



**VAST4**

# IAB Technology Laboratory

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- Operate as a Non-Profit 501c(6)
- Have an Independent Board of Directors & Executive Committee.
- Manage development of technical standards and operational guidelines in current and emerging areas globally
- Create tools and a code library to assist in rapid, cost-effective implementation of standards
- Establish a test platform for companies to evaluate the compatibility of their technology solutions with standards
- Tech Lab is global. International, Marketers, Agencies and Technology companies transacting media in the supply chain are welcome to join.

# IAB Tech Lab

- **Technical standards**
- **Reference code**
- **Tools**



# VAST 4

# What is VAST?

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- **VAST : Video Ad Serving Template**
- **Response format for ad requests**
- **Describes the video ad**
  - **Location and details of media file**
  - **Impression URLs**
  - **Tracking info**
  - **Verification info**
  - **Other meta-data about the ad**

# VAST4 Updates

## Cross Platform

- Server-side ad insertion
- Universal ad ID
- Mezzanine file
- Interactive call separation

## Miscellaneous

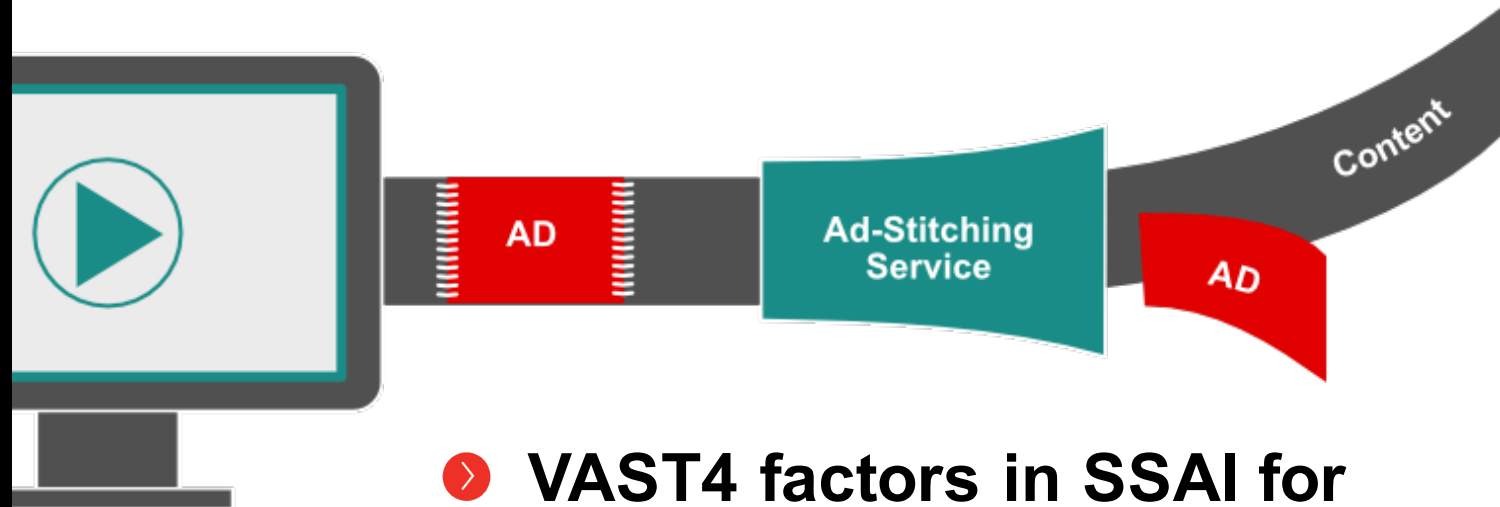
- Conditional ads
- New error codes
- Limit on wrappers
- Ready-to-serve files
- Categories

