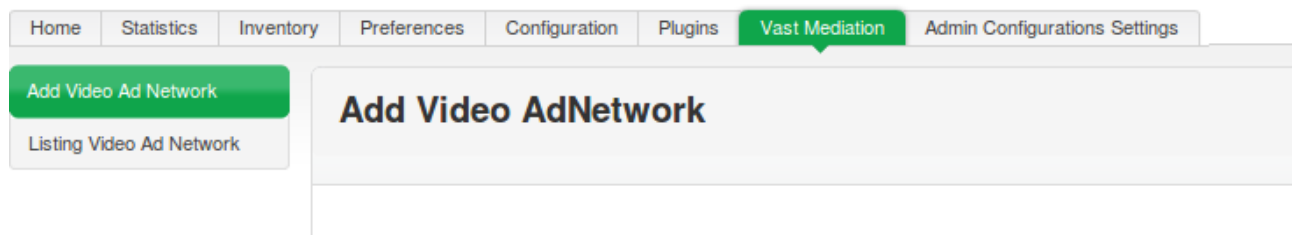


VAST Mediation in Revive Adserver

Administrator Panel

Step 1 : Configure vast mediate adnetworks/Video Ad Network

- Login as admin -> Go To “**Add Video Ad Network**” under Vast Mediation Menu -> Click on Add vast mediate adnetworks/Video Ad Network button.
- Add vast mediate adnetworks/Video Adnetwork page will show to configure the vast mediate adnetworks/Video Ad Network.



- Fill all the details relevant to the vast mediate adnetworks. On the right of the page, the available Macros will display.
- Update the VAST ping url by replacing the available macros listed here. **Please make sure all the dynamic values should be replaced with the given macros.** Then add the vast mediate adnetworks/Video Ad Network.
- Whenever Ping URL is given Virtual advertiser,campaign,banner (Inline and Overlay) created.
- To get the vast **Ping URL from third party** and its accept the HTTP or HTTPS link.

ECPM & Country weight :

- Select the vast mediate adnetworks which is having the highest ECPM. If the ECPM is not exist then, the country weight of the vast mediate adnetworks will be consider as the ECPM based on where the VAST ad going to be deliver.
- If there is no valid response from all vast mediate adnetworks which are connected with that publisher, then VAST response from the PassBack Tag will deliver. Pass Back tag can be configure in Add / Edit Adblock in publisher panel.

Video Adnetwork Name *

Vast Ping URL *

Vast Version *

Publisher ☒ All ☐ Target ☐ Exclude

Country ☐ All ☒ Target ☐ Exclude

Select Country

British Virgin Islands
Federated States of Micronesia
Islamic Republic of Iran
U.S. Virgin Islands

Is Auto ECPM ☐ Auto ECPM

Weighted * ☒ ECPM ☐ Country wise weight

[Save Changes](#)

Video Adnetwork Name - Enter the video adnetwork name

Video Adnetwork Name *

Vast Ping URL

To get the vast ping URL from third party and this url accept the http/https links only.

Vast Ping URL *

Vast Version

- The vast version have 4 types

- VAST 2.0
- VAST 3.0
- VPAID 2.0
- VPAID 3.0

Publisher

Publisher ☐ All ☐ Target ☒ Exclude

Select Publisher

- All
-

Displayed all publisher

- Target – to display the targeted publisher
- Exclude – Ignore the selected publisher

Country

Country ☐ All ☒ Target ☐ Exclude

Select Country

- All
-

Displayed all Country

- Target – to display the targeted Country
- Exclude – Ignore the selected Country

