



SIMID : Taking VPAID back to the basics!
(Build Simple Secure Interactive Ads)

Speakers



Aron Schatz
Director, Product & Data
PowerInbox
@powerinbox
@AronSchatz



Ryan Thompson
Software Engineer
Google
@google



Moderator
Amit Shetty
Sr. Director, Product Management
IAB Tech Lab
@iabtechlab @amitshetty

Contributions

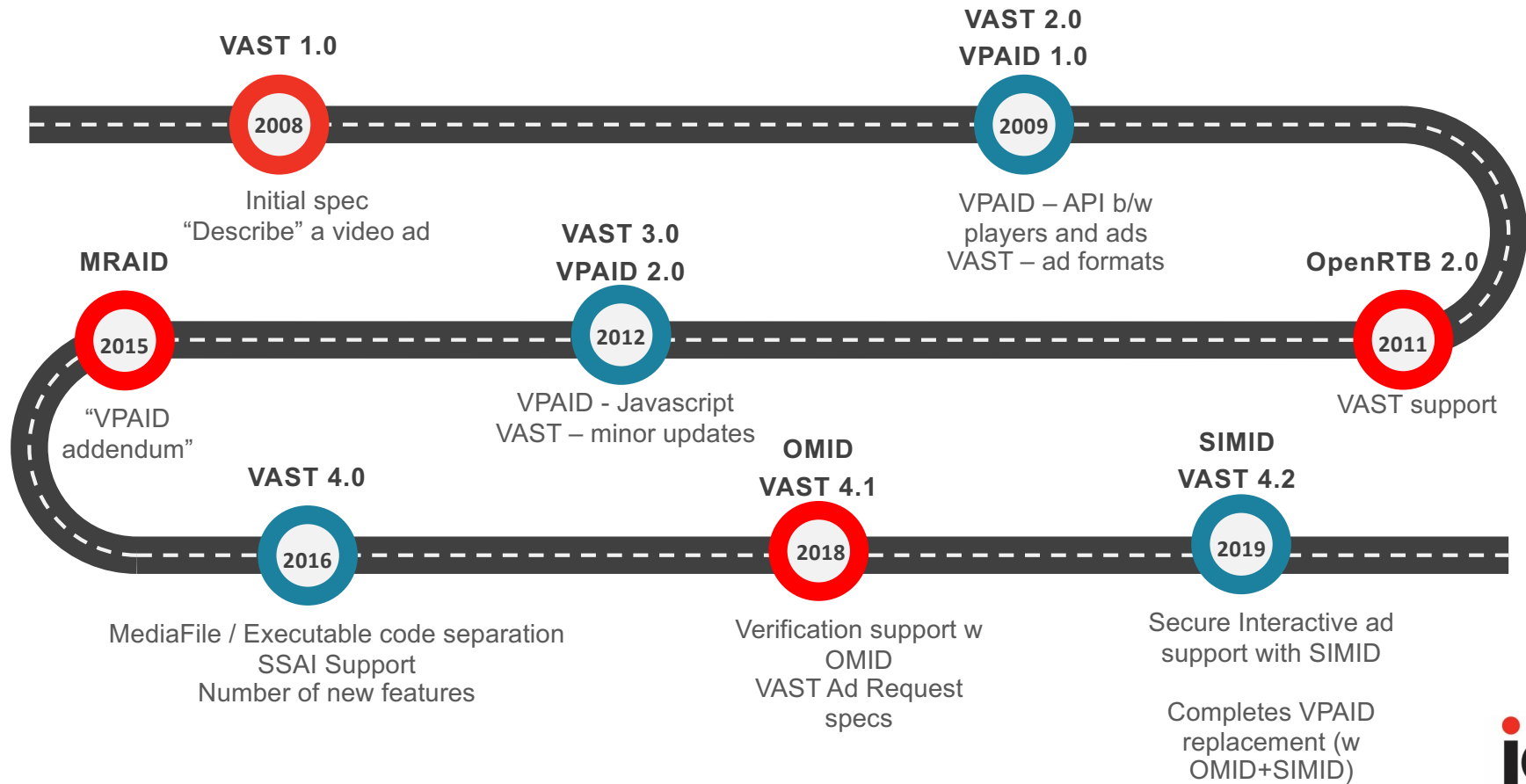
The SIMID subgroup of the IABTL Digital Video Technical Working Group:

AppNexus	Display.io	Google	Hulu	Oracle	Sizmek	TrueX
CBS Interactive	DoubleVerify	Grabit Media	Innovid	Pandora	SpotX	Twitter
Celtra	Extreme Reach	Gruuv Interactive	LogoBar	Pixalate	Spring Media	Verve
Connatix	Flashtalking	GumGum	Microsoft	Powerinbox	Teads	Xandr
Conversant Media	Fox	Hiro Media	NBC Universal	Rubicon Project	Tremor Video	Yospace
Disney	Freewheel					

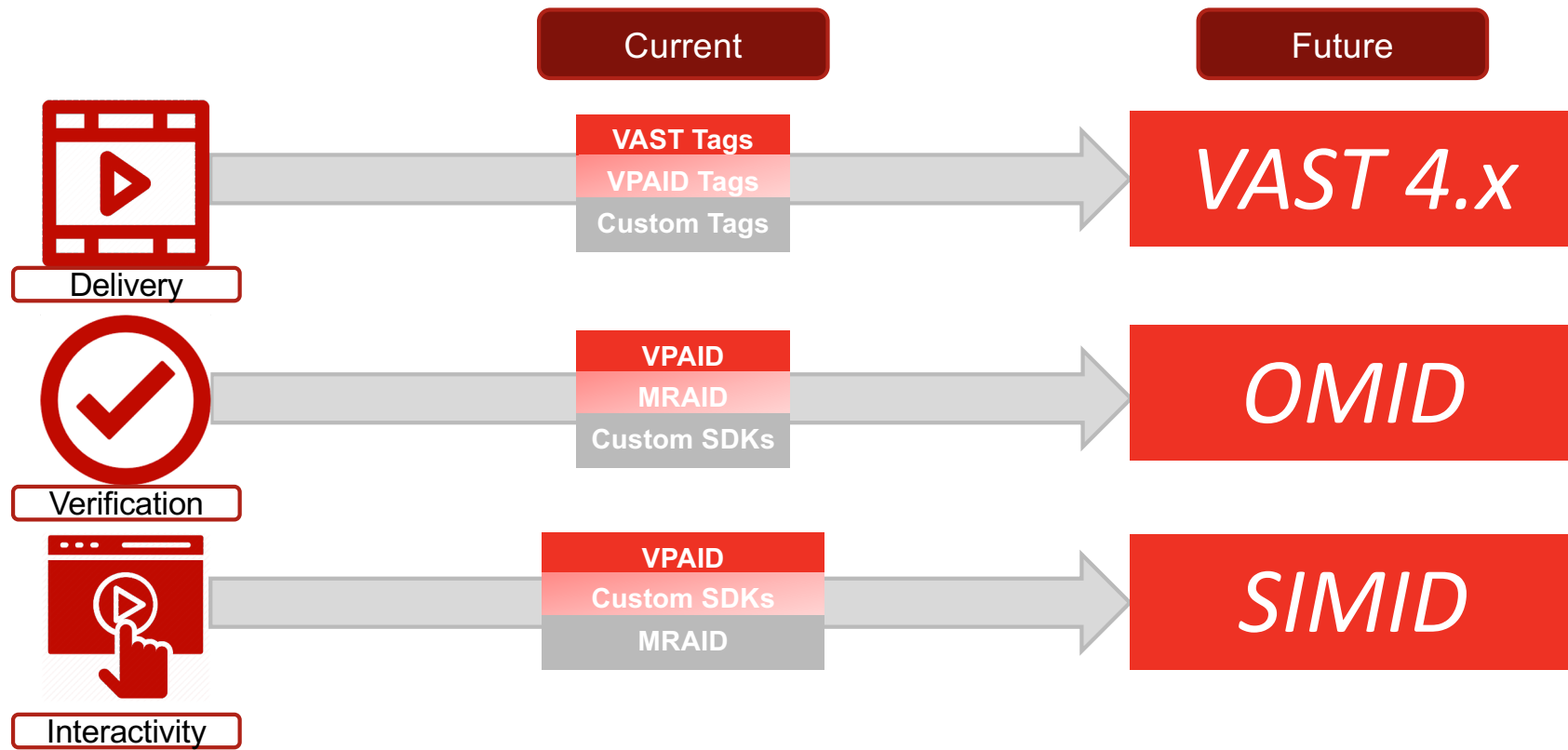
Special thanks to some key contributors :

