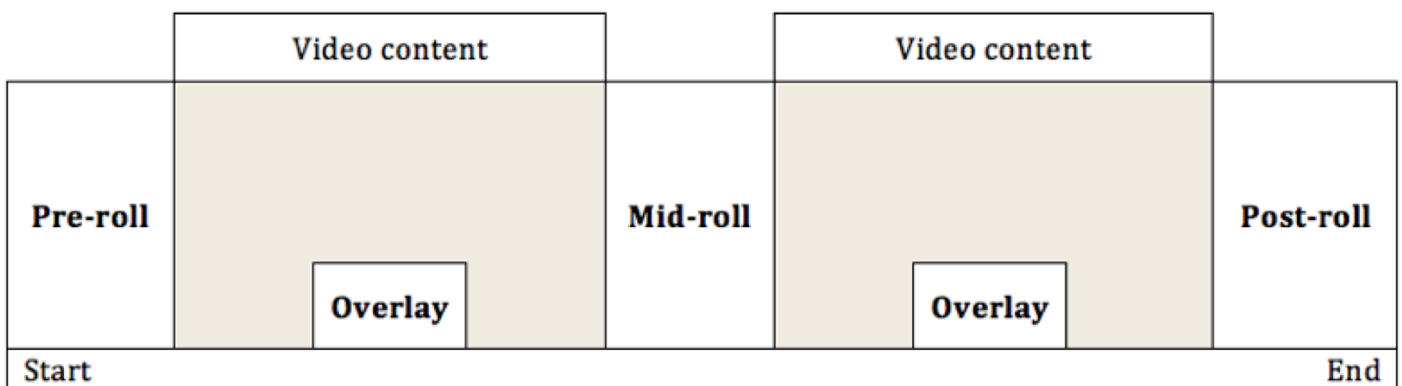


Instream & Outstream

The biggest difference between instream and outstream video ads is the placement. Instream video ads are placed within an existing video player that will be used to play content, while outstream video ads are placed in a standalone player which gets embedded in a page similar to a display banner.

Instream



Linear

Linear video ads are played before, between or after the playback of video content. Linear video advertising is known to interrupt the playback of a video clip, with the linear ad taking over the full video experience for a period of time. There are three distinct formats of linear video advertising:

- **Pre-roll** ads play before the start of the video playback;
- **Mid-roll** ads play during the playback of the video clip;
- **Post-roll** ads play after the end of the video playback.

Non-linear

Non-linear video ads do not disrupt the playback of a video; they run alongside the video content within the video player for a brief period of time or after the ad is clicked away. The original video content remains visible throughout the duration of the non-linear video ad, which is displayed in a portion of the video player. Non-linear video ads are typically displayed in the bottom area of a video player.

An **overlay ad** is a banner ad delivered over the video content at the bottom of the video player. The ad uses text, graphics, or video overlays to convey the message of the advertiser.

Companion ads

To enhance the campaign's visibility, a linear or non-linear video ad can be paired with a companion ad that is in tune with the original video ad. A companion ad is served outside the video player's environment. Any display advertising format can be coupled.

An example of a companion ad is a **branded player**. A branded player consists of an outer layer or skin that is wrapped around the video player.

Outstream

Video creatives that are used for linear advertising can also be used for outstream advertising. The difference is that outstream video will be placed in its own player.

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