Weighted

ECPM

Set the ECPM for adsnetworks

☒ ECPM

Auto Ecpm

Auto ecpm has been calculated based on yesterday,weekly,monthly

Country wise weight ECPM

To set the weight for country wise

☒ Country Wise Weight

Andorra

United Arab Emirates

Macros for VAST ping URL

Please replace the corresponding Marcos to the parameters in the Vast Ping URL

Zone ID	\$(EX_ZONEID)
VAST Version	\$(VAST_VERSION)
Video Content Length	\$(EX_VIDEO_LENGTH)
Video display URL	\$(EX_INV_REFERER)
Device OS	\$(EX_DEV_OS)
Device OS version	\$(EX_DEV_OSV)
User IP Address	\$(EX_DEV_IP)
User Browser/Agent	\$(EX_DEV_UA)
Device Manufacturer	\$(EX_DEV_MAKE)
Device Model	\$(EX_DEV_MODEL)
Device Latitude	\$(EX_LOC_LAT)
Device Longitude	\$(EX_LOC_LONG)
Cache buster random value	\$(EX_CB)
Player/Adslot width	\$(EX_ADSPACE_WIDTH)
Player/Adslot height	\$(EX_ADSPACE_HEIGHT)
User Year of birth	\$(EX_USER_YOB)
User Gender	\$(EX_USER_GENDER)
Video mime type	\$(EX_VPI)

- If the publisher associates with vast mediate adnetworks1, vast mediate adnetworks2 and vast mediate adnetworks3 then the request will send to all the connected vast mediate adnetworks parallelly. If the vast mediate adnetworks3 takes more than the fixed response time, eliminate the vast mediate adnetworks3 response and get the response from vast mediate adnetworks1 and vast mediate adnetworks2.
- Validate the VAST ad response from vast mediate adnetworks1 and vast mediate adnetworks2. If both ad network gives the valid VAST response, then apply the ECPM and Country weight filter. ECPM and country weight filter gives the highest ECPM or Country weighted vast mediate adnetworks response and this the final VAST ad tag going to be deliver in the publisher's side player.

- If vast mediate adnetworks1 and vast mediate adnetworks2 responses are not valid, then get the VAST response from configured Pass Back tag and deliver the VAST response in the publishers side player.

Edit video adnetwork:

Video Adnetwork Name *	<input type="text" value="Vast mediation"/>
Vast Ping URL *	<input type="text" value="http://182.72.85.2/djaxtesting/revive_vastmediation/www/delivery/midroll.xml"/>
Vast Version *	<input type="text" value="VAST 2.0"/>
Publisher	<input checked="" type="radio"/> All <input type="radio"/> Target <input type="radio"/> Exclude
Country	<input checked="" type="radio"/> All <input type="radio"/> Target <input type="radio"/> Exclude
Is Auto ECPM	<input type="checkbox"/> Auto ECPM
Weighted *	<input type="radio"/> ECPM <input checked="" type="radio"/> Country Wise Weight

British Virgin Islands	<input type="text" value="2"/>
Federated States of Micronesia	<input type="text"/>
Islamic Republic of Iran	<input type="text"/>

Save Changes

Listing video adnetwork:

This page list the all video adnetworks and admin can edit/delete and block the video adnetworks

Admin Configuration setting :

Home Statistics Inventory Preferences Configuration Plugins Vast Mediation **Admin Configurations Settings**

Admin Configurations

Video Adnetwork List

Adnetwork has been Updated Successfully. Help

✖ Delete ✔ UnBlock ⚠ Block

<input type="checkbox"/> Video AdNetwork Name	Ping URL	ECPM	Status	Action
<input type="checkbox"/> Vast mediation1	https://rv.eyerb.com/www/admin/plugins/rtb/rtb_video.php?zoneid=35&loc=https://developer.jwplayer.com/tools/ad-tester	2.000000	✔	Edit / Block / Delete

Its have three admin configuration setting for vast mediation

- Tera-WURFL Path Settings
- video Network Response time
- Publisher Payments
- ECPM Value
- InternalThird party Original video Configuration
- Publisher Share

Tera- WURFL Path setting :To set the tera-WURFL path for tracking.

Tera-WURFL Path Settings

Tera-WURFL Path

Ex: <http://www.yourdomain.com/Tera-WURFL>

video Network Response time - To set the video network maximum response time.