Amit Dvir Andrei Andreev Aron Schatz David Baldeschieler
Gasper Kozak Gvidas Dambrauskas Jonathan Eccles Michael Tuminello
Pieter Mees Ravi Vooda Ryan Thompson Sam Lo Tim De Pauw
Fernando Estavillo Merrill Bajana Jeffrey Gilbert Justin Rath

“VSUITE” – A history in 1 minute



The new “VSUITE”






VAST 4.x Benefits Overview

IAB Video Center and IAB Tech Lab created an easy-to-read guide to help you, your team and your executives understand the benefits of the VAST 4.x stack, and the importance of scaling adoption across the entire industry.

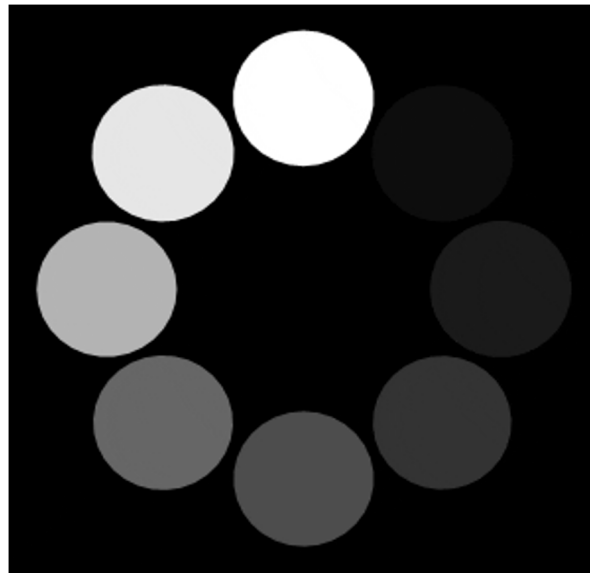
Includes benefit deep dives overview for:

- [Advertisers](#)
- [Publishers](#)
- [Consumers](#)

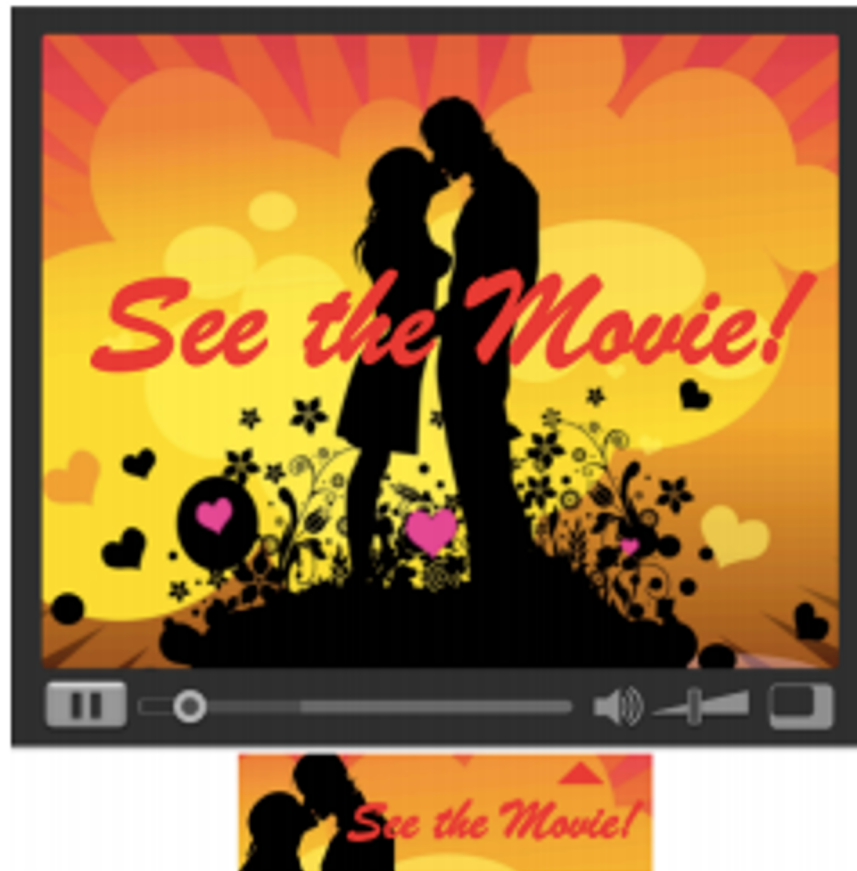
[Link : https://www.iab.com/insights/vast-4-x-benefits-overview/](https://www.iab.com/insights/vast-4-x-benefits-overview/)

BENEFIT	 Improves video creative quality <ul style="list-style-type: none"> • No blurry video ads. 	 Better ad delivery and more efficient transactions <ul style="list-style-type: none"> • Reduced errors (i.e. broken ads that don't play) & enhanced reporting across delivery systems. 	 Streamlines and improves measurement, verification, and reporting efforts <ul style="list-style-type: none"> • Simplifies tags which enables better measurement. • Better management and tracking of creative assets (with Ad-ID integration).
CORRESPONDING VAST 4.x FEATURES/SOLUTIONS	<ul style="list-style-type: none"> • Improved user experience with mezzanine file and SSAI support (i.e. allows for more device coverage, higher quality video ads, etc.). • Allows the video player to deliver the right ad based on available bandwidth with "ready-to-serve" file support. • Opportunity for creative innovation with increased support of interactivity and audio. 	<ul style="list-style-type: none"> • Better understanding of client (device) capabilities via macros translates to fewer errors. • More context maintained across the entire delivery chain. • Simplified ad delivery architecture (i.e. separation of media file from interactive/verification code) which leads to fewer blank or delayed ads. 	<ul style="list-style-type: none"> • Better support across all verification vendors (VAST4.x + OMID allows a single tag to work across all platforms). • Brand visibility at creative level; ability to view where their ads appear enables better reporting.

What's the matter with VPAID?



