VPAID & OMID

- A Comprehensive Guide to VPAID: Web Publishers
- A Comprehensive Guide to OMID: App Publishers

A Comprehensive Guide to VPAID: Web Publishers

Introduction

In the dynamic world of online advertising, there are various technologies and standards designed to enhance the delivery and measurement of video ads. One important standard in this realm is VPAID (Video Player Ad-Serving Interface Definition). This manual article aims to provide a comprehensive understanding of VPAID, exploring its purpose, applications and the challenges it face in the market.

Note: VPAID is a legacy standard. IAB Tech Lab began deprecating it in VAST 4.1; OMID now covers measurement and SIMID covers interactivity.

Understanding VPAID

VPAID, or Video Player Ad-Serving Interface Definition, is a standard that enables seamless communication between video players and ad units, **enhancing the interactivity and measurement capabilities of video ads**. Alongside facilitating interactive experiences like clickable overlays and interactive games, VPAID also plays a crucial role in **video viewability tracking**.

With VPAID, advertisers and web publishers can track the **visibility** and **engagement** of their video ads by integrating JavaScript code within the ad unit. This code captures visibility-related events and communicates them to the video player, allowing for the measurement of viewability metrics such as full view, partial view, and non-view. By leveraging VPAID's standardised API for video viewability tracking, advertisers gain insights into **viewable impressions** and **viewability rates**, enabling them to optimise their campaigns for maximum ad visibility and effectiveness.

Even though VPAID can be used across various platforms and devices to track viewability metrics for video ads. The biggest adoption is seen only between **web publishers.** Therefore, **if advertisers will use VPAID adapter or tags they will mostly serve ads on web publishers.**

How it is used

VPAID is widely used by video web publishers and advertisers to enable interactive features, track user **engagement**, and **measure video viewability**. By integrating VPAID-compliant ad units, advertisers **can incorporate video viewability tracking capabilities into their campaigns**. This allows advertisers to and optimise their campaigns for enhanced ad visibility and effectiveness. Furthermore, web publishers can leverage VPAID to offer transparent viewability metrics as a value-added service, promoting trust and accountability in their advertising inventory.

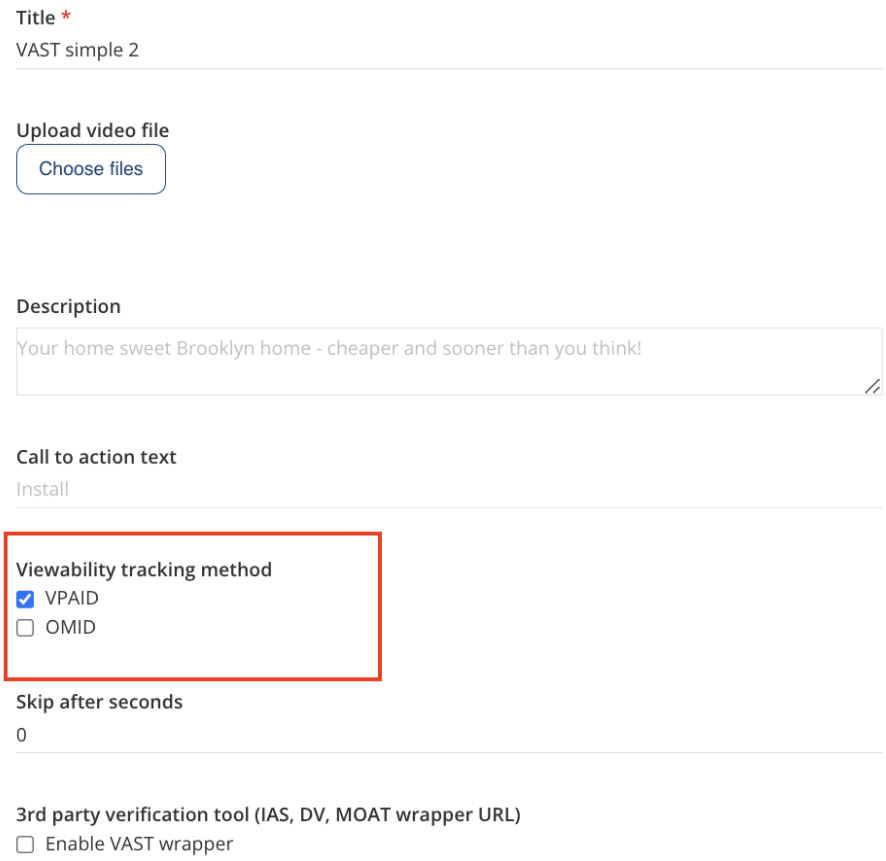
How VPAID is used at Eskimi?