Publisher Payments - To set the floor price for publisher payments

Publisher Payments

Minimum Floor Price \$

ECPM value - To set the ecpm value

video Network Response time

Response Time

Internal thirdparty original video configuration:

Internal Third party Original video Configuration

Video UI configuration

Publisher share : To set the publisher share

Publisher Share

Publisher Share %

Publisher Panel

Step 2 : Associate Publisher with vast mediate adnetworkss

- Login as Publisher -> Goto “**Vast Mediation Video Ad Network**” -> Here is the list active vast mediate adnetworks/Video Ad Network. If the vast mediate adnetworks is targeted to some other publisher or excluded for this publisher , that vast mediate adnetworks Ad Network will not show here. Associate the vast mediate adnetworks for VAST Mediation.

✓ Select all ✕ Clear all

- ☒ Vast mediation
- ☒ 22 VASTOverlay Jul14
- ☒ 11 VASTOverlay Jul14
- ☐ 4 VASTNetwork Jul14
- ☐ test_vast2.0_2_dup
- ☐ test_vast2.0_1_dup
- ☐ test_vast2.0_dup
- ☐ test_vast_2.0_2
- ☐ vast mediation test
- ☐ Vastmediation_country
- ☐ Vastmediation_july13
- ☐ July11
- ☒ New_julywithoutcountryweight
- ☐ New_jjuly2
- ☐ New_july5
- ☐ 3 VASTNetwork Jul4
- ☐ 2 VASTNetwork Jul4
- ☐ VAST
- ☐ Vaast2.0
- ☒ Rev-video
- ☐ Mani_vast
- ☐ MANI VPAID
- ☐ Sankeetha VPAID
- ☐ 1 VASTNetwork Jun20
- ☐ HowardMediation MobileInline Jun15
- ☐ LoopMe Vast Test
- ☐ adotube
- ☐ Kumaran Mediation Sankeetha
- ☐ Stickyads

Update







Add the floor price and passback tags:

To add the floor price and passbak tags in zone page. This sonly display for the videos adnetworks zone.

1. Overlay Video ad

2. Inline Video ad

Basic information

Name *	<input type="text" value="dreamajax - Default"/>
Description	<input type="text"/>
Floor Price (Min Floor Price = \$0.02)	<input type="text" value="2.50"/>
Pass Back Tags (For Video Adnetwork only)	<div><div>http://182.72.85.2/djaxtesting/revive_vastmediation_test/www/delivery/t</div><div></div></div>
Zone type	<div><div><input type="radio"/>  Banner, Button or Rectangle</div><div><input type="radio"/>  Interstitial or Floating DHTML</div><div><input type="radio"/>  Text ad</div><div><input type="radio"/>  Email/Newsletter zone</div><div><input checked="" type="radio"/>  Inline Video ad</div><div><input type="radio"/>  Overlay Video ad</div></div>
Size	<div><div><input type="radio"/> Custom <input type="text" value=""/></div><div><input checked="" type="radio"/> Width: <input type="text" value=""/> Height: <input type="text" value=""/></div></div>
Comments	<div></div>

Save Changes

* denotes required field

Step 3 : Generate VAST mediation Invocation Code

To generate the invocation code for vast mediation network based on video network version

Video Invocation Code

Zone Properties

Advanced


Linked Banners

Probability

Video Invocation Code

Please choose the type of banner invocation

Inline VAST 2.0

 Bannercode

`http://demo.reviveadservermod.com/revive_vastmediation/www/admin/vast_api/ads.php?zone_id=89&format=vast2`

Vast 2.0 :

Ad Tag/Invocation Code:

Inline video ads for vast mediation:

Inline Video Ad zone type => Invocation code => Select following invocation code type

Inline Vast 2.0 - Return the video ads in vast version 2 format.

Vast URL:

`http://demo.reviveadservermod.com/revive_vastmediation/www/admin/vast_api/ads.php?zone_id=72&format=vast2`

Inline Vast 3.0 - Return the video ads in vast version 3 format.

Vast URL:

http://demo.reviveadservermod.com/revive_vastmediation/www/admin/vast_api/ads.php?zone_id=134&format=vast3


Inline VPAID 2.0 - Return the video ads in vpaid version 2 format.