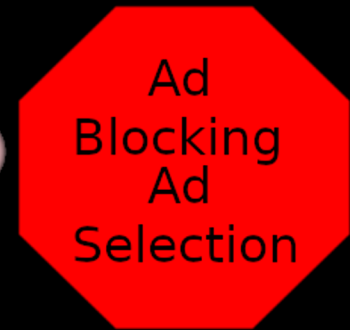
VPAID was made for Interactive Ads





Flash Interactive
Ads

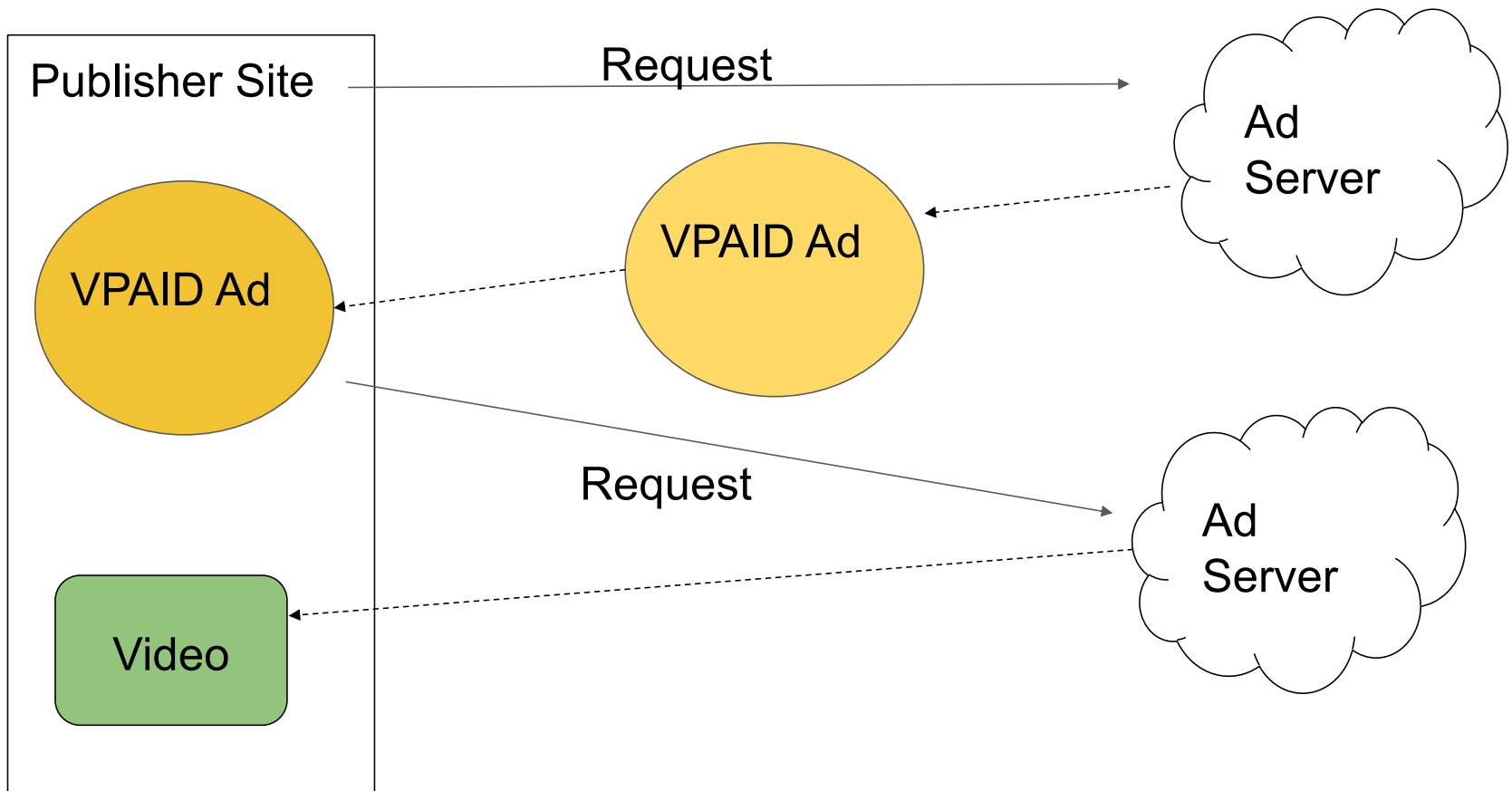
HTML5 Interactive Ads



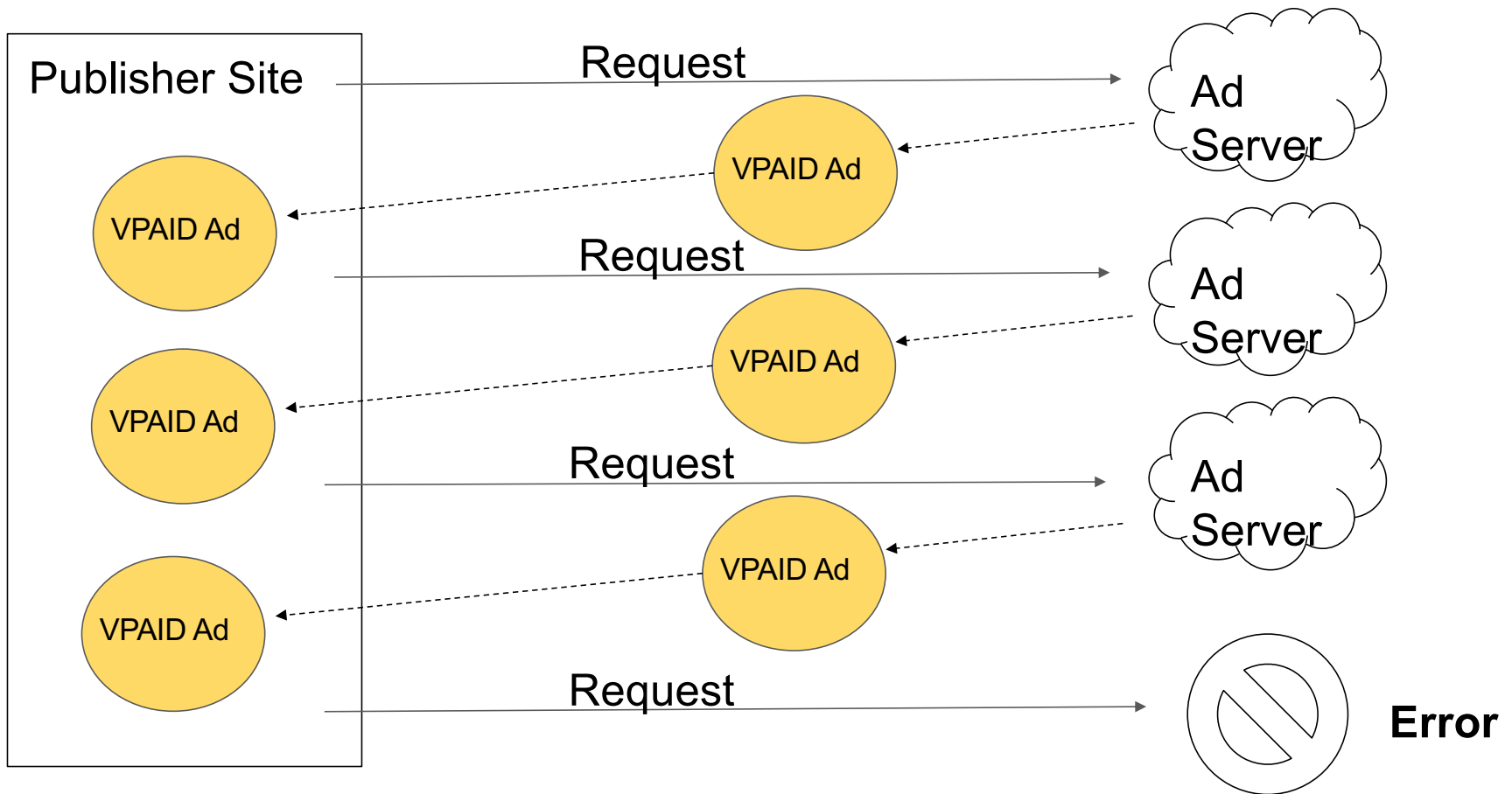
Ad Measurement



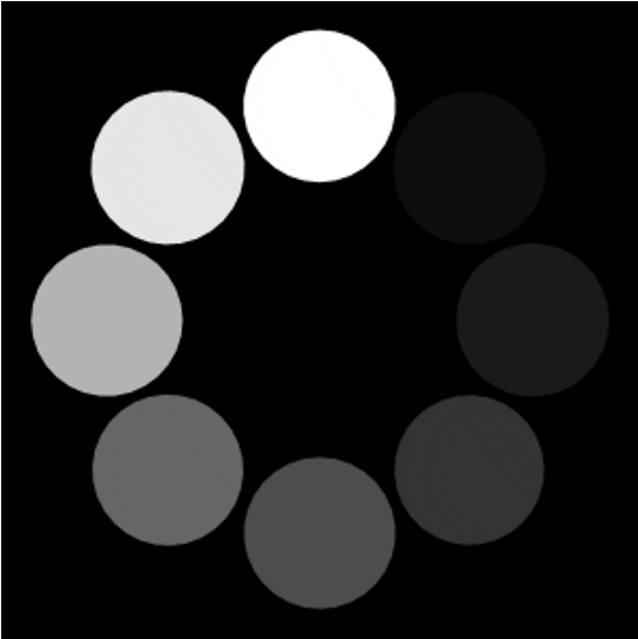
Largest VPAID use case



What Could Go Wrong?



