded height
 - The maximum pixel height of the creative in its expanded state
- Asset width
 - The pixel width of the creative
- Asset Height
 - The pixel height of the creative

Companion banner

To associate a companion banner to this video ad, select a banner from the companion banner dropdown. This banner will appear for the duration of the video ad. You will need to specify where this companion banner appears on the page while setting up your video ad in the video player plugin configuration. [Learn more](#)

Companion banner	<input type="text" value="300x250 (300x250)"/>
Third Party Click tracking URL (incl. http://)	<input type="text" value="http://182.72.85.2/djaxtesting/vast4/www/delivery/ig.php?bannerid=32&c"/>
Expanded Width	<input type="text" value="600"/>
Expanded Height	<input type="text" value="500"/>
Asset Width(Vast4)	<input type="text" value="600"/>
Asset Height(Vast4)	<input type="text" value="500"/>
pxratio(Vast4)	<input type="text" value="2"/>
Alt Text(Vast4)	<input type="text" value="This is companion banner!!"/>

- adslotID
 - MD5 encryption key of zoneid of publisher and ad id of advertiser
- pxratio
 - The pixel ratio for which the companion creative is intended. The pixel ratio is the ratio of physical pixels on the device to the device-independent pixels
 - Sample value for pxratio: 2
- Alt text
 - The AltText element is used to provide a description of the companion creative when an ad viewer mouses over the ad.
- id
 - An optional identifier for the creative
- width/height
 - *Width and Height of companion banner getting displayed.*

- **Vast Click Tracking:**

- We have added Third party click tracking feature for video ads such as Clicktracking, Custom Click tracking and vast 3.0 companionclicktracking and nonlinearclicktracking
- Vast Expanded width and Height for companion ads.

Third party Click tracking

Contains a URI to a location or file that the video player should request when the user clicks within the video frame while the Linear ad is played; the server can also use requests to this URI for tracking the "clickthrough" metric

Third Party Click tracking URL (incl. http://)

Third Party Click tracking Custom URL (incl. http://)

Companion banner

To associate a companion banner to this video ad, select a banner from the companion banner dropdown. This banner will appear for the duration of the video ad. You will need to specify where this companion banner appears on the page while setting up your video ad in the video player plugin configuration. [Learn more](#)

Companion banner

Third Party Click tracking URL (incl. http://)

Expanded Width

Expanded Height

- **Vast Expandable for Nonlinear:**

- Vast Expanded width and Height for nonlinear and companion ads.
- minSuggestedDuration: the minimum suggested duration that the creative should be displayed; duration is in the format HH:MM:SS.mmm (where .mmm is in milliseconds and is optional)

Overlay Advanced Settings

Expanded Width

Expanded Height

Min Suggested Duration

Video Ads Invocation :

- VAST2.0/VAST3.0 VAST4.0, VAST 4.1 Ad Tag for inline and overlay and also wrapper ads.
 - Inline Vast 2.0
 - Inline Vast 3.0

- Inline Vast 4.0
- Inline Vast 4.1
- Wrapper enabled ads only fetched here with version matching of third party video ad[i.e video wrapper ad creation in advertiser]
 - Inline Wrapper Vast 2.0
 - Inline Wrapper Vast 3.0
 - Inline Wrapper Vast 4.0
 - Inline Wrapper Vast 4.1
- Vast Ad Pod/Vast Ad Pod Wrapper for inline ads
 - Vast Ad pod
 - Vast Ad pod 4.0
 - Vast Ad pod 4.1
 - Vast Ad pod Wrapper
- You can limit the video ad pod ads using send &limit parameter with VAST tag
ex:&limit=5. Maximum limit is 15.
- Overlay ad tags
 - Overlay Vast 2.0
 - Overlay Vast 3.0
 - Overlay Vast 4.0
 - Overlay Vast 4.1
 - Overlay Wrapper Vast 2.0
 - Overlay Wrapper Vast 3.0
 - Overlay Wrapper Vast 4.0
 - Overlay Wrapper Vast 4.1
- **Tracking & Reporting**
 - Following Tracking events supported for revive video ads such as
 - Start, firstquartile, midpoint, thirdquartile, complete, pasue, mute/unmute,

fullscreen/exitfullscreen, expand/collapse, createView,acceptInvitation
close,acceptInvitationLinear,closeLinear,skip,progress,rewind and resume.

- Third party Click tracking also available for revive video ads such as
clicktracking,customtracking,nonlinearclicktracking and companionclicktracking.
- Tracking events mentioned above should reflected in reporting of revive adserver
video ads
- CORS:
 - Please pass your domain name in loc parameter to avoid CORS issue