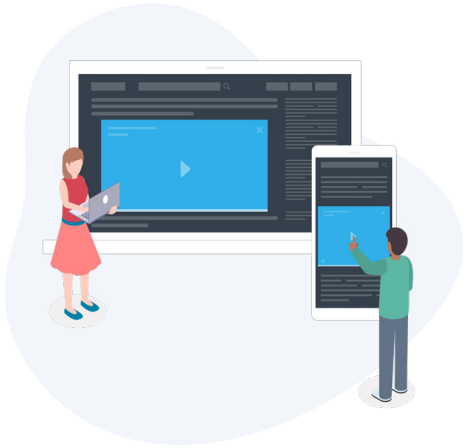# Outstream Video

Publishers and marketers can guarantee viewability and enhance content engagement by leveraging outstream video content in premium placements.

smaato

What is Outstream Video?

Known by many names, including "in-read," "in-line," and "in- article," outstream video refers to video ad units that appear within the content of a mobile web page or in-feed within an app, rather than opening in the device's native video player.
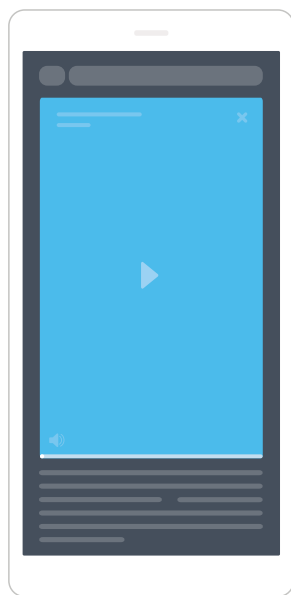
Smaato's outstream video ad units integrate seamlessly a publisher's in-app, mobile web, or desktop web experience.
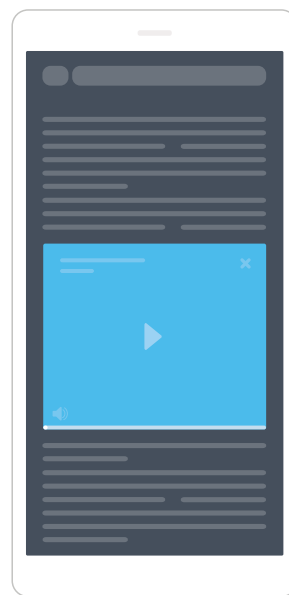
Available Ad Formats

Outstream videos come in all shapes and sizes. Smaato's outstream video ad units fit within a publisher's in-app, mobile web content, or desktop content, instantly transforming it into premium video inventory.
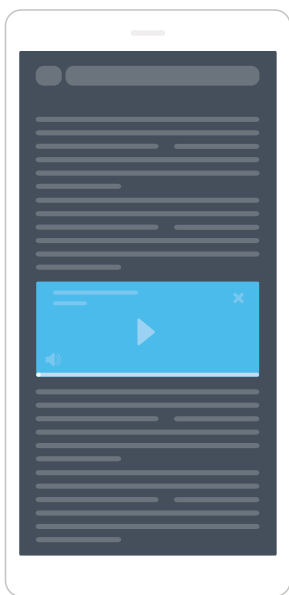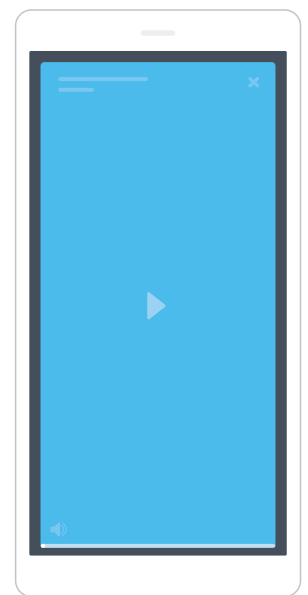
1:2
News Feed

4:5
Vertical

1:1
Square

2:3
Vertical

What are the Pros of Outstream Video?

Outstream video offers an eye-catching opportunity to reach viewers and app-users where they are, rather than disrupting their experience to open the device's native video player.

Because outstream ads play seamlessly within editorial (or other non-video) content, users see them as they engage with the app or site. As a result, these ads are much less intrusive, and their compelling "play" button helps increase engagement and decrease bounce, as users choose whether or not to play the ad.

Plus, marketers only have to pay for ads that are viewed.

Guaranteed Viewability
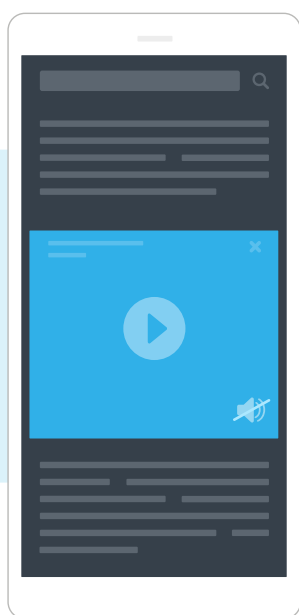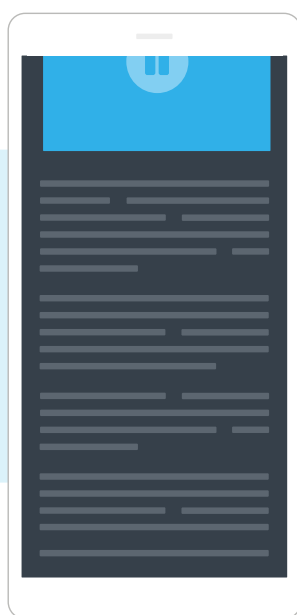
Premium Ad Placements