Latency



Media Load

Ad Request

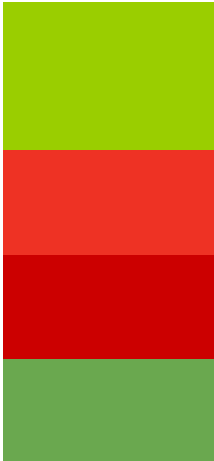
Standard Video Ad

Latency



Media Load
Ad Request

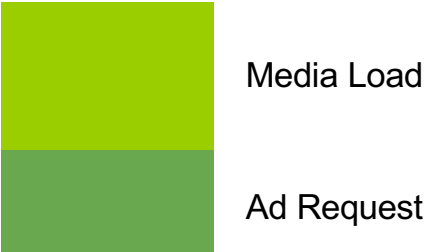
Standard Video Ad



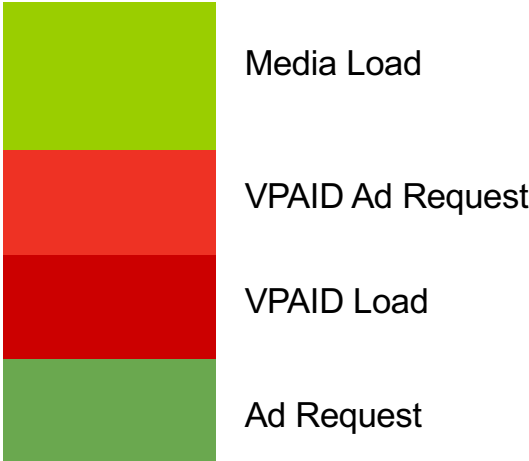
Media Load
VPAID Ad Request
VPAID Load
Ad Request

VPAID Ad

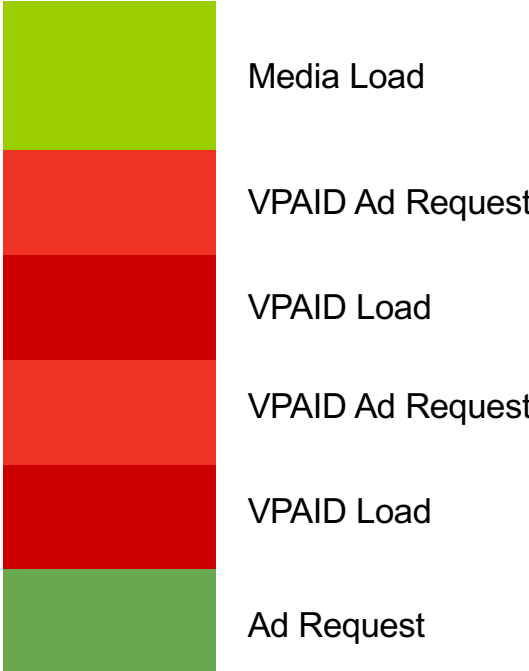
Latency



Standard Video Ad



VPAID Ad



VPAID Ad Loading VPAID Ad

VAST Errors

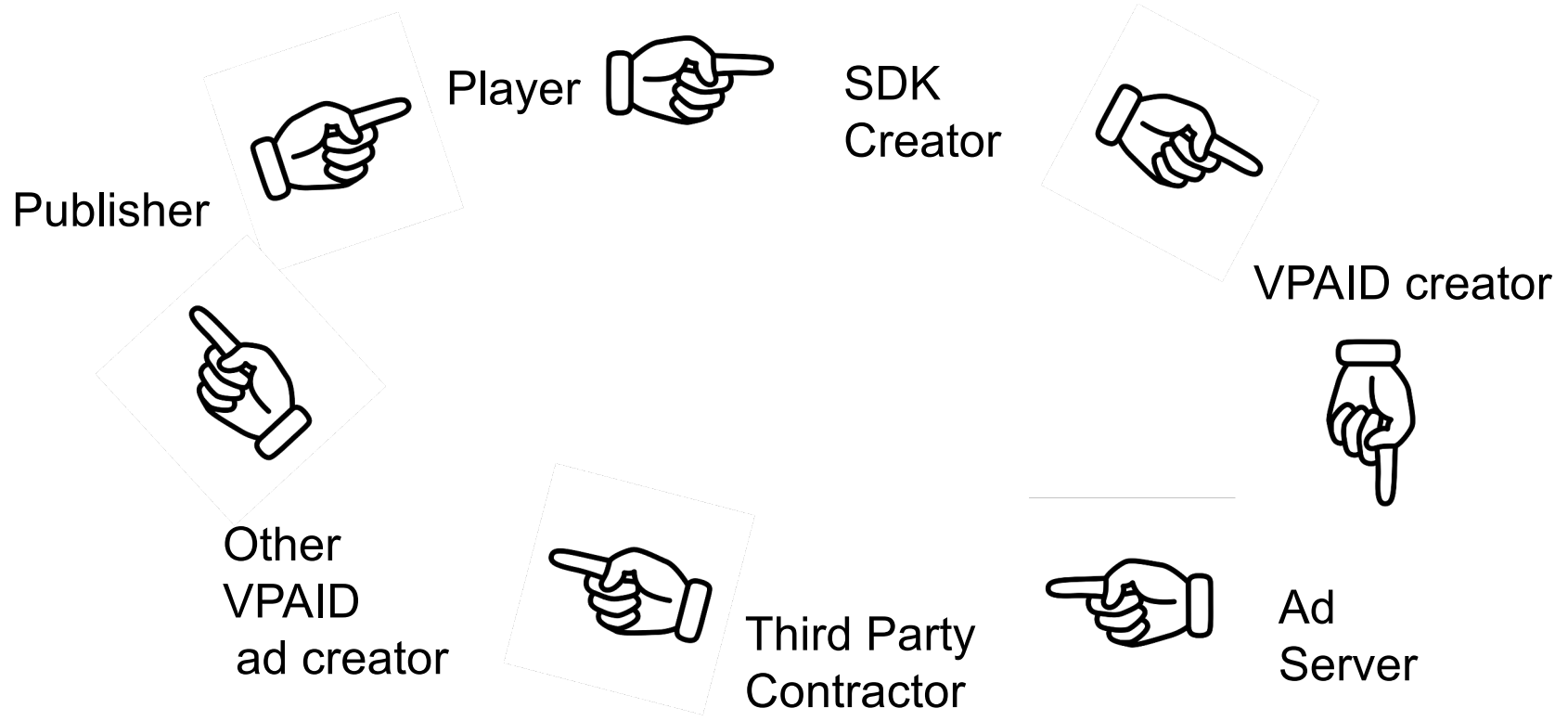
Code	Description
100	XML parsing error.
101	VAST schema validation error.
102	VAST version of response not supported.
200	Trafficking error. Video player received an Ad type that it was not expecting and/or cannot display.
201	Video player expecting different linearity.
202	Video player expecting different duration.
203	Video player expecting different size.
204	Ad category was required but not provided.
300	General Wrapper error.

