SSP Video

What is Eskimi SSP video?

Eskimi SSP is a video advertising and monetization solution that bridges the gap between video supply and demand.

The video players allow publishers to monetize their supply through different video placements - in-read, floating, and sticky. The players support in-stream and out-stream ads, so even CTV publishers can be onboarded.

What are the Eskimi video capabilities?

Outstream player

Outstream - video ads (**VAST** & **VPAID**) are served between the website's content (ex., in-article). The out-stream video player is compatible with **desktop** and **mobile** devices. The video tag is responsive, so the publisher is required to integrate only 1 code. Outstream code can be implemented **directly on the page** or through a third party like **Google Ad Manager**.

Instream player

In-stream - video ads (**VAST** & **VPAID**) interrupt another video on the website (ex., pre-roll). The Instream video player is compatible with **desktop**, **mobile** & **CTV** devices. The video tag is responsive, so the publisher is required to integrate only 1 code. Instream code can be implemented **directly on the page** or through a third party like **Google Ad Manager**.

Instream player allows controlling:

- **How many ads will be shown in the content;**
- **What will be the time between ads;**
- **Randomize or sequence the content where the video ads will be shown.**

For in-stream ad monetization video content is required. The video content has to be on the website. However, if the publisher doesn't have any content on the website, it is possible to offer **third-party content**. Keep in mind that the content will be available only in **English** and will have **additional pricing**.

Video placement templates

Both instream and outstream video players have a rich variety of positions on the website. Let’s go through them:

Floating

Top left:

https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63eca44719247c3265075204&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Top right:

https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63eca47a27e2d783e10ebb76&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Top middle:

https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63eca340e1532919970d0fb5&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Bottom left:

https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63eca545bcc1b9b90107f344&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Bottom right:

https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63eca50e6116b913ef09b1d6&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Bottom middle:

https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63eca568881a486f580eaf2e&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Floating video position is highly customizable. It is possible to:

- **Define a video player size when it is floating.**
- **Different pause options.**
- **Floating on a button or an impression.**
- **Etc.**

In-read

https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63ecaaecdccdb0653803f534&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Sticky

Top right:
https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63ecac7fb9a16891e800b835&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Top left:
https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63ecaca0b9a945a8e9043e04&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Top middle:
https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63ecac4744aa2d4581010586&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Bottom left:
https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63ecabe8d6faf99ce10ffd76&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Bottom right:
https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63ecab24bf55da62030a22a7&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Bottom middle:
https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63ecac282f8f04654701df9d&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Integration process - local demand

The technical integration process for any video placement (**outstream, instream, CTV**) is handled by the Eskimi SSP team. Contact them through your Eskimi account manager.

After the integration is finished, the publisher traffic will be bought through **Eskimi DSP** by using **Aniview exchange**. Publishers will be visible in the same way as on any other exchange. No additional process is needed for campaign execution.

For any product-related questions, contact your Eskimi account manager.

Integration process - global demand

If the publisher needs to be onboarded for the global demand, parallel to local demand, then:

1. **Domains and geographies need to be provided by the sales team to the SSP team.**
2. **The domains will go through the approval process, which will take up to 2 weeks.**
3. **After the approval process is finishe,d Eskimi will provide ads.txt lines which need to be implemented by the publisher.**

The global demand consists, but is not limited to, global SSPs such as **Google, Yahoo, Appnexus, Pubmatic, Magnite, Unruly, Index Exchange, SmartAdServer,** and others.

Revision #16
Created 22 February 2023 08:42:01 by Gabriele
Updated 8 November 2026 14:36:13 by Roberta Karpoviciute