Vast URL:

http://demo.reviveadservermod.com/revive_vastmediation/www/admin/vast_api/ads.php?zone_id=119&format=vpaid2

Overlay video internal JW player :

Please choose the type of banner invocation

Inline Video Internal -JW Player 

Bannercode

```
* This noscript section of this tag only shows image banners. There
* is no width or height in these banners, so if you want these tags to
* allocate space for the ad before it shows, you will need to add this
* information to the <img> tag.
*
* If you do not want to deal with the intricacies of the noscript
* section, delete the tag (from <noscript>... to </noscript>). On
* average, the noscript tag is called from less than 1% of internet
* users.
* /-->
```

Tag settings

Player width and height*

Width : px Height : px

Player original video Type*

☒ Progressive (HTTP) Video URL
☐ Streaming (RTMP) RTMP server URL Video filename

Player Image url

Auto play

☒ Yes ☐ No

Skip ad

☐ Yes ☒ No

Companion ad

☐ Yes ☒ No

Vast Version*

☒ VAST 2.0
☐ VAST 3.0
☐ Vast Adpod
☐ Wrapper 2.0
☐ Wrapper 3.0
☐ Vast Adpod Wrapper

Ad Schedule *

☒ Pre-roll
☐ Mid-roll Start Time : Seconds
☐ Post-roll

Sharing

☐ Yes ☒ No

Mute

☐ Yes ☒ No

Repeat

☐ Yes ☒ No

Player Title

☐ Yes ☒ No

Stretching

Ad schedule

You can select video ads as pre roll, post roll and mid roll .

⌘ For mid roll need to provide offset value

- Primary
 - Flash
- Video Image url
 - You can give player icon image before its start play
- Original Video URL[Required]
 - You should give original video url
- Width
 - Video width in pixel or in %
- Height
 - Video height in pixel or in %
- Video aspectratio
 - Sample: 16:4[if aspect ratio exists wont consider height of video]
- Autoplay
 - True
 - False
- Skip offset
 - enter skip offset value.It will take if vast dont have skip offset.
- Controls
 - True
 - False[if control bar disabled no skip offset displayed]
- Enable companion

- enable companion
- Enter width and height of companion (default 300x250)
 - Repeat
- If repeat enabled video get loop always
- Mute
- True => Mute video
- False => Unmute video
- Limit
- For ad pod wrapper no of ads.for exmaple for one zone you linked 20 ads .You want to deliver 3 ads for wrapper this option used for it

Inline VPAID 3.0 - Return the video ads in vpaid version 3 format.

Vast URL:

http://demo.reviveadservermod.com/revive_vastmediation/www/admin/vast_api/ads.php?zone_id=119&format=vpaid3

Overlay video ads for vast mediation:

Overlay Video Ad zone type => Invocation code =>Select following invocation code type

Overlay Vast 2.0 - Return the video ads in vast version 2 format.

Vast URL:

http://demo.reviveadservermod.com/revive_vastmediation/www/admin/vast_api/ads.php?zone_id=40&format=vast2

Overlay Vast 3.0 - Return the video ads in vast version 3 format.

Vast URL:

http://demo.reviveadservermod.com/revive_vastmediation/www/admin/vast_api/ads.php?zone_id=138&format=vast3

Overlay VPAID 2.0 - Return the video ads in vpaid version 2 format.

Vast URL:

http://demo.reviveadservermod.com/revive_vastmediation/www/admin/vast_api/ads.php?
zone_id=78&format=vpaid2

Overlay VPAID 3.0 - Return the video ads in vpaid version 3 format.