Eskimi, a leading advertising platform, leverages the Google VPAID adapter to enhance their video ad capabilities, particularly when it comes to **measuring viewability**. By utilizing the Google VPAID adapter, **Eskimi seamlessly integrates their video ad-serving technology with the widely used Google IMA SDK** (Interactive Media Ads Software Development Kit) which is used by web publishers. This integration allows Eskimi to ensure that video ads served through their platform are not only interactive but also accurately track viewability metrics.

The Google VPAID adapter provides Eskimi with the tools needed to deliver engaging video ads while effectively measuring viewability, giving advertisers and web publishers the insights they need to optimise their campaigns for better visibility and overall performance. By utilising the power of the Google VPAID adapter, Eskimi enables advertisers to achieve greater transparency and accountability in their video ad campaigns, ultimately driving more effective and impactful advertising experiences.

Practical implementations

To enable video viewability tracking advertisers should select VPAID when uploading original VAST video or remote VAST/VPAID URI ads. See the example below:



Keep in mind that by selecting this tracking method you will only search for ad placements which supports VPAID. Therefore, the traffic may be limited to web publishers which support VPAID.

Also, VPAID and OMID can be selected simultaneously if a VAST video mp4 is uploaded.

A Comprehensive Guide to OMID: App Publishers

Introduction

In the dynamic world of online advertising, there are various technologies and standards designed to enhance the delivery and measurement of video ads. One important standard in this realm is OMID (Open Measurement Interface Definition). This manual article aims to provide a comprehensive understanding of OMID, exploring its purpose, applications, key differences, and the challenges it faces in the market.

Exploring OMID

OMID, or Open Measurement Interface Definition, is a standard developed by the IAB (Interactive Advertising Bureau) to facilitate third-party verification and measurement of ad impressions. It allows independent verification providers to measure various metrics, such as **viewability**, **ad verification**, and **audience measurement**, in a consistent and standardised manner. OMID provides an API that enables measurement and verification scripts to interact with the ad container, ensuring transparency and accountability in the advertising ecosystem.

How it is used

OMID plays a crucial role in **enabling viewability measurement for app publishers**. By integrating the OMID SDK into their mobile applications, app publishers gain access to standardised viewability measurement capabilities across different platforms and devices.

With OMID, app publishers can work with third-party verification providers (IAS, DoubleVerify etc.) to measure viewability metrics such as the percentage of fully viewable impressions and average viewable time. The OMID SDK allows for consistent and transparent measurement, ensuring accurate and reliable viewability data.

By leveraging OMID, app publishers can assess the visibility and impact of their video ads, optimise their placements for maximum viewability, and provide advertisers with the necessary insights to enhance the effectiveness of their campaigns. OMID's standardised approach to viewability measurement in the app environment contributes to increased trust and accountability, benefiting

both app publishers and advertisers in achieving more impactful and successful mobile ad experiences.

How it is used at Eskimi?