Code	Description
301	Timeout of VAST URI provided in Wrapper element, or of VAST URI provided in a subsequent Wrapper element. (URI was either unavailable or reached a timeout as defined by the video player.)
302	Wrapper limit reached, as defined by the video player. Too many Wrapper responses have been received with no InLine response.
303	No VAST response after one or more Wrappers.
304	InLine response returned ad unit that failed to result in ad display within defined time limit.
400	General Linear error. Video player is unable to display the Linear Ad.
401	File not found. Unable to find Linear/MediaFile from URI.
402	Timeout of MediaFile URI.
403	Couldn't find MediaFile that is supported by this video player, based on the attributes of the MediaFile element.
405	Problem displaying MediaFile. Video player found a MediaFile with supported type but couldn't display it. MediaFile may include: unsupported codecs, different MIME type than MediaFile@type, unsupported delivery method, etc.
406	Mezzanine was required but not provided. Ad not served.
407	Mezzanine is in the process of being downloaded for the first time. Download may take several hours. Ad will not be served until mezzanine is downloaded and transcoded.
408	Conditional ad rejected.
409	Interactive unit in the InteractiveCreativeFile node was not executed.
410	Verification unit in the Verification node was not executed.
411	Mezzanine was provided as required, but file did not meet required specification. Ad not served.
500	General NonLinearAds error.
501	Unable to display NonLinear Ad because creative dimensions do not align with creative display area (i.e. creative dimension too large).
502	Unable to fetch NonLinearAds/NonLinear resource.
503	Couldn't find NonLinear resource with supported type.

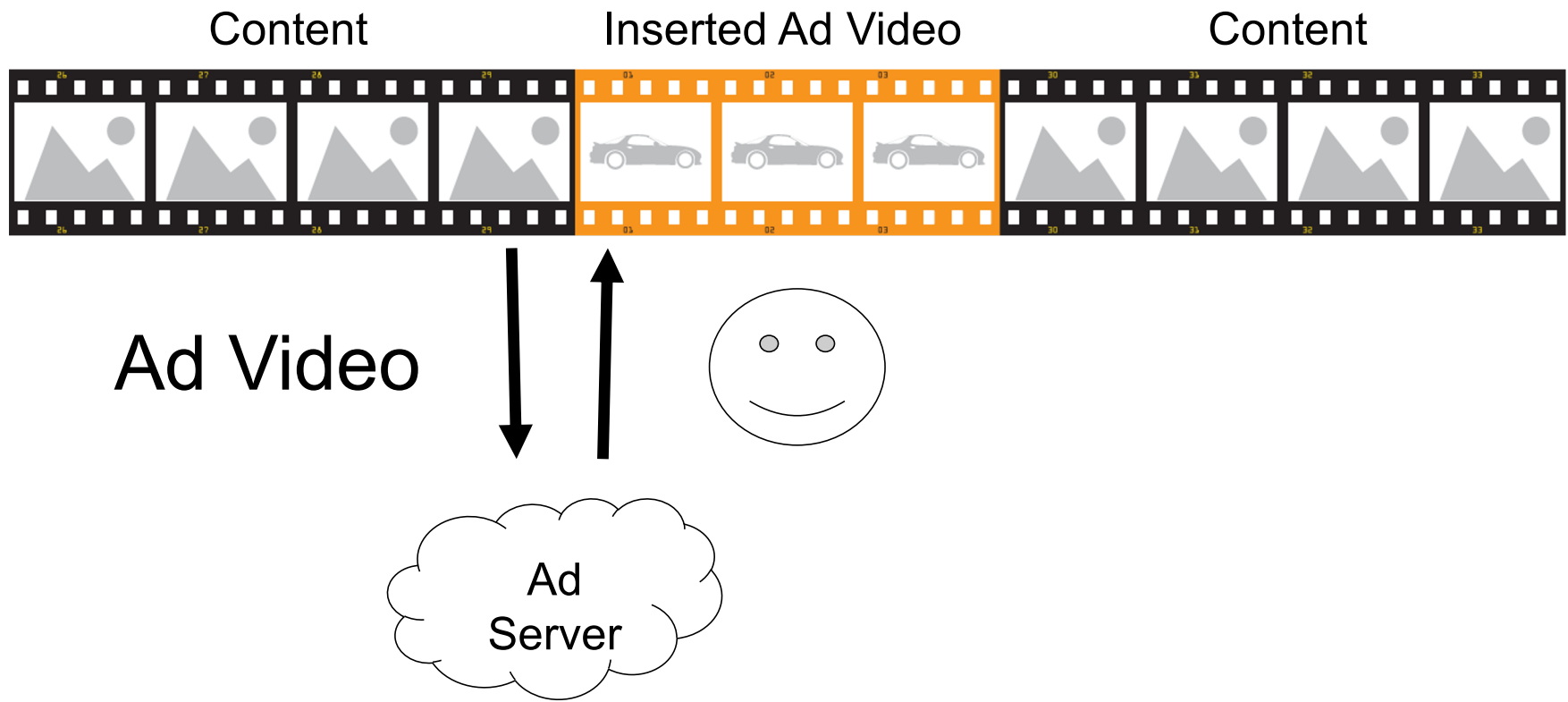
VPAID Errors - Only One

Code	Description
301	Timeout of VAST URI provided in Wrapper element, or of VAST URI provided in a subsequent Wrapper element. (URI was either unavailable or reached a timeout as defined by the video player.)
302	Wrapper limit reached, as defined by the video player. Too many Wrapper responses have been received with no InLine response.
900	Undefined Error.
901	General VPAID error.

