

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'ePub 2019 - SRI, Udecam, Oliver Wyman

Typology of formats

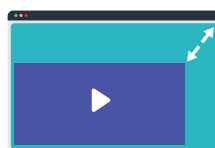
Linear Instream :

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



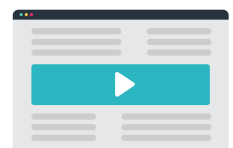
Nonlinear Instream :

Integration of an ad during the video content



Outstream :

Integration of a video ad into the video content



IAB Tech Lab launches VAST

- Language XML
- Compatibility with all platforms
- Wrapper, tracker

Need for enriched interactive formats

2009

VAST 3 is launched

Multispots ad screen management («AdPod»)

Need for better control (visibility...)

2012

Launch of VMAP

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

2014

JUNE 2019

VAST 4.2

- **SIMID** : Interactivity management in a secured environment for the publisher.
- **OMID** : standardized & independent management of visibility measurement.

All devices

VPAID arrival

- Interactivity of creatives
- Script JS or Flash

Used for visibility measurement

Usage misuse

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 fonctionnalité : 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/

Sources :

<https://gblogs.cisco.com/fr/datacenter/17154/>

<https://www.forbes.com/sites/forbesagencycouncil/2017/02/03/video-marketing-the-future-of-content-marketing/#41e1db0f6b53>

Observatoire de l'ePub 2019 : <http://www.sri-france.org/2019/01/31/21eme-observatoire-de-pub-sri-realise-pwc-partenariat-ludecam/>