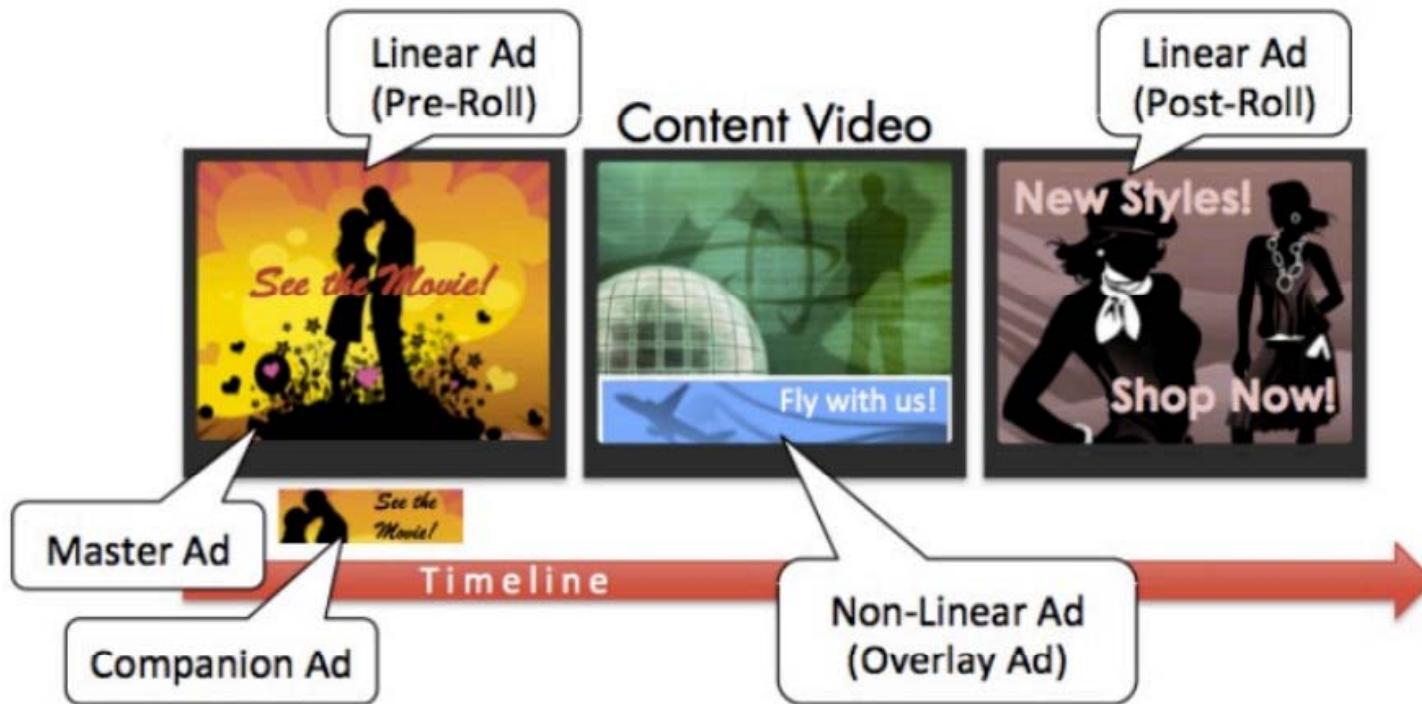


# Les formats in-stream



# La standards IAB vidéo

- VAST: Video Ad Serving Template
- VPAID: Video Player - Ad Interface Definition
- VMAP: Video Multiple Ad Playlist