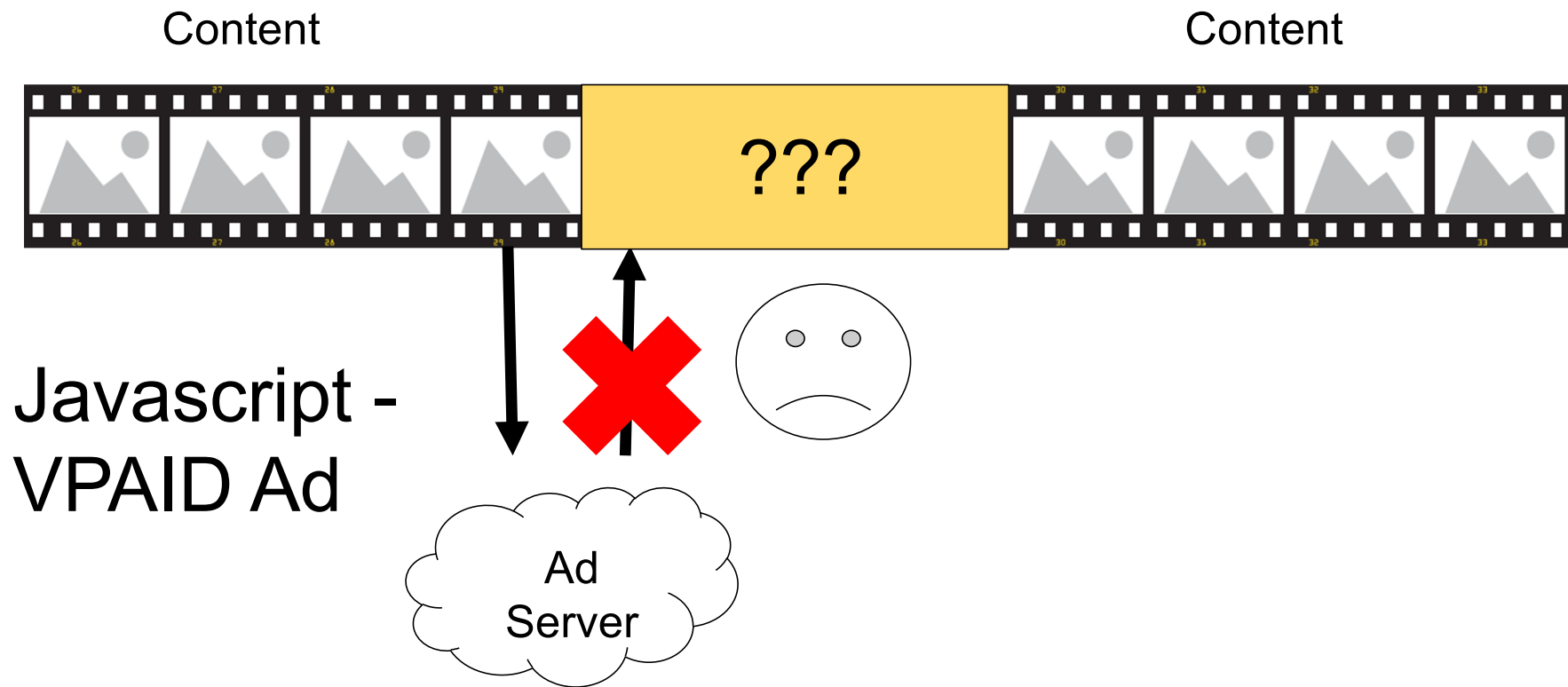
VPAID Ad Bugs



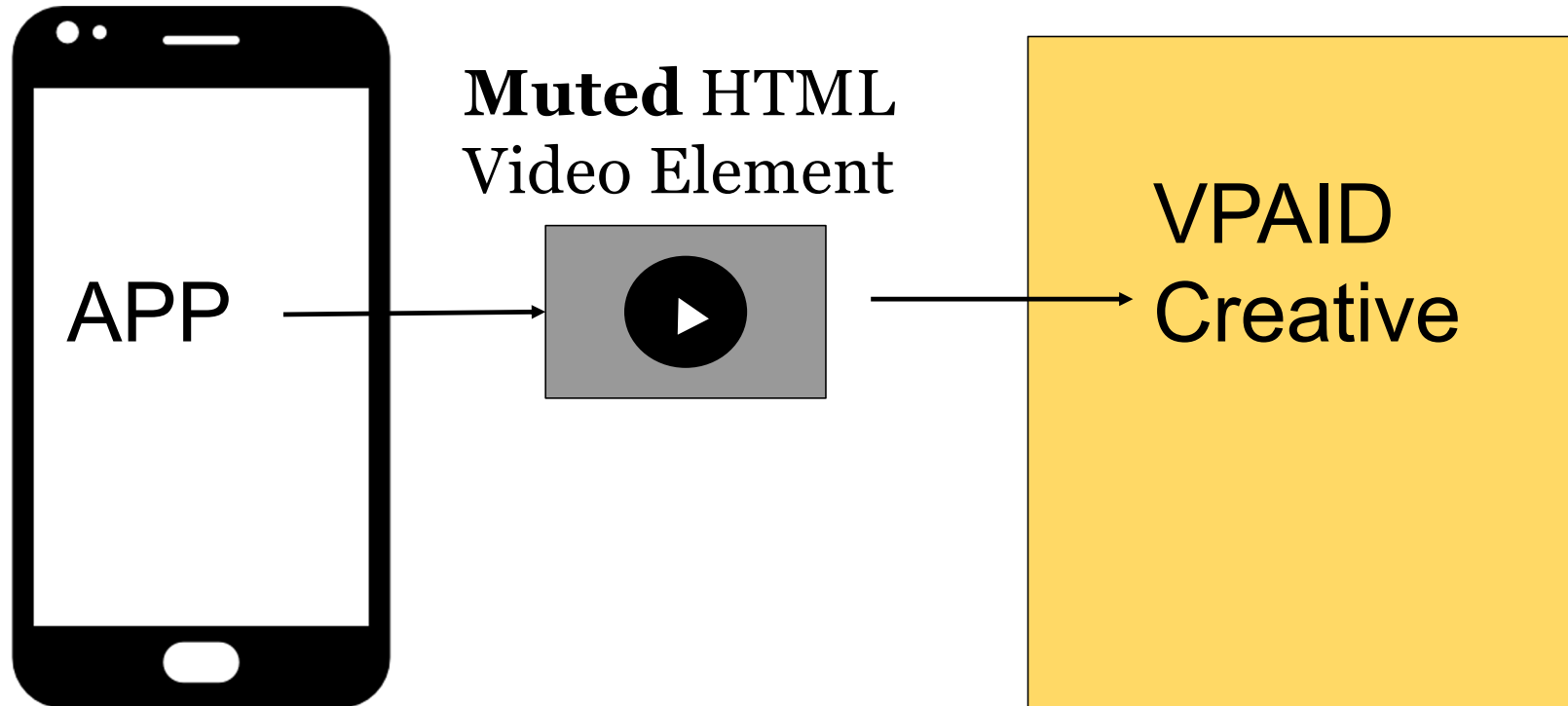
Server Side Ad Insertion



Server Side Ad Insertion - VPAID



VPAID In Apps - Muted or Paused



VPAID is the Past

- Reasonable Latency
- Practical to Debug
- Supports Server Side Ads
- Built for Mobile
- Secure

FAIL

FAIL

FAIL

FAIL

FAIL

SIMID

**Secure Interactive Media
Interface Definition**

What Does The SIMID Specification Define?