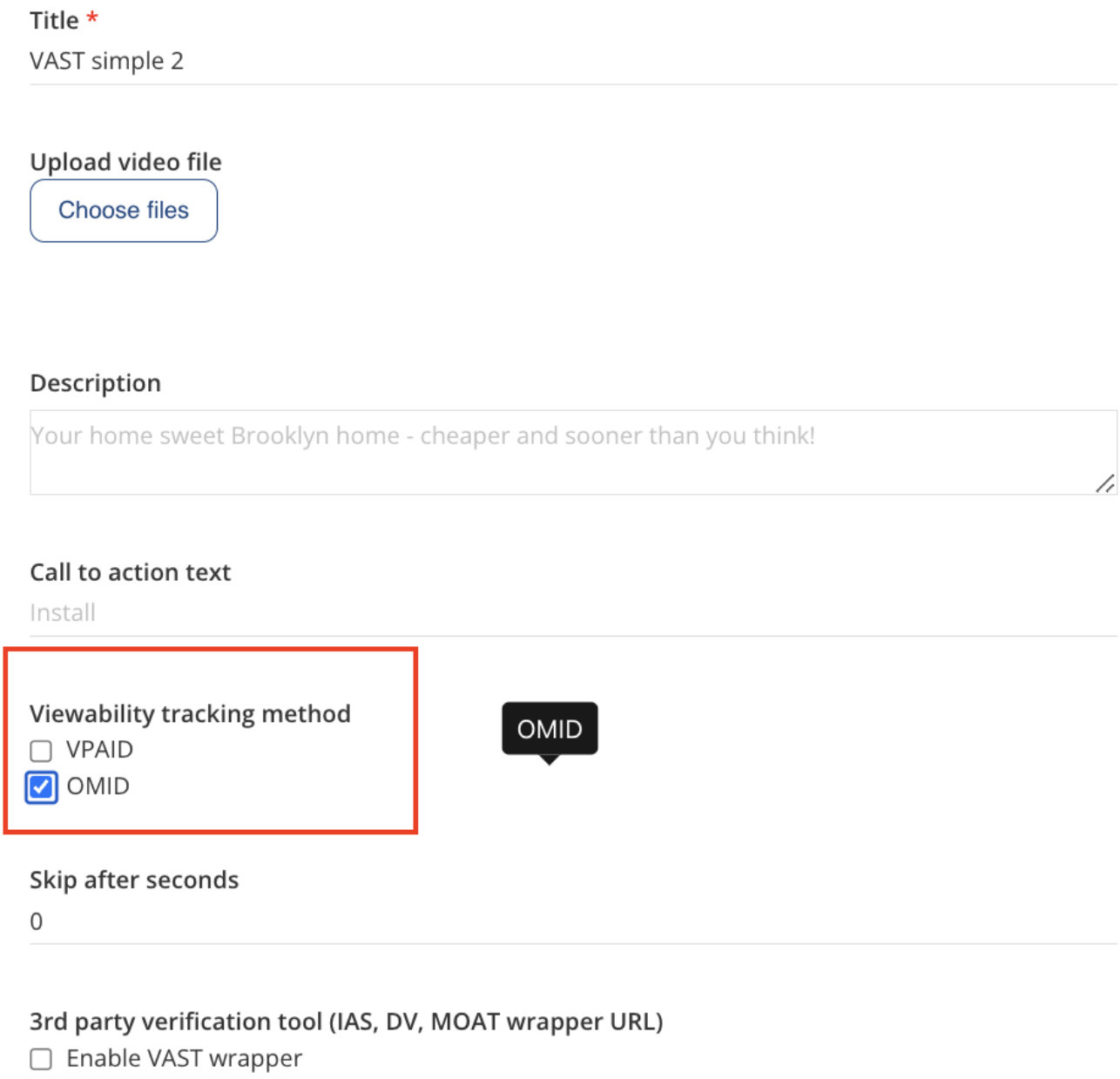
Eskimi utilises OMID for viewability measurement to enhance transparency and optimise the performance of their ad campaigns. By integrating OMID into their platform, Eskimi gains access to **standardised viewability metrics from mobile apps**.

When bidding on ad impressions, Eskimi leverages OMID-compliant measurement scripts to verify viewability. These scripts communicate with the ad container through the OMID API, collecting standardised viewability data. Eskimi then uses this data to evaluate the viewability performance of the impressions they purchase, optimising their bidding strategies and ensuring that their ads are seen by the intended audience.

By leveraging OMID viewability measurement, Eskimi enhances transparency, providing advertisers with accurate reporting and actionable insights to optimise their campaigns for improved viewability and effectiveness.

Practical implementations

To enable video viewability tracking advertisers should select OMID when uploading original VAST video or remote VAST URI ads. See the example below:



Keep in mind that by selecting this tracking method you will only search for ad placements which supports OMID. Therefore, the traffic may be limited to app publishers which support OMID.

Also, VPAID and OMID can be selected simultaneously if a VAST video mp4 is uploaded.

Market Challenges

The adoption of OMID faces challenges due to varying implementation timelines and compatibility across platforms. Additionally, the integration and implementation of OMID-compliant measurement solutions require technical expertise and coordination between advertisers,

publishers, and measurement vendors.