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.

iab.
australia
video advertising

15 second in-stream

ACM · CarExpert · Daily Mail · DAILYMOTION · ESPN · fetch · FOXTEL media
INTERPLAY MEDIA · KARGO · Meta · NETFLIX · News Corp Australia · Nine
Microsoft Advertising · Paramount · OPTUS SPORT · prime · SAMSUNG Ads · Spotify
7+ · SNAPCHAT · tubi · twitch · TikTok
REA Group · reddit · SBS ONDEMAND · YouTube

can also be bought programmatically through ad tech vendors

30 second in-stream

ACM · CarExpert · Daily Mail · DAILYMOTION · ESPN · fetch
FOXTEL media · INTERPLAY MEDIA · KARGO · Meta · NETFLIX · News Corp Australia
Nine · Paramount · OPTUS SPORT · prime · SAMSUNG Ads
Spotify · SNAPCHAT · tubi · twitch · TikTok
REA Group · reddit · SBS ONDEMAND · YouTube

can also be bought programmatically through ad tech vendors

skippable in-stream

DAILYMOTION
News Corp Australia
YouTube

can also be bought programmatically through ad tech vendors

6-second bumper

CarExpert · KARGO
ESPN · DAILYMOTION
fetch · NETFLIX
News Corp Australia
SBS ONDEMAND · 7+
SNAPCHAT · Spotify · tubi
REA Group · YouTube

can also be bought programmatically through ad tech vendors

shoppable video

DAILYMOTION · fetch · News Corp Australia · fetch
Microsoft · Pinterest · Paramount · prime
SBS ONDEMAND · SNAPCHAT · 7+
TikTok · twitch · Uber Advertising · Woolworths Group
YouTube

can also be bought programmatically through ad tech vendors

vertical video

CarExpert · ESPN · DAILYMOTION
DRIVE · KARGO · News Corp Australia
Meta · Pinterest · TikTok · SNAPCHAT
Spotify · YouTube

can also be bought programmatically through ad tech vendors

interactive video

DAILYMOTION · News Corp Australia · Nine
Paramount · Pinterest · 7+ · prime · TikTok
twitch · SNAPCHAT · SBS ONDEMAND
Uber Advertising · YouTube
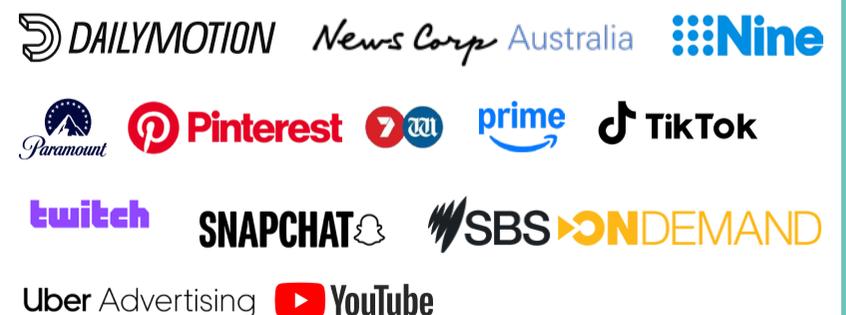
can also be bought programmatically through ad tech vendors

video ad format matrix

iab. australia video advertising

pre-roll

ACM · ESPN · CarExpert · fetch · KARGO · carsales | mediahouse DEEPER DIFFERENTLY · Domain Group · DAILYMOTION · News Corp Australia · FOXTEL media · INTERPLAY MEDIA · NETFLIX · Nine · 7+ · Paramount · prime · Spotify · tubi · SBS ONDEMAND · REA Group · twitch · YouTube

can also be bought programmatically through ad tech vendors

video with companion ads

KARGO · SAMSUNG Ads · Spotify · Woolworths Group · YouTube

can also be bought programmatically through ad tech vendors

in-article video

ACM · CarExpert · ESPN · DAILYMOTION · DRIVE · News Corp Australia · Domain Group · FOXTEL media · KARGO · INTERPLAY MEDIA · Nine · 7NEWS · Woolworths Group

can also be bought programmatically through ad tech vendors

accompanying content *(formerly outstream)*

ACM · CarExpert · Domain Group · DRIVE · FOXTEL media · carsales | mediahouse DEEPER DIFFERENTLY · KARGO

interstitial *(formerly outstream)*

Domain Group · FOXTEL media · News Corp Australia

standalone / no content *(formerly outstream)*

ACM · CarExpert · carsales | mediahouse DEEPER DIFFERENTLY · FOXTEL media · News Corp Australia

can also be bought programmatically through ad tech vendors

high impact formats across CTV

DAILYMOTION · fetch · fire tv · Google TV · Microsoft · Nine · News Corp Australia · prime · Paramount · 7+ · SAMSUNG Ads · SBS ONDEMAND · twitch · Teads · tubi · YouTube · KARGO

can also be bought programmatically through ad tech vendors

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

CarExpert · ESPN · Domain Group · fetch · FOXTEL media · INTERPLAY MEDIA · KARGO · Meta · Nine · NETFLIX · News Corp Australia · SAMSUNG Ads · SNAPCHAT · 7+ · SBS ONDEMAND · tubi · Uber Advertising · YouTube · Spotify

long form video
(post 60 seconds)

CarExpert · ESPN · FOXTEL media · fetch · INTERPLAY MEDIA · Meta · Nine · SAMSUNG Ads · 7+ · Spotify · SNAPCHAT · YouTube

can also be bought programmatically through ad tech vendors

adtech & data vendors

acr partners

LG Ads · nexxen · SAMBA TV · SAMSUNG Ads

ad servers

adform · flashtalking by Mediaocean · FREEWHEEL A COMCAST COMPANY · Google Ad Manager · INNOVID · publica by IAS · SpringServe · XR EXTREME REACH · Microsoft Advertising

dsp's

Adobe · adform · amazon ads · BEESWAX · Display & Video 360 · Microsoft Advertising · nexxen · theTradeDesk · Teads · StackAdapt · yahoo!

ssp's

Magnite · OpenX · Index Exchange · nexxen · Teads · PubMatic · Google Ad Manager · Microsoft Advertising · FREEWHEEL A COMCAST COMPANY · KARGO

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
click to go ▶

Did we miss you?
if you would like your company included in the matrix, please fill out this form here.
click to go ▶

Find out more about the video council
click to go ▶