## Verification & Viewability

- Verification call separation
- Standard viewability support

## Cross Platform Support

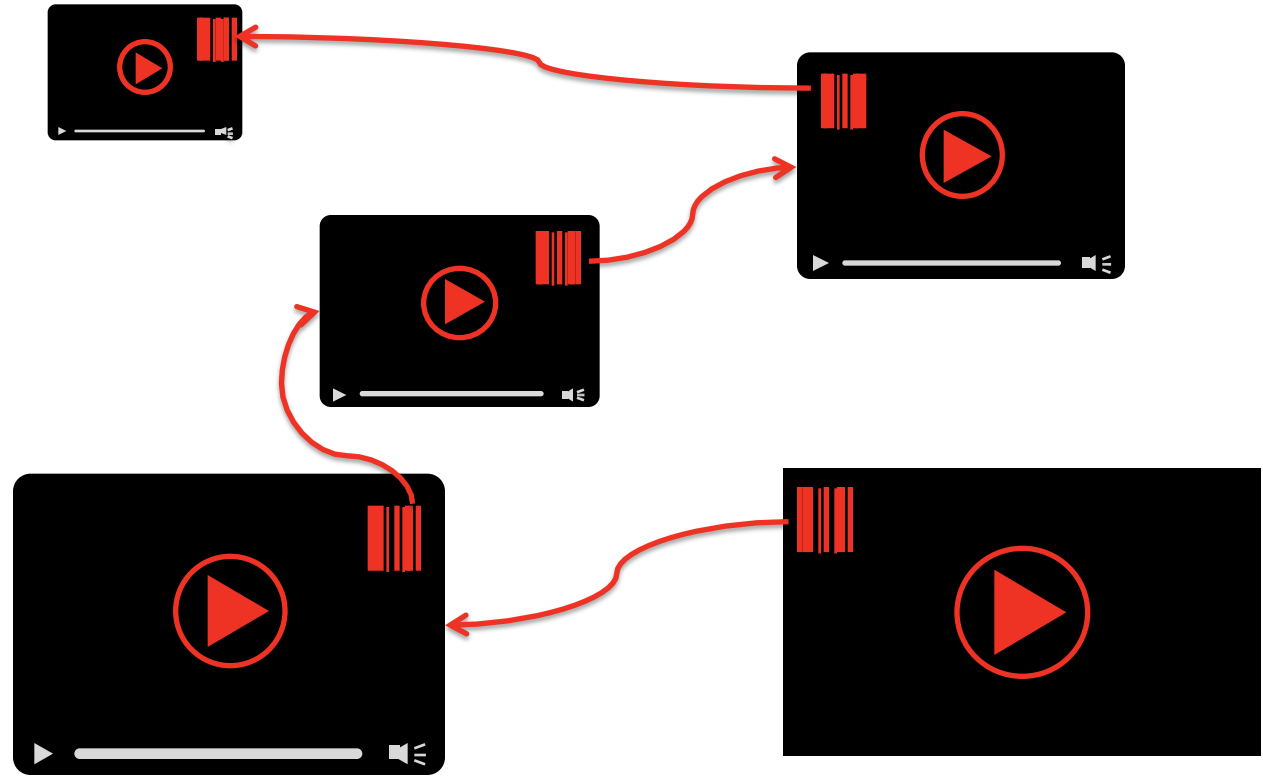
- › Server-side ad insertion
- › Universal ad ID
- › Mezzanine file
- › Interactive call separation



- › VAST4 factors in SSAI for the first time

# Cross platform support

- › Server-side ad insertion
- › **Universal ad ID**
- › Mezzanine file
- › Interactive call separation





# Universal Ad ID

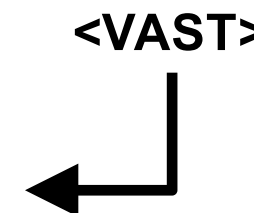


## What you need to know

- › Required
- › Needs a registry URL and registered ID
- › Support programs like **Ad-ID**
- › Any registry can be used (even proprietary) – to allow for custom workflows

# Cross Platform Support

- › Universal ad ID
- › Server-side ad insertion
- › **Mezzanine file**
- › Interactive call separation



## Mezzanine File

### Mezzanine File



## What you need to know

- Optional unless publisher requires it
- Plan workflow - ad may not serve until downloaded and transcoded

## Cross Platform Support

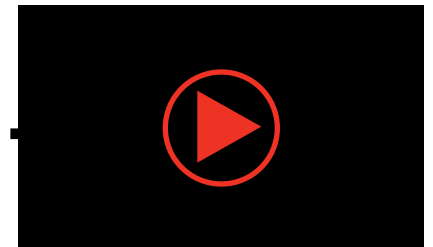
- › Universal ad ID
- › Server-side ad insertion
- › Mezzanine file
- › **Interactive call separation**

