VAST 4.2
Understanding the new template and why it is important

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- “SIMID (Secure Interactive Media Interface Definition) and VAST 4.2 released June 28th

- “Completes” the new (VAST4 based) stack ->
  - VAST 2/3 => VAST 4.x
  - VPAID => OMID + SIMID
Background: Mobile challenges

- Verification needs native SDK
- Limited VPAID
- VPAID not liked by publishers
- MRAID does not support all measurement requirements
- No scale in verification with proprietary SDKs
Background: OTT / SSAI challenges

- How do you pass along client context without cookies?
- VPAID causes errors!
- How does verification / measurement work?
- Live streaming challenges
- Bad quality creatives!
Background: Industry Requirements

- Verification
- Delivery
- Interactivity
Simplifying Video Advertising

Current
- VAST Tags
- VPAID Tags
- Custom Tags

Future
- VAST 4.x

Current
- VPAID
- MRAID
- Custom SDKs

Future
- OMID

Current
- VPAID
- Custom SDKs
- MRAID

Future
- SIMID
The New VPAID!

...For interactivity (NOT measurement)

Why SIMID?
• Focus on Security (S)
• Spec for Interactivity (I)
• Support for both video & audio ➔ Media (M)
• Parallel spec to OMID ➔ Interface Definition (ID)

Sandboxed execution: Ad has no access to player (safe & secure)

Player controls playback: Publisher in control

Pre-cache assets: Better user experience

SSAI & OTT context: Creative can be rendered in SSAI
Verification/Measurement : OMID & OM SDK

OM : Single integration for app developers to enable measurement by leading 3rd-party providers

VPAID for Verification -> OMID

**How It Works**

- Open Measurement Software Development Kit (OM SDK)
  - ...enables access via...

- Open Measurement Interface Definition
  - Application Programming Interface (OMID API)

**Benefits**

- **✓ Replaces** multiple verification SDK integrations
- **✓ Increases** access to supply and provides flexibility for buyers
- **✓ Provides** transparency, consistency, and dependability for measurement metrics
VAST 4.x: Modernizing Delivery

Safety, transparency, simplicity & increased platform coverage by separating media file from code

Better Verification/Measurement with OMID – No unknown Javascript

“Safe” interactivity via SIMID (new VPAID version)

“Codeless” interactivity via VAST Interactive Templates (e.g. Mobile End Card)

Better creative management with Mezzanine and Ready to serve (High/Low/Medium quality) Media Files & UniversalADID

+ Guidance for Server Side Ad Insertion (SSAI) with header handling and beaconing guidance, caching with “Expires”
Enable better workflows/reduce errors with Ad Request & Beaconing Macros

Audio Ads capability (merge of DAAST, hybrid audio-video ad support!)

Closed captioning standardization
Simplified Ad Serving!

OMIC

VAST4.x

SIMID
A UPC Code for Video

- Ad-ID is a joint venture between ANA and 4A’s. (ISCI RIP 2007)
- Unique alpha-numeric code assigned to a commercial asset when it is “born.”
- “Slate” connected to commercial containing metadata pertinent to the spot.
  - Using Ad-ID’s Complete External Access (CEA) API
- Managed by advertiser or agency through cloud-based platform.
- Permission based access across multiple agencies, ad tech and publishers.

Company Prefix | Code | High-Def or 3D
---------------|------|---------------
ABCD           | 0587000 | H or D
The Cost of Ad-ID is Not Excessive

Ad-ID Stats as of August 2, 2019
- Number of Ad-ID codes served: 3,275,121
- Number of Advertisers that have used Ad-ID: 4,474
- Number of Agencies using Ad-ID: 924
- Number of 501c3 charities benefiting from free Ad-ID codes: 363

<table>
<thead>
<tr>
<th>Annual Account Spend</th>
<th>Internet Display Price Per Code</th>
<th>All Other Media Types Price Per Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0–$18,000</td>
<td>$5</td>
<td>$30</td>
</tr>
<tr>
<td>$18,001–$25,000</td>
<td>$5</td>
<td>$5</td>
</tr>
<tr>
<td>$25,000+</td>
<td>$0</td>
<td>$0*</td>
</tr>
</tbody>
</table>

*(annual maximum of $25,000)
Initiative

Daniel Kowal | Director, Media Operations
HELLO.