# VAST: Pourquoi ?

Your Ad



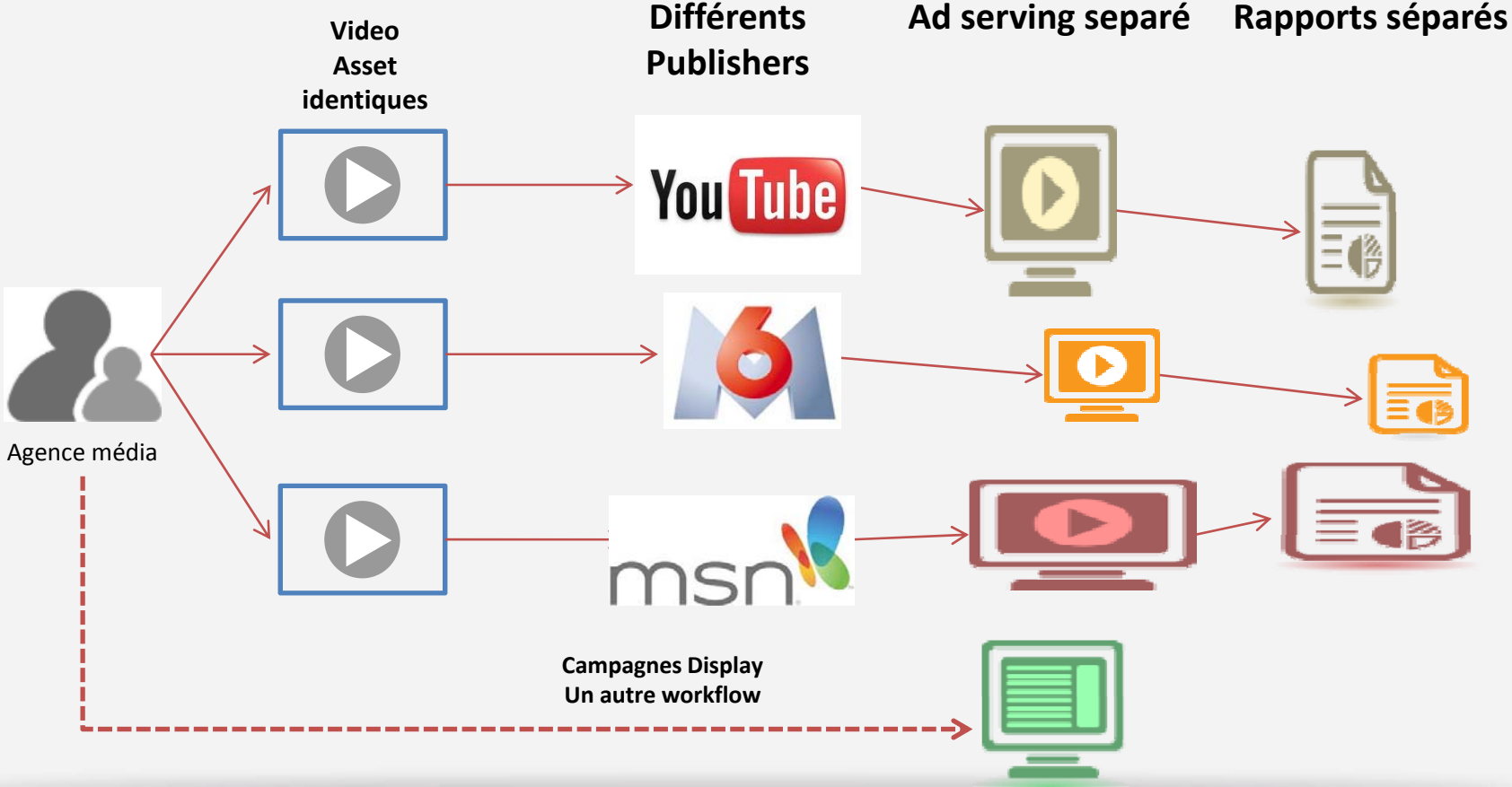
|  |                                     |   |                                     |   |                                      |   |
|--|-------------------------------------|---|-------------------------------------|---|--------------------------------------|---|
|  |                                     |   |                                     |   |                                      |   |
| North America<br>Grounded<br>NEMA 5-15 | Japan<br>Non-grounded<br>JIS C 8303 | Europe<br>German style<br>CEE7/4 Schuko | Europe<br>French style<br>Schuko    | Europe/Russia<br>Non-grounded<br>CEE7/16 Europlug | Great Britain<br>Grounded<br>BS-1363 | Great Britain<br>"Shaver socket"<br>BS-4573 |
|  |                                     |   |                                     |   |                                      |   |
| Australia/China<br>Grounded<br>AS-3112 | Italy<br>Grounded<br>CEI 23-16      | Switzerland<br>Grounded<br>SEV-1011     | Denmark<br>Grounded<br>SRAF 1962/DB | Israel<br>Grounded<br>SI 32 (IS 16A-R)            | India<br>Grounded<br>BS-546 "Small"  | South Africa<br>Grounded<br>BS-546 "Large"  |

