

Vast features for Revive Adserver Video Ads

I Description:

Vast feature is standard for video ads. We developed Vast standard Vast XML for inline/overlay/wrapper/skippable/video ad pod and video ad pod wrapper ads. You can use this Vast URL in any vast complaint player.

II Liner/Inline Video Ads

Inline Video Ads

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)

- **Progressive[By Default in Revive]**
 - Video delivered by a regular HTTP web server rather than a streaming server. Progressive means have to wait for the bar to be ahead of the marker to play it.
- **Streaming[By Default in Revive]**
 - Streaming means user can click anywhere in the video and jump to where you clicked

Basic information

Name *

Inline Video ad

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

An Inline Video Ad is a video ad that can be presented before, in the middle of, or after the video content and takes over the full view of the video.

To setup your Inline Video Ad, you will need to:

1. Enter the information about your Ad in the form below.
2. Link this Inline Video Ad to the desired zone. The zone must be of the type "Inline Video Ad". [Learn more](#)
3. Include the zone in the Ad Schedule of the video player plugin configuration in your webpage. [Learn more](#)
4. Make sure that the flash player is allowed to request ads on this adserver. The `crossdomain.xml` on your adserver should look similar to the [recommended crossdomain.xml](#)

Video delivery method *

- ☐ streaming (RTMP)
☒ progressive (HTTP)
☐ Third party Vast Tag

Video URL *

http://50.23.160.154/~proddemo/DAC065/images/me.mp4

Video type *

MP4

Video duration in seconds *

5

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

http://www.dreamajax.com/

- **Wrapper ads[dJAX-Third party video ads in XML]**
 - 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 InLine responsive.
 - You can configure following details
 - Third Party Vast Tag
 - Vast Version[In ad delivery vast version compare with format of vast ad tag in ad delivery]
- **Skippable Linear Ads:[dJAX-Special Features]**

- 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.

- **Vast 3.0 Specification for Video ads**

Two new events added for vast 3.0 such as skip and progress.

- Skip: the user activated a skip control to skip the creative, which is a different control than the one used to close the creative. Ex: 00:00:30
- Progressive: the creative played for a duration at normal speed that is equal to or greater than the value provided in an additional attribute for offset. Offset values can be time in the format HH:MM:SS or HH:MM:SS.mmm or a percentage value in the format n%. Ex: 00:40:00

VAST 3.0 Special 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


II Overlay/Non Linear Video Ads:

Nonlinear ads are displayed on top of the content video concurrently with video playback. Nonlinear ads usually cover the top or bottom fifth of the content video and are typically text or static images that display for about 10 - 20 second.

- Image Overlay[By Default in Revive]
- Swf Overlay[By Default in Revive]
- Text Overlay[By Default in Revive]
- Html Overlay[By Default in Revive]
- Vast Wrapper ads[dJAX-Third party video ads]

Basic information

Name *

 Create an Overlay Video Ad

An Overlay Video Ad is an ad that runs on top of video content during video play. When clicked, an overlay can initiate a video or open a page in a new window.

To setup your Overlay Video Ad, you will need to:

1. Enter the information about your Ad in the form below.
2. Link this Overlay Video Ad to the desired zone. The zone must be of the type "Overlay Video Ad". [Learn more](#)
3. Include the zone in the Ad Schedule of the video player plugin configuration in your webpage. [Learn more](#)
4. Make sure that the flash player is allowed to request ads on this adserver. The [crossdomain.xml](#) on your adserver should look similar to the [recommended crossdomain.xml](#)

Select the type of Overlay to create

☒ Image Overlay

☐ Swf Overlay

☐ Text Overlay

☐ Html Overlay


☐ Vast Wrapper Ads

Vast 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 InLine responsive.

Basic information

Name *

 Create an Overlay Video Ad

An Overlay Video Ad is an ad that runs on top of video content during video play. When clicked, an overlay can initiate a video or open a page in a new window.