ACCELERATING THE VELOCITY OF CHANGE AND INTEROPERABILITY

Industry barriers to entry for VAST 4.2
“‘People are your most important asset’ turns out to be wrong. People are not your most important asset. The right people are.”

– Good To Great by Jim Collins
93% say the industry must establish a method for unduplicated reach across channels.

91% agree that even if the industry does not align on a common currency across channels, they still need a consistent framework for evaluation of audience and delivery across channels.

Source: 4A’s Measurement Priorities: The Agency Perspective
THE CURRENT STATE OF AFFAIRS

1. OBJECTIVES SEEM FRAGMENTED
   - Publishers
   - Agencies
   - Brands
   - Creatives

2. CHANGE IS HARD
   The infrastructure and cooperative work needed to deploy is complex

3. EDUCATION AND BUY-IN TAKES TIME
   The understanding of the technology and its benefits are not well understood,
THE ARGUMENT AGAINST MEDIA HYGIENE

BENEFITS ARE NOT WELL UNDERSTOOD

Most people have a vague understanding of the requirements to move to VAST 4.2 and remember clearly the pains associated with previous VAST upgrades.

CURRENT SOLUTIONS SATISFY CURRENT NEEDS

Overwhelmingly, the response to the imperative to upgrade is “VPAID generally works just fine”. Agencies and Partners are finding proprietary solutions to Ad-IDs.

COST-BENEFIT
WHAT DOES VAST 4.2 MEAN FOR THE MEDIA ECOSYSTEM

CROSS PLATFORM ATTRIBUTION

PROGRAMMATIC LINEAR MEDIA

IMPROVED QUALITY CONTROLS (SIMID)

MOBILE IN-APP READY

OPEN MEASUREMENT STANDARDS

READY TO SERVE FILES

VAST 4.2
HOW IS CHANGE MANIFESTING?

Source: https://projectoar.org/
LOOKING TOWARD THE FUTURE
Telaria: Built for Video, Optimized for CTV

The Video Management Platform that makes it easy to access all premium TV—quality supply in one place

TRANSPARENT & BRAND SAFE FEES & SUPPLY
GLOBAL REACH
INDEPENDENT & UNCONFLICTED
How VAST 4.x Adoption Aids the Supply-Side

- Quality
  - Increase the creative quality
  - Decrease VPAID errors

- Performance
  - Increase Fill/Use Rates
  - Decrease Wasted Opportunities
  - Advance User Experience

- Monetize
  - Increase Revenue
  - Decrease Operations Costs
Path towards Adoption

• Challenges in Adoption
• Telaria’s Preparation
• Next Steps
Our Customers

40%
Of Comscore 100 brands in the US

35%
Of the Alexa 100 publishers in EU
Massive Adoption and Scale

Each month, **thousands of media brands** use our products to deliver video to their audiences across the globe...

- **2.4B** Unique devices in 2018
- **117B** Videos served in 2018
- **31B** Ads served in 2018

![Pie chart showing video ad formats]

- **Video** 53.1%
- **VPAID** 43.3%
- Non-linear 2.4%
VAST Version Distribution

The majority of these ads are still on much older versions of VAST.
Why is JW Excited for VAST 4.2 + SIMID?

**Experience:** VPAID does not work with SSAI because there was no way to deliver interactivity in a stitched stream.

**Speed:** VPAID was a black box where auctions, measurement, or anything could happen, removing this will make ads faster.

**Control:** The player is the interface between the viewer and the publisher’s content, SIMID gives control back to the player and thus the publisher.
Next Steps

1. Request VAST 4.2 from your ad providers
2. Make sure you are on the latest version of JW Player
3. Enjoy faster ads that you have more control over
Daniella Kohavy | Sr. Product Manager, Advanced TV Advertising
DIRECT SOLD CREATIVE WORKFLOW

1. Register Ad-ID Code and Metadata
2. Create Ad
2c. Retrieve Ad-ID Metadata from CEA
2d. Store Ad-ID Code and Metadata in DAM system
3. Video Player requests Ad
4. Ad decisioning
5. Deliver Ad to Player

Ad-ID Metadata
VAST Tag
UniversalAdId

Diagram cited from Ad-ID’s White Paper, Five Use Cases for Video Ad Serving, October 2017
**PROGRAMMATIC CREATIVE WORKFLOW**