SIMID vs. VPAID

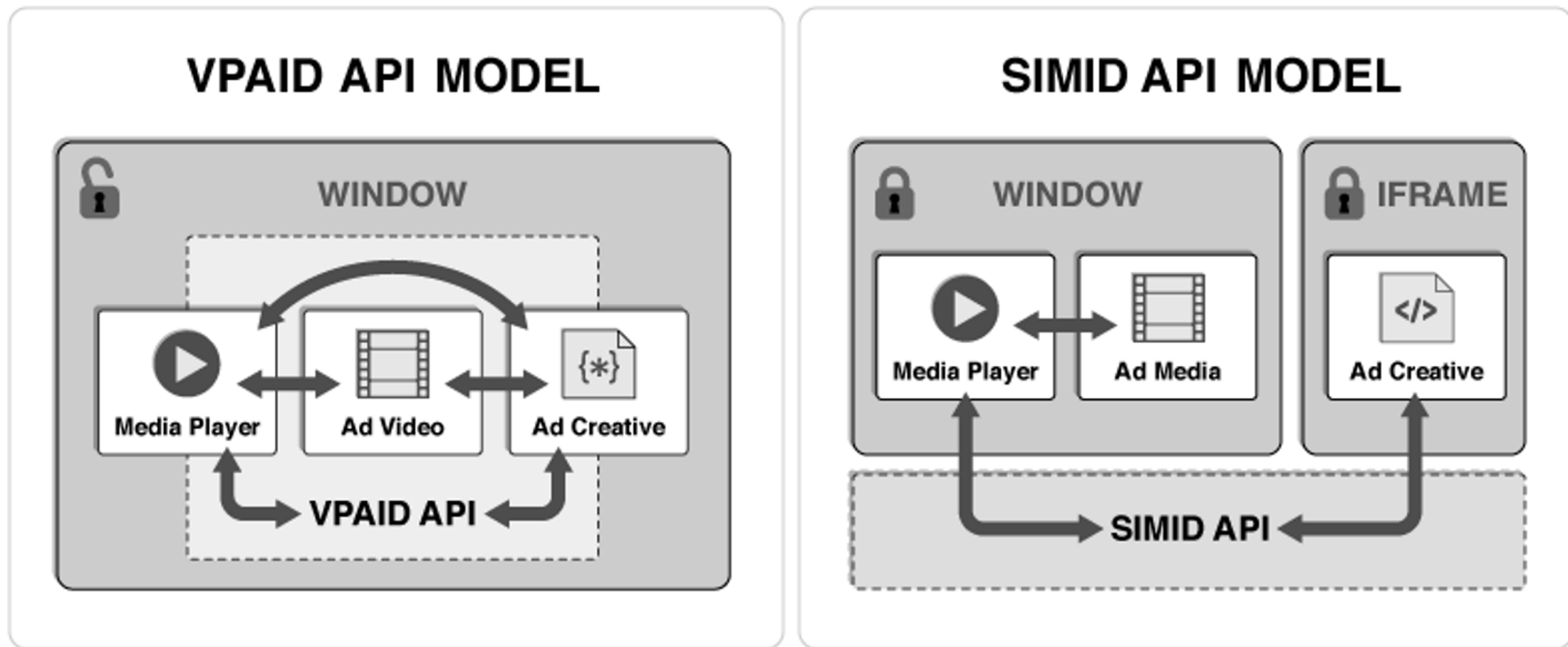


VPAID

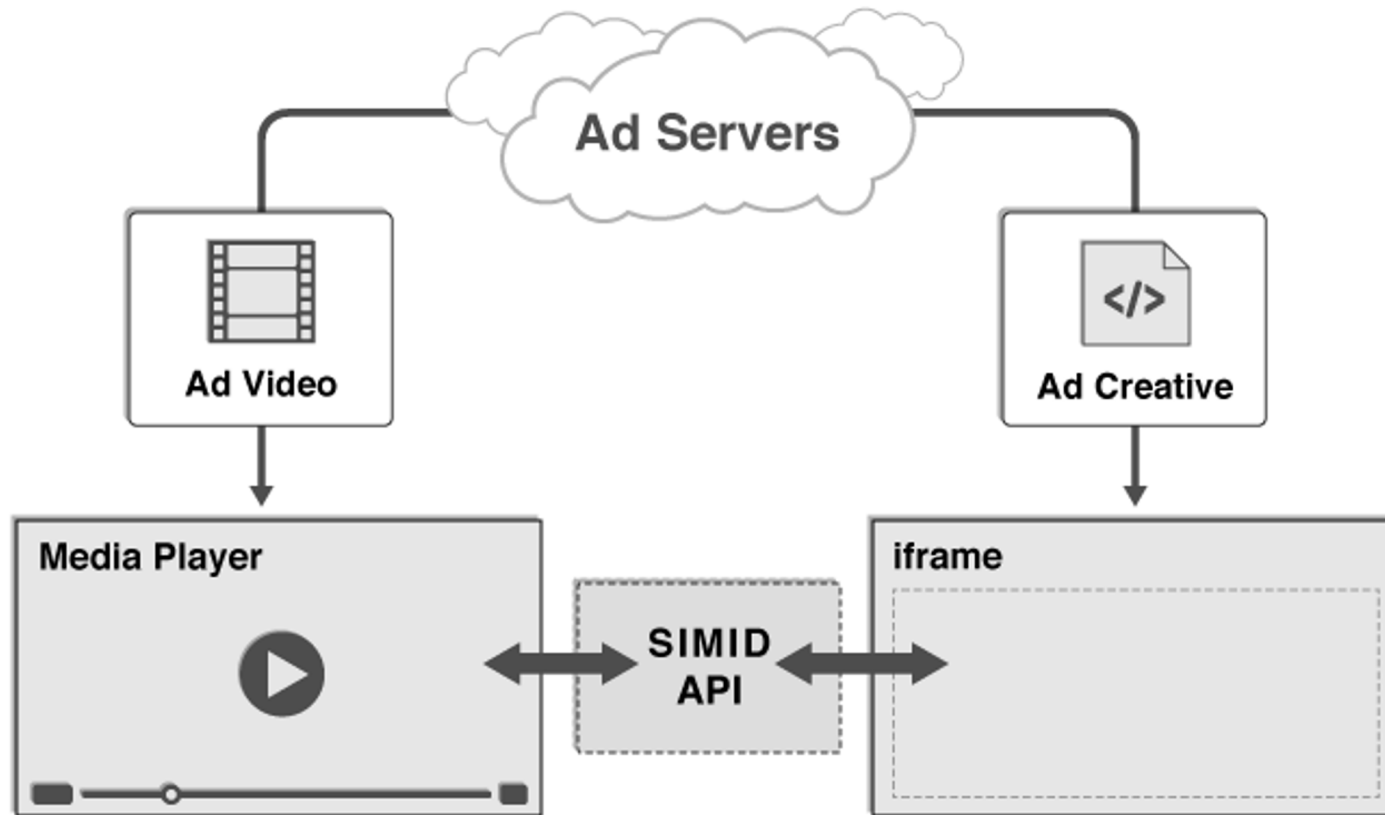


SIMID

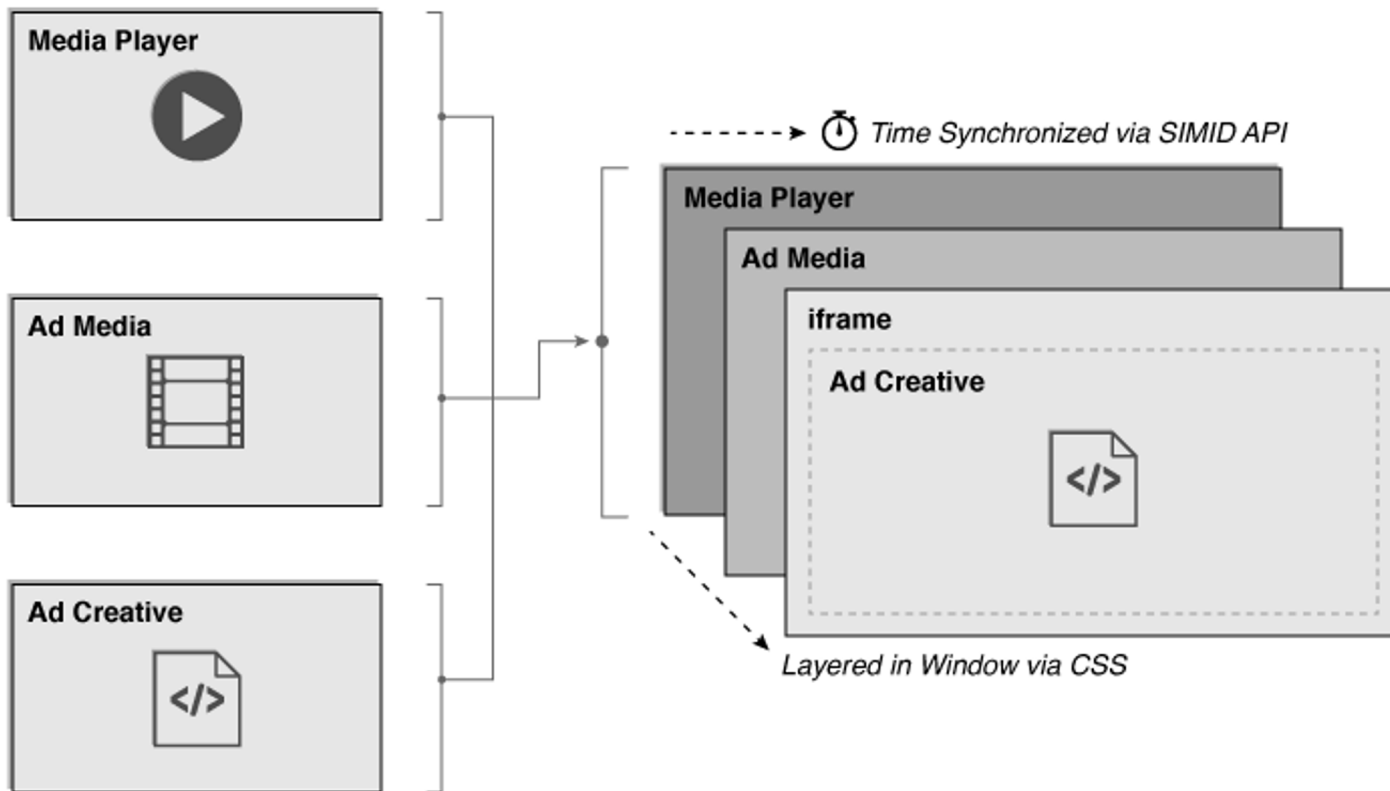
The SIMID Reference Model



Protocol For Communication



Initialization and Setup



SIMID Within VAST

<VAST version = "4.2">

....

<MediaFiles>

<MediaFile ... ><http://site.com/video.mp4></MediaFile>

<InteractiveCreativeFile apiFramework="SIMID" variableDuration="true">

<http://site.com/interactiveCreative.html>

</InteractiveCreativeFile>

<MediaFiles>

...

</VAST>

SIMID vs VPAID



FIGHT!

Security

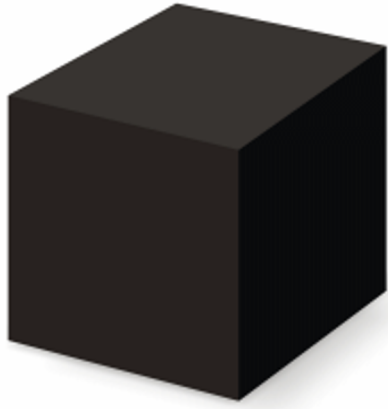


VPAID

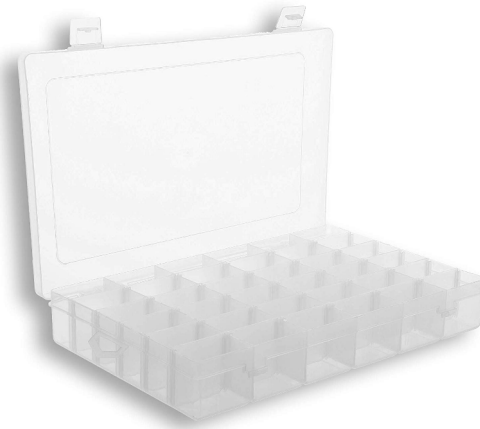


SIMID

Media Asset Management



VPAID



SIMID

SSAI



VPAID



SIMID

Variable Duration Ads

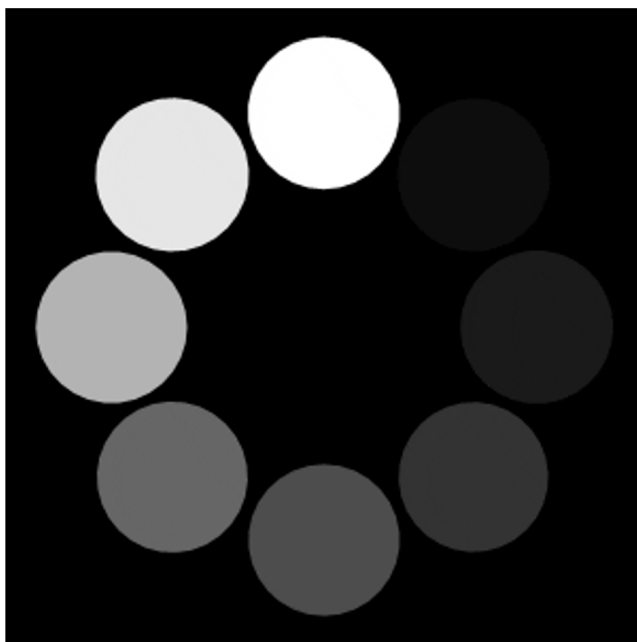


VPAID

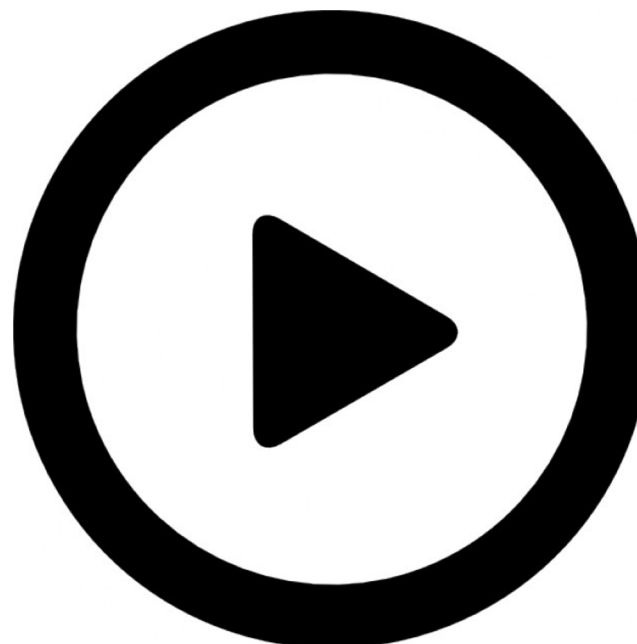


SIMID

Pre-caching



VPAID



SIMID

Latency



VPAID



SIMID

Creative Wrapping



VPAID



SIMID

Verification and Measurement



VPAID



SIMID

Player Environment



VPAID



SIMID

Consumer UX on Errors



VPAID



SIMID

Error Handling

901

Error Code	Error Type	Description
1100	Unspecified error.	Catchall error if the creative could not find a matching error code. The creative should be more specific in the error message.
1101	Resources could not be loaded.	The SIMID creative tried to load resources but failed.
1102	Playback area not usable by creative.	The dimensions the creative needed were not what it received.