To setup your Overlay Video Ad, you will need to:

1. Enter the information about your Ad in the form below.
2. Link this Overlay Video Ad to the desired zone. The zone must be of the type "Overlay Video Ad". [Learn more](#)
3. Include the zone in the Ad Schedule of the video player plugin configuration in your webpage. [Learn more](#)
4. Make sure that the flash player is allowed to request ads on this adserver. The [crossdomain.xml](#) on your adserver should look similar to the [recommended crossdomain.xml](#)

Select the type of Overlay to create

☐ Image Overlay

☐ Swf Overlay

☐ Text Overlay

☐ Html Overlay

☒ Vast Wrapper Ads

Overlay Wrapper Ads

Third Party Vast Tag

Vast Version

Overlay click action

When the user clicks the overlay ☒ Open a page in a new window

Overlay Advanced Settings:[dJAX-overlay advanced settings]

- expandedWidth : The maximum pixel width of the creative in its expanded state
- expandedHeight: The maximum pixel height of the creative in its expanded state
- 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	<input type="text" value="400"/>
Expanded Height	<input type="text" value="200"/>
Min Suggested Duration	<input type="text" value="00:00:54"/>

Click Tracking/Click Custom

Tracking: ClickTracking:

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

.

CustomClick:

Contains a URI to a location or file that the video player should request when the user clicks on a particular button, link, or other call to action associated with the Linear ad during its playback, but which does not open a new page in a Web browser window the ClickThrough **and CustomClick** URLs should never be requested at the same time(i.e. for the same click)

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://)	<input type="text" value="http://www.tremormedia.com"/>
Third Party Click tracking Custom URL (incl. http://)	<input type="text" value="http://www.openxservices.com"/>

Companion Ads:

Companion ads are served with Linear or NonLinear ads, but are displayed outside the video player. They can serve as a leave-behind on the page after the video ad has ended and enable a more engaging experience for the user. A Companion Ad is commonly displayed as a standard banner or rich media ad, but can also be a skin that wraps the video ad experience.

- Third party click tracking url of secondary adserver
- expandedWidth : The maximum pixel width of the creative in its expanded state
- expandedHeight: The maximum pixel height of the creative in its expanded state

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	<div>Companion ads (300x250)</div>
Third Party Click tracking URL (incl. http://)	<div>http://openxmods.com</div>
Expanded Width)	<div>600</div>
Expanded Height)	<div>300</div>

III Ad Tag/Invocation Code:[dJAX Vast Tag]

- **Inline video ads:**

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

- **Direct-Inline Vast 1.0**

- Return the video ads in vast version 1 format.
 - Vast URL:
 - `http://182.72.85.2/djaxtesting/revive_vastmediation/www/delivery/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&zones=postroll:0.0-0%3D30&nz=1&source=&r=R0.05822725687175989&block=1&format=vast1&charset=UTF-8`
 - Tag Settings
 - Pre Roll
 - Post Roll
 - Mid Roll

Please choose the type of banner invocation

Inline VAST 1.0

Bannercode

```
http://demojax.djaxadserver.com/vast_video_plugin/www/delivery/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&zones=postroll:0.0-0%3D30&nz=1&source=&r=R0.05822725687175989&block=1&format=vast1&charset=UTF-8
```

Tag settings

Ad Schedule

- ☐ Pre-roll
☐ Mid-roll
☒ Post-roll

- **Direct-Inline Vast 2.0**

- Return the video ads in vast version 2 format.
 - Vast URL:

- `http://182.72.85.2/djaxtesting/revive_vastmediation/www/delivery/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&zones=postroll:0.0-`

0%3D30&nz=1&source=&r=R0.05822725687175989&block=1&format=vast2&charset=UTF-8

- Tag Settings
 - Pre Roll
 - Post Roll
 - Mid Roll

Please choose the type of banner invocation

Inline VAST 2.0

Bannercode

```
http://demodjax.djaxadserver.com/vast_video_plugin/www/delivery/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&zones=postroll:0.0-0%3D30&nz=1&source=&r=R0.05822725687175989&block=1&format=vast2&charset=UTF-8
```

Tag settings

Ad Schedule

- ☐ Pre-roll
☐ Mid-roll
☒ Post-roll

■ Direct-Inline Vast 3.0

- Vast URL:
 - Return the video ads in vast version 3 format.
 - `http://182.72.85.2/djaxtesting/revive_vastmediation/www/delivery/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&zones=postroll:0.0-0%3D30&nz=1&source=&r=R0.05822725687175989&block=1&format=vast3&charset=UTF-8`
- Tag Settings
 - Pre Roll
 - Post Roll
 - Mid Roll

■ Inline Wrapper Vast 2.0

- Vast URL:[Note: Using this adtag only inline wrapper had vast version 2 should be dispalyed]