1. **Register Ad-ID Code and Metadata**
   - Advertiser/Agency
   - Web UI
   - Ad-ID System
   - CEA
   - Commercial Delivery
   - Advertising Operations

2. **Input Ad-ID Code in Ad Server**
   - Publisher Requests Ad-ID Metadata
   - CEA Returns Ad-ID Metadata
   - Publisher's Ad Server Stack

3. **Video Player requests Ad**
   - Initial VAST Response
   - Second VAST Request
   - Second VAST Response
   - Ad Decisioning
   - Deliver Ad to Player

4. **Initial VAST Response**
   - DSP
   - SSP
   - FreeWheel Ad Server + SSP

5. **Second VAST Request**
   - Multiple Screens
   - Location of Advertising Asset
   - Ad-ID Metadata
   - VAST wrapper
   - UniversalAdId
   - VAST Tag

*Diagram cited from Ad-ID’s White Paper, Five Use Cases for Video Ad Serving, October 2017*
IAB Tech Lab VAST 4.x

**INDUSTRY CHALLENGE**

Lack of Consistent Creative Identifier Across Systems

Lack of Creative Quality Control

**IAB VAST 4.x SOLUTION**

UniversalAdId

High-Quality Mezzanine File
HIGH QUALITY IN, HIGH QUALITY OUT

• Linear and digital endpoints require the same quality for *the living room TV* experience

• One common high quality Mezzanine format enables us to:
  ✓ Reduce complexity with transcoding
  ✓ Resolves compatibility issues
  ✓ Upholds high video quality across endpoints

*Diagram cited form Ad-ID’s White Paper, Five Use Cases for Video Ad Serving, October 2017*
BENEFITS OF UNIVERSAL ADID
UNIVERSALADID MUST BE AN AUTHORITATIVE REGISTRATION AUTHORITY, SUCH AS AD-ID® IN THE US OR CLEARCAST IN THE UK.

IMPROVED POST-DELIVERY REPORTING
Knowing exactly where an ad ran and when is key to post-campaign wrap-ups. With more detailed information on the performance of creative asset, the better a new campaign can be created.

IMPROVED REACH AND FREQUENCY
Using Ad-ID allows for the accurate delivery of creative assets. Accuracy ensures the right message gets delivered to the right consumer, in an appropriate number of times.

DEDUPILCATED STORAGE OF ADS
Demand and supply side vendors hosting and storing creatives can avoid unnecessary storage of duplicate source media files.

REDUCED FRAGMENTATION ACROSS SCREENS
The growing landscape of screens and endpoint creative requirements caused more of a need for one master file - Mezzanine.

ADDRESS AD COLLISION
When multiple ad servers insert ads into the same video, they need to acknowledge a common identifier, or it is impossible at scale to prevent the same ad or advertiser from running back to back.

REDUCED INVENTORY WASTE
Ad servers can better optimize ad opportunities and their fill rates holistically for a publisher across transaction types and rules, such as back-to-back, restrictions (exceptions, whitelists, blocklists).

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HOW FREEWHEEL IS SOLVING FOR CREATIVE FRAGMENTION
FREEWHEEL ROADMAP – COMBATTING FRAGMENTATION IN CREATIVE WORKFLOWS

IAB VAST 4.x SOLUTION

• VAST 4.1 Adoption in MRM and 3rd Party Ad Server
• Dedicated UniversalAdId field in MRM
• Ad Server Compliance Support for UniversalAdId
• Simplify creative trafficking workflows (ingest once, serve everywhere)
• Additional VAST 4.1 adoption
HOW YOU CAN HELP SOLVE AD FRAGMENTATION TODAY!

1. Make adoption of VAST 4.x, which includes requirements for UniversalAdId and high quality Mezzanine files, in your organization a priority. IAB VAST spec doc found here: https://iabtechlab.com/standards/vast/

2. Set requirements with your partners, such as stream-stitchers, agencies, advertisers and DSPs, to always provide ads with the UniversalAdId (Ad-ID® in the U.S.) across linear and digital.

Jermaine Roseman | Sr. Director, Advanced Advertising Solutions
Why 4.2 Matters?

- Better overall user experience
  - Deprecation of VPAID
  - Enhanced error codes
  - Multiple UniversalAdId nodes
The Payoff
What will it take to make 4.2 the standard?
Top-Down Approach

Third Party Ad Servers

Buy Side

Sell Side

Publishers
Questions?