Their Video  
Players

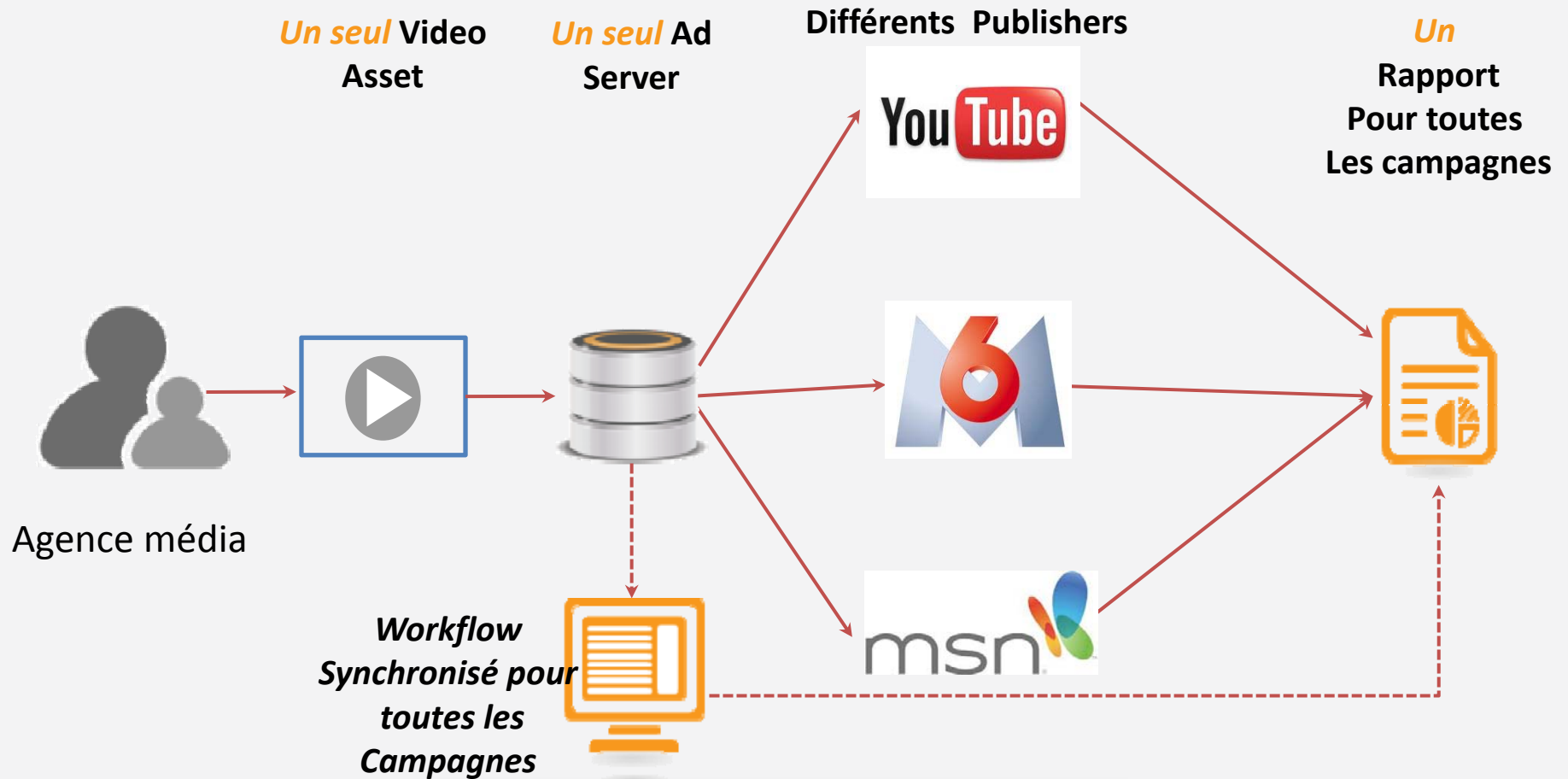
# Une solution universelle



# Avant



# Maintenant



# VPAID: des possibilités infinies

1. Des publicités in-stream interactives
2. Des indicateurs de performance enrichis pour les marques
3. Une tracabilité de bout en bout