- Third party video ads for vast 2.0
-
- `http://182.72.85.2/djaxtesting/revive_vastmediation/www/delivery/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&zones=postroll:0.0-0%3D31&nz=1&source=&r=R0.05822725687175989&block=1&format=vast2_wrapper&charset=UTF-8`
- Tag Settings
 - Pre Roll
 - Post Roll
 - Mid Roll

Please choose the type of banner invocation

Inline Wrapper VAST 2.0 ⓘ

Bannercode

```
http://demodjax.djaxadserver.com/vast_video_plugin/www/delivery/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&zones=postroll:0.0-0%3D31&nz=1&source=&r=R0.05822725687175989&block=1&format=vast2_wrapper&charset=UTF-8
```

Tag settings

Ad Schedule

- ☐ Pre-roll
- ☐ Mid-roll
- ☒ Post-roll

Refresh

■ Inline Wrapper Vast 3.0

- Vast URL:[Note: Using this adtag only inline wrapper had vast version 3 should be dispalyed]
 - Third party video ads for vast 3.0
 -
 - `http://182.72.85.2/djaxtesting/revive_vastmediation/www/delivery/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&zones=postroll:0.0-0%3D32&nz=1&source=&r=R0.05822725687175989&block=1&format=vast3_wrapper&charset=UTF-8`
- Tag Settings
 - Pre Roll
 - Post Roll
 - Mid Roll

Please choose the type of banner invocation

Inline Wrapper VAST 3.0 ⓘ

Bannercode

```
http://demodjax.djaxadserver.com/vast_video_plugin/www/delivery/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&zones=postroll:0.0-0%3D1&nz=1&source=&r=R0.05822725687175989&block=1&format=vast3_wrapper&charset=UTF-8
```

Tag settings

Ad Schedule

- ☐ Pre-roll
- ☐ Mid-roll
- ☐ Post-roll

- **Video Ad Pod:** Ad Pods is a delivery of a set of sequential Linear ads. Ad Pods can play before, during a break in, or after the content video plays and function like a TV commercial break with multiple ad spots.
 - Vast URL:
 - `http://182.72.85.2/djaxtesting/revive_vastmediation/www/delivery/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&zones=postroll:0.0-0%3D32&nz=1&source=&r=R0.05822725687175989&block=1&limit=15&format=vast_pod&charset=UTF-8`
 - Tag Settings
 - Pre Roll
 - Post Roll
 - Mid Roll
 - Limit - Limit the no of inline video ads. Maximum limit is 15. If you want we can change.

Please choose the type of banner invocation

VAST Ad Pod

Bannercode

```
http://demodjax.djaxadserver.com/vast_video_plugin/www/delivery/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&zones=preroll:0.0-0%3D3&nz=1&source=&r=R0.05822725687175989&block=1&limit=15&format=vast_pod&charset=UTF-8
```

Tag settings

Ad Schedule

- ☒ Pre-roll
☐ Mid-roll
☐ Post-roll

Limit

15

Refresh

■ Video Ad Pod Wrapper

- Vast URL:
 - `http://182.72.85.2/djaxtesting/revive_vastmediation/www/delivery/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&zones=postroll:0.0-0%3D32&nz=1&source=&r=R0.05822725687175989&block=1&limit=15&format=vast_pod_wrapper&charset=UTF-8`
- Tag Settings
 - Pre Roll
 - Post Roll
 - Mid Roll
 - Limit - Limit the no of inline video ads. Maximum limit is 15. If you want we can change.

Please choose the type of banner invocation

VAST Ad Pod Wrapper

Bannercode

```
http://demodjax.djaxadserver.com/vast_video_plugin/www/delivery/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&zones=preroll:0.0-0%3D3&nz=1&source=&r=R0.05822725687175989&block=1&limit=15&format=vast_pod_wrapper&charset=UTF-8
```

Tag settings

Ad Schedule

- ☒ Pre-roll
- ☐ Mid-roll
- ☐ Post-roll

Limit

15

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

- Direct-Overlay Vast 2.0

- Vast URL:

http://182.72.85.2/djaxtesting/revive_vastmediation/www/delivery/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&zones=overlay:0.0-0%3D33&nz=1&source=&r=R0.05822725687175989&block=1&format=vast2&charset=UTF-8

- Tag Settings
 - Pre Roll
 - Post Roll
 - Mid Roll

Please choose the type of banner invocation

Overlay Vast 2.0

Bannercode

```
http://demodjax.djaxadserver.com/vast_video_plugin/www/delivery/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&zones=overlay:0.0-0%3D4&nz=1&source=&r=R0.05822725687175989&block=1&format=vast2&charset=UTF-8
```