Vast URL:

http://demo.reviveadservermod.com/revive_vastmediation/www/admin/vast_api/ads.php?
zone_id=139&format=vpaid3

Overlay video internal JW player :

Tag settings

Player width and height *

Width : px Height : px

Player original video Type *

☒ Progressive (HTTP) Video URL

☐ Streaming (RTMP) RTMP server URL Video filename

Player Image url

Auto play

☒ Yes ☐ No

Skip ad

☐ Yes ☐ No

Companion ad

☐ Yes ☐ No

Vast Version*

☒ VAST 2.0

☐ VAST 3.0

☐ Vast Adpod

☐ Wrapper 2.0

☐ Wrapper 3.0

☐ Vast Adpod Wrapper

Ad Schedule*

Starting Time : Seconds

Ad duration *

Ending Time : Seconds

Sharing

☒ Yes ☐ No

Mute

☐ Yes ☐ No

Repeat

☐ Yes ☐ No

Player Title

☐ Yes ☐ No

Stretching

Refresh

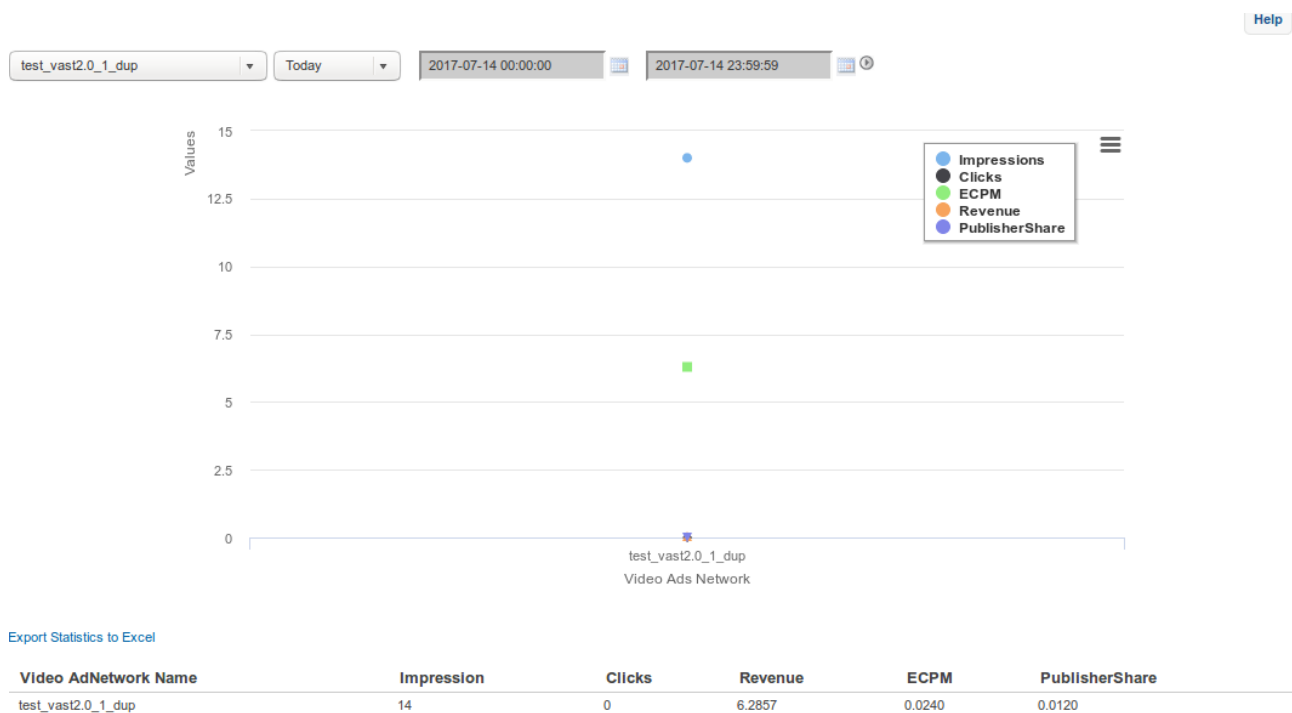
```

<script type='text/javascript'
src='http://demo.reviveadservermod.com/revive_vastmediation/www/delivery/vastvideo.php?
zoneid=139&pwidth=500&pheight=200&pvideo=http://182.72.85.2/djaxtesting/revi
ve_vastvpaid/video/nerolac.mp4&pimg=&pduration=&autoplay=1&skipad=2&
&compad=2&cwidth=&cheight=&adposition=&adduration=&adstime=
&pptype=1&rtpmurl=&rtpmfile=&stime=&vast=2&sharing=2&r
epeat=2&playertitle=2&stretching=uniform&title=&description='></script>

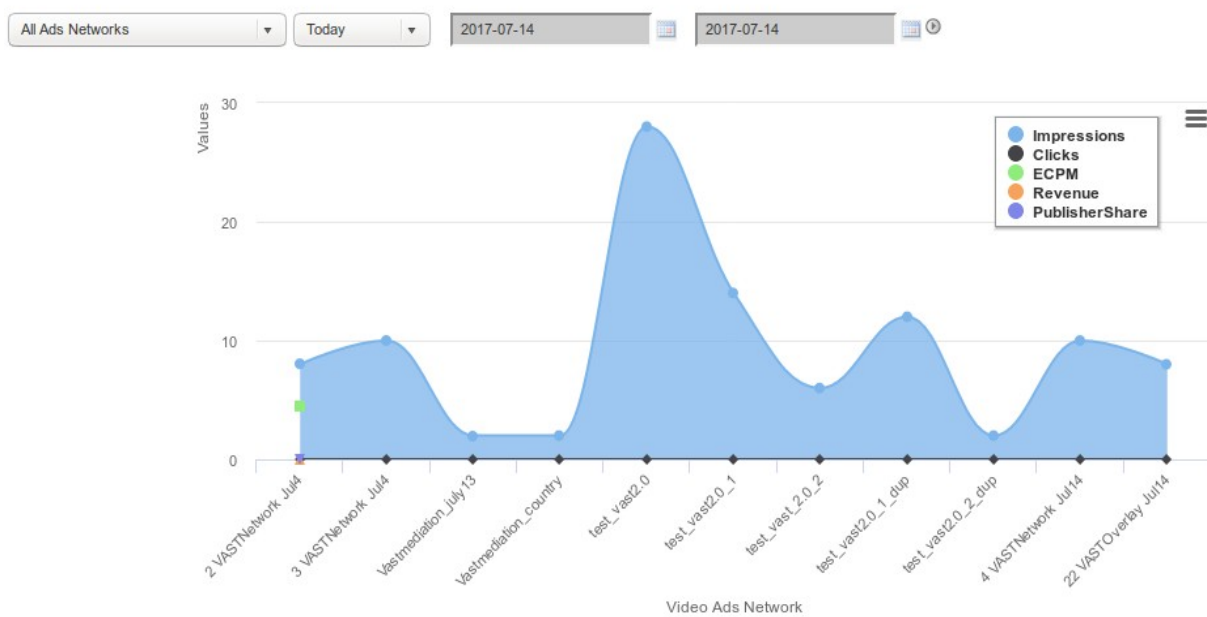
```

Step 4 : Generate Video adnetworks stats

- Login as Publisher -> Go To “**Statistics**” Click on video adsnetworkstats
- Based video adnetworks stats are generate.



- Login as admin -> Go To “**Statistics**” Click on video adsnetworkstats
- Based video adnetworks stats are generate.



Video AdNetwork Name	Impression	Clicks	Revenue	ECPM	PublisherShare
2 VASTNetwork Jul4	8	0	4.5075	0.0180	0.0090
3 VASTNetwork Jul4	10	0	4.0000	0.0100	0.0050
Vastmediation_july13	2	0	8.0000	0.0080	0.0040
Vastmediation_country	2	0	7.0000	0.0070	0.0035
test_vast2.0	28	0	4.2857	0.0100	0.0050
test_vast2.0_1	14	0	4.2857	0.0020	0.0010
test_vast_2.0_2	6	0	3.0000	0.0030	0.0015
test_vast2.0_1_dup	12	0	5.6667	0.0240	0.0120
test_vast2.0_2_dup	2	0	5.0000	0.0050	0.0025
4 VASTNetwork Jul14	10	0	3.0200	0.0151	0.0076
22 VASTOverlay Jul14	8	0	4.0000	0.0160	0.0080

- Login as Publisher -> Go To “**Statistics**” Click on video adsnetworkstats
- Based video adnetworks stats are generate.