VAST Video Placement Types and Tracking Options

All the video placement types we can see in VAST video bid requests are in the table below.

Value	Placement type	What it means
1	In-Stream	Plays before, during or after the video content the viewer chose to watch (pre-roll, mid-roll, post-roll).
2	In-Banner	Plays inside a display banner slot, so it needs display ad space on the page.
3	In-Article	Starts playing between paragraphs of an article, as a standalone message.
4	In-Feed	Appears inside a content, social or product feed.
5	Interstitial / Slider / Floating	Stays on screen while shown, covering all or part of it. A full-screen interstitial is marked separately in the bid request (imp.instl).

Source: IAB Tech Lab OpenRTB 2.5, section 5.9 Video Placement Types (OpenRTB standards).

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