**What's a  
<MediaFile>  
?**

```
<MediaFiles>  
  <MediaFile>  
  
  </MediaFile>  
</MediaFiles>
```



Reality



## VAST 4

<MediaFiles>

<MediaFile>

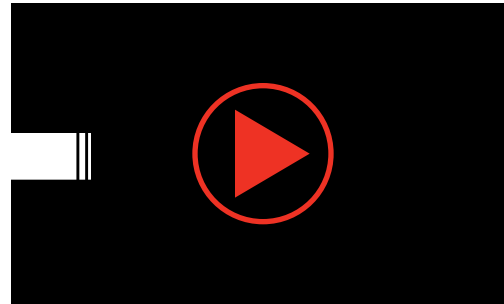
</MediaFile>

<InteractiveCreativeFile>

</InteractiveCreativeFile>

</MediaFiles>

Backup File

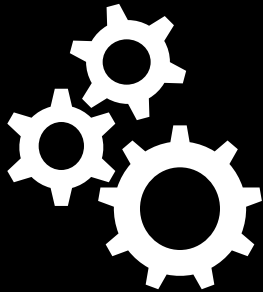


Execute First



## Interactive Call Separation

VPAID

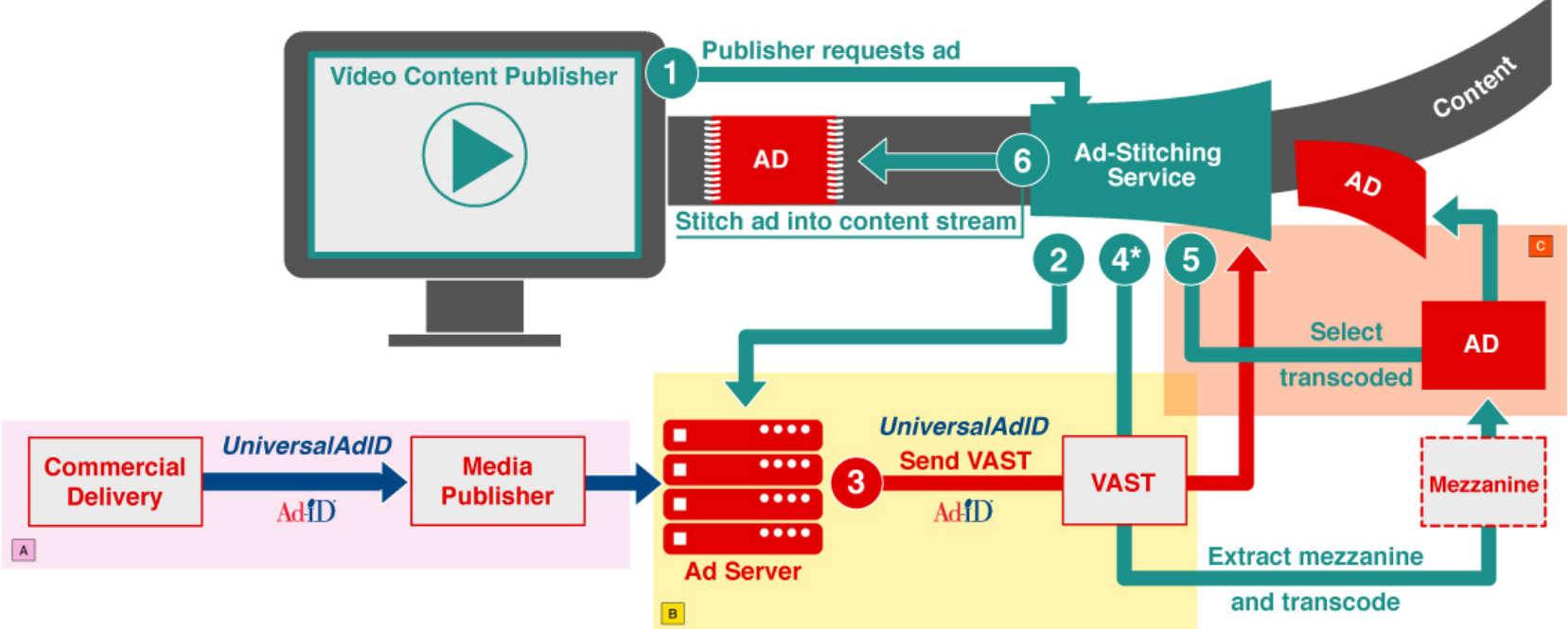


### What you need to know

- › VPAID is still executed the way it always has been (only location in VAST is different)
- › VPAID may be needed in `<MediaFile>` for older versions
- › Execute `<InteractiveCreativeFile>` contents before ad load
- › Execute attempt required
- › Error code and `<MediaFile>` backup when attempt fails

# Server-side ad insertion “ad stitching”

## Ad Stitching



- A** Ad-ID is associated with the asset prior to delivery to a media publisher.
- B** Ad Server creates a VAST tag which includes Ad-ID as part of the *UniversalAdID* element.
- C** Ad-ID must be preserved and passed along throughout the workflow.



## Server-side ad insertion “ad stitching”



### What you need to know

- › Separation of interactive code helps Server side logic
- › Mezzanine file for quality
- › Handle tracking server side - use X-Forwarded-For, X-Device-User-Agent headers

# PSA: **Gone in a *Flash***

Chrome and Firefox eliminating support for Flash. (and so is Adobe)

AI : Start work on moving ad creatives away from Flash

To discuss further, please contact Amit Shetty at - [amit@iabtechlab.com](mailto:amit@iabtechlab.com)

**Thank You**