

video ad format matrix

The IAB Australia Video Council created this video format matrix to showcase the various environments available for different video formats. It provides guidance on maximising the use of existing assets and expanding the reach of your ads by highlighting the diversity of environments suitable for each format.

15 second in-stream



can also be bought programmatically through ad tech vendors

30 second in-stream



can also be bought programmatically through ad tech vendors

skippable in-stream



can also be bought programmatically through ad tech vendors

6-second bumper



can also be bought programmatically through ad tech vendors

shoppable video



can also be bought programmatically through ad tech vendors

vertical video



can also be bought programmatically through ad tech vendors

interactive video



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video ad format matrix

pre-roll



can also be bought programmatically through ad tech vendors

video with companion ads



can also be bought programmatically through ad tech vendors

in-article video



can also be bought programmatically through ad tech vendors

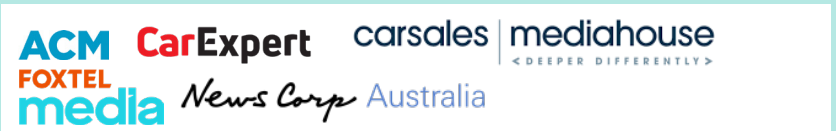
accompanying content (formerly outstream)



interstitial (formerly outstream)



standalone / no content (formerly outstream)



can also be bought programmatically through ad tech vendors

high impact formats across CTV



can also be bought programmatically through ad tech vendors

short form video (post 30 seconds, but pre 60 seconds)



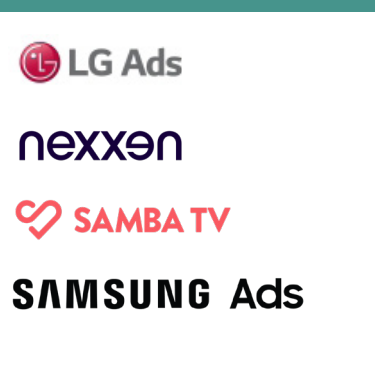
long form video (post 60 seconds)



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adtech & data vendors

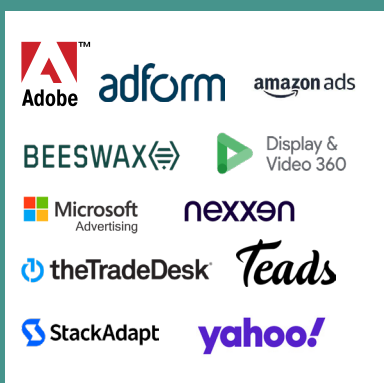
acr partners



ad servers



dsp's



ssp's



definitions

This section provides clear definitions of key video formats and terms used throughout the matrix, helping planners and buyers navigate the nuances of video advertising with confidence.

15 Second In-Stream

A short video ad that plays before, during, or after streaming video content.

30 Second In-Stream

A longer video ad that plays within streaming content, typically allowing for more detailed messaging.

Vertical Video

A video format designed for viewing on mobile devices, oriented vertically for better engagement.

Shoppable Video

An interactive video that allows viewers to purchase products directly from the video content.

Skippable In-Stream

An ad format that allows viewers to skip the ad after a few seconds, giving them control over their viewing experience.

Interactive Video

A video format that engages viewers through interactive elements, allowing them to make choices or participate in the content.

6-Second Bumper

A very short, non-skippable video ad that appears before a main video, designed to capture attention quickly.

Pre-Roll

An advertisement that plays before the main video content starts.

Video with Companion Ads

A video ad that is accompanied by additional ads displayed alongside it, often on the same page.

In-Article Video

A video that is embedded within an article, allowing users to watch while reading.

Short Form Video (Post 30 Seconds)

A video that is brief and designed to engage viewers quickly, typically lasting less than a minute.

Long Form Video (Post 60 Seconds)

A more extended video format that allows for in-depth storytelling or detailed information.

Outstream Video

A video ad that plays outside of a traditional video player, such as within text content or on social media feeds.

High Impact Formats Across CTV

Engaging video formats designed for Connected TV (CTV) that aim to create a strong visual impact.

Accompanying Content

When a video appears with other content on a webpage, but it's not the main focus. For example, you might see a video while reading a recipe or a news article. The video is related to what you're reading but isn't the primary reason you're on the page. By default, these videos play without sound.

Interstitial

When flipping through a slideshow or using an app, a full-screen video ad pops up that you must watch before continuing. These ads are common within apps or when moving between pages. They ensure viewers see and pay attention to the ad since there's nothing else to look at.

Standalone / No Content

video ad is delivered on its own, without any surrounding articles or content. It could be delivered in various ways, such as a video player that floats on the page, a slideshow, or something that blends into the website design. Here, the focus is purely on the ad, tailored to enhance the user experience on the site.

Digital Video Ad Format Guidance & Related Field In OpenRTB

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Did we miss you?

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