

VAST Video Placement Types and Tracking Options

All the options that we can track in bid request for VAST Videos are in the pictures below.

5.9 Video Placement Types

The following table lists the various types of video placements derived largely from the IAB Digital Video Guidelines.

Value	Description
1	In-Stream Played before, during or after the streaming video content that the consumer has requested (e.g., Pre-roll, Mid-roll, Post-roll).

www.iab.com/openrtb

Page 47

OpenRTB API Specification Version 2.5

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2	In-Banner Exists within a web banner that leverages the banner space to deliver a video experience as opposed to another static or rich media format. The format relies on the existence of display ad inventory on the page for its delivery.
3	In-Article Loads and plays dynamically between paragraphs of editorial content; existing as a standalone branded message.
4	In-Feed - Found in content, social, or product feeds.
5	Interstitial/Slider/Floating Covers the entire or a portion of screen area, but is always on screen while displayed (i.e. cannot be scrolled out of view). Note that a full-screen interstitial (e.g., in mobile) can be distinguished from a floating/slider unit by the <code>imp.instl</code> field.

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