iab .france

Video Standards

know it all ● ● ●

SIMID, OMID & VAST 4

Video in 2020

82% of internet traffic

Cisco - VNI IP Traffic Forecast, prévisions 2018-2022

1st format of digital ad in France

► **42%** of display ad

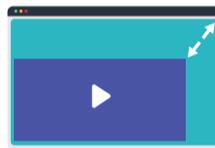Observatoire de l'e-Pub 2019 - SRI, Udecam, Oliver Wyman

Typology of formats

Linear Instream :
Insertion of a video advertising before the video content (pre-roll/mid-roll/post-roll).

Exemple : Pre-roll ►

Nonlinear Instream :
Integration of an ad during the video content

Outstream :
Integration of a video ad into the video content
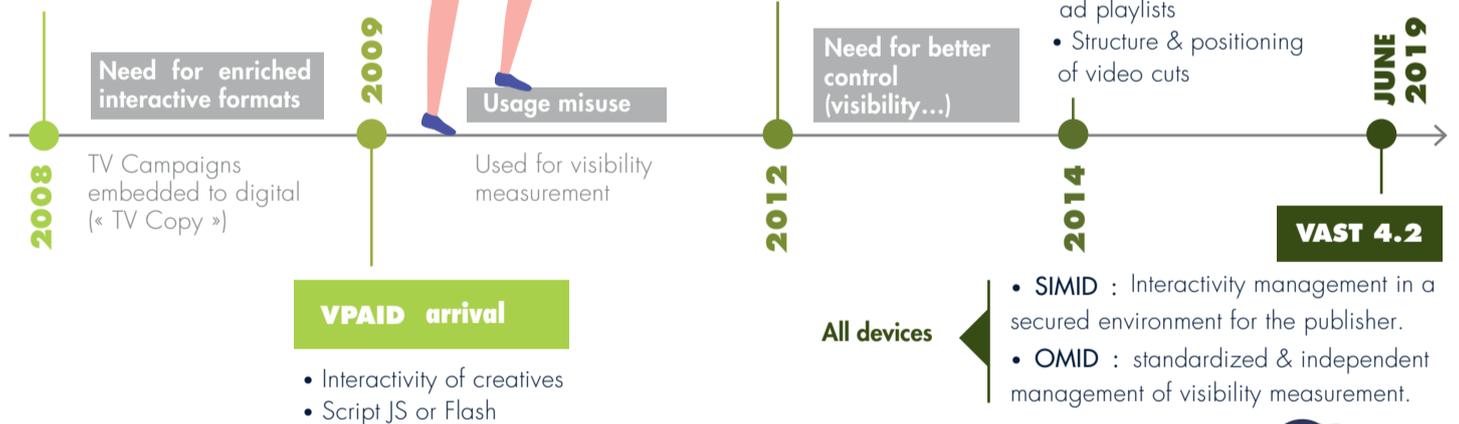
Context & chronology

IAB Tech Lab launches VAST
• Language XML
• Compatibility with all platforms
• Wrapper, tracker

VAST 3 is launched
Multispots ad screen management («AdPod»)

Launch of VMAP
• Applicable to multi-ad playlists
• Structure & positioning of video cuts

2008
TV Campaigns embedded to digital («TV Copy»)

Need for enriched interactive formats
2009

Usage misuse
Used for visibility measurement

2012
Need for better control (visibility…)

2014

JUNE 2019

VAST 4.2

VPAID arrival
• Interactivity of creatives
• Script JS or Flash

All devices ◄
• SIMID : Interactivity management in a secured environment for the publisher.
• OMID : standardized & independent management of visibility measurement.

Why a new standard ?

• Gives publishers more control over advertising

• Reduces the error rate thanks to the separation of the video file (creative) from its enrichment (SIMID) and its measurement control (OMID)

• Avoids misuse of VPAID

• Allows integration of Server Side Advertising (SSAI)

• All devices compatibility including connected TV (CTV)

• Provision of an high quality file (Mezzazine file)

• Support of a unique identifier for each vidéo creative (PubID)

Standards

VAST
Video Ad Serving Template
Delivering an XML framework allowing to broadcast video or audio across all platforms.

VPAID
Video Player Ad Interface Definition
Exchange protocol between a creative & a player to add interactivity.

MRAID
Mobile Rich Media Ad Interface Definitions
Interactivity (smartphone fonctionnality : GPS, gyro, camera…) specific to inApp mobile advertising.

SIMID
Secure Interactive Media Interface Definition
New interactivity management with the arrival of VAST 4.2.

OMID
Open Measurement Interface Definition
Standardizes visibility measurement from VAST4.

VMAP *Video Multiple Ad Playlist*
Definition of the content advertising positioning within the video content.

Useful link :
iabtechlab.com/standards/vast/