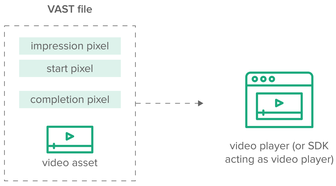
Video Standards Overview 2018

Video standards are being adapted for the multi-device video ecosystem, and marketers should understand how these shifting standards will bring new functionality to VAST inventory, and may change their media plans accordingly. Read on to find out what each of the video standards does and how they are evolving.

VAST 2.0 & 3.0

(Video Ad Serving Template)

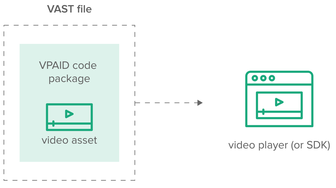
VAST is a text file, containing links for tracking pixels and one or more video assets. The ad server does the work of assembling the tags and delivering correct tracking and assets. The player (or OTT or mobile SDK) does the work of playing the video and firing the pixels.



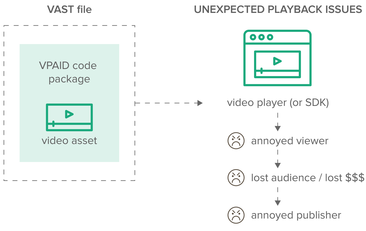
VPAID

(Video Player-Ad Interface Definition)

Although we talk about "**VPAID tags**", **VAST tags** are still used to deliver a **VPAID** asset to the player. In this case, the **VPAID** asset is a code package that contains and manages the video, including all the tracking.

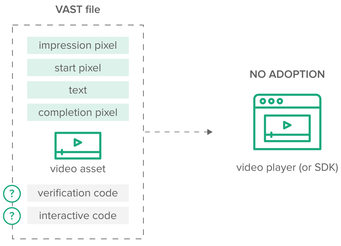


While **VPAID** was initially only intended to enable interactivity, other functionality was added over time—including viewability and verification. **VPAID** has also created issues for publishers. To access the video, publishers must load and execute unknown code, sometimes with undesired consequences. Increased latency (ad load time) is but one example. Mobile and SSAI (server-side ad insertion) are outside the scope of what was envisioned by **VPAID** authors.



VAST 4

VAST 4.0 unbundled the video from the code, and specified separate calls to support verification and interactivity, no longer forcing the publisher to load unknown code to get to the video. However, because **VAST 4.0** does not specify the details of how this new approach to interactivity and verification should work, open questions remain and as such **VAST 4.0** has yet to be adopted.

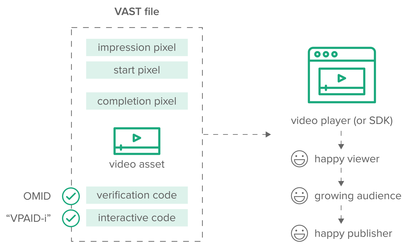


FUTURE - ADOPTION EXPECTED TO START MID-2018

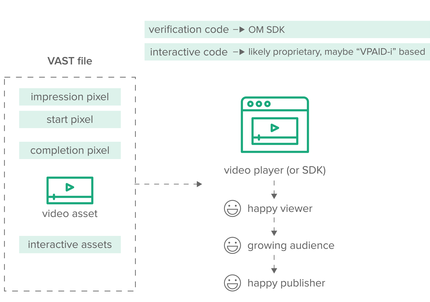
VAST 4.1 + OMID/OM SDK

(Open Measurement Interface Definition / Open Measurement Software Development Kit)

A new Open Measurement standard **(OMID/OM SDK)** is intended to close the gap for verification and viewability, and to ultimately replace the use of **VPAID** for measurement. A renamed successor to **VPAID**, temporarily referred to as "**VPAID-i**," will supplant **VPAID** from a creative perspective, managing interactivity and other creative functions. Lastly, **VAST 4.1** contains the necessary revisions to support **OMID** and "**VPAID-i**," along with some other beneficial changes.



The standards have been revised with mobile and SSAI models in mind. In some cases it makes sense to shift the verification and/or interactive code to be resident on the device rather than delivered alongside the assets. The **OM SDK** is an SDK-resident version of the core verification code, and the "VAST interactive templates" mentioned by the IAB would presume device-resident code capable of executing interactivity from a pre-determined set of assets. Use of the VAST companion as an end card in mobile is the first in-market example of the "VAST interactive template" concept.



Contact **solutions@innovid.com** to amplify your video marketing strategy