1103	Wrong SIMID version.	The creative could not support the players version.
1104	Creative not playable for a technical reason on this site.	
1105	Request for expand not honored.	The creative requested to expand but the player did not allow it.
1106	Request for pause not honored.	The creative requested pause but the player did not pause.
1107	Play mode not adequate for creative.	The creative requires playback control but the player is not giving control. This error should only fire if the VAST for the ad specified that it needs playback control.
1108	Ad internal error.	The creative had an error not related to any external dependencies.
1109	Device not supported.	The creative could not play or render on the device.
1110	The player is not following the spec in the way it sends messages.	
1111	The player is not responding adequately to messages.	

VPAID

SIMID

SIMID Improvements Summarized

- **Security**
- **Media Asset Management**
- **SSAI**
- **Variable Duration Ads**
- **Pre-caching**
- **Latency**
- **Creative Wrapping**
- **Verification and Measurement**
- **Player Environment**
- **Error Handling**



Demo Time

What next?

Get involved!

Working on SIMID 1.1 – non-linear ad support

Email me to join the video working group / SIMID sub-group

Try it out!

Specs (and requests/issues/etc) : <https://github.com/InteractiveAdvertisingBureau/SIMID/>

Samples : <https://github.com/InteractiveAdvertisingBureau/SIMID/tree/master/examples>

Questions : video@iabtechlab.com

Q&A

Post webinar, Please Email
video@iabtechlab.com