■ Overlay Vast 3.0

- Vast URL:
 - `http://182.72.85.2/djaxtesting/revive_vastmediation/www/delivery/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&zones=overlay:0.0-0%3D33&nz=1&source=&r=R0.05822725687175989&block=1&format=vast3&charset=UTF-8`
- Tag Settings
 - Pre Roll
 - Post Roll
 - Mid Roll

Please choose the type of banner invocation

Overlay Vast 3.0 ⓘ

➡ Bannercode

```
http://demodjax.djaxadserver.com/vast_video_plugin/www/delivery/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&zones=overlay:0.0-0%3D34&nz=1&source=&r=R0.05822725687175989&block=1&format=vast3&charset=UTF-8
```

■ Overlay Wrapper Vast 3.0

- Vast URL:[Note: Using this adtag only inline wrapper had vast version 3 should be displyed]
 - `http://182.72.85.2/djaxtesting/revive_vastmediation/www/delivery/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&zones=overlay:0.0-0%3D34&nz=1&source=&r=R0.05822725687175989&block=1&format=vast3_wrapper&charset=UTF-8`
- Tag Settings
 - Pre Roll
 - Post Roll
 - Mid Roll

Please choose the type of banner invocation

Overlay Wrapper VAST 3.0 ⓘ

Bannercode

```
http://demodjax.djaxadserver.com/vast_video_plugin/www/delivery/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&zones=overlay:0.0-0%3D4&nz=1&source=&r=R0.05822725687175989&block=1&format=vast3_wrapper&charset=UTF-8
```

IV

Tracking & Reporting:[dJAX Tracking Features]

- Following new Tracking events supported for revive video ads
 - exitfullscreen
 - The user activated the control to reduce video player size to original dimensions
 - expand
 - The user activated a control to expand the creative

- collapse
 - The user activated a control to reduce the creative to its original dimensions
 - createView
 - Not to be confused with an impression, this event indicates that an individual creative portion of the ad was viewed. An impression indicates the first frame of the ad was displayed; however an ad may be composed of multiple creative, or creative that only play on some platforms and not others. This event enables ad servers to track which ad creative are viewed, and therefore, which platforms are more common.
 - close
 - The user clicked the close button on the creative
 - acceptInvitationLinear[Vast 3.0]
 - The user activated a control that launched an additional portion of the creative
 - The “acceptInvitationLinear” event extends the metric for use in Linear creative
 - closeLinear[Vast 3.0]
 - The user clicked the close button on the creative. The name of this event distinguishes it from the existing “close” event described in the 2008 IAB Digital Video In-Stream Ad Metrics Definitions, which defines the “close” metric as applying to non-linear ads only. The “closeLinear” event extends the “close” event for use in Linear creative
 - skip[Vast 3.0]
 - the user activated a skip control to skip the creative, which is a different control than the one used to close the creative
 - progress[Vast 3.0]
 - The creative played for a duration at normal speed that is equal to or greater than the value provided in an additional attribute for offset. Offset values can be time in the format HH:MM:SS or HH:MM:SS.mmm or a percentage value in the format n%
-
- o Third party Click tracking also available for revive video ads as following
 - clicktracking
 - 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
 - customtracking
 - contains a URI to a location or file that the video player should request when the user clicks on a particular button, link, or other call to action associated with the Linear ad during its playback, but which does not open a new page in a Web browser window; the ClickThrough and CustomClick URLs should never be requested at the same time

- **nonlinearclicktracking**
 - contains a URI to a location or file that the video player should request when the user clicks on the Nonlinear creative; used to track an InLine clickthrough when the creative handles the click; in a Wrapper Ad the URI is used to track clickthroughs for the InLine response that results after the Wrapper
- **companionclicktracking** - element is used to track clicks in the companion creative when the creative handles the clickthrough using an interactive API such as VPAID

Tracking events mentioned above should be reflected in reporting of revive adserver video ads.

View by Day Show as Table												
Replayed	Fullscreen	Muted	Stopped	CreativeView	Expand	Collapse	AcceptInvitation	Close	Progress	Skip	CloseLinear	
0	0	0	0	0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0	0	0	0	0
0	0	0	0	16	0	0	0	1	0	0	0	0
0	0	0	0	0	0	0	0	0	0	0	0	0
0	0	0	0	16	0	0	0	1	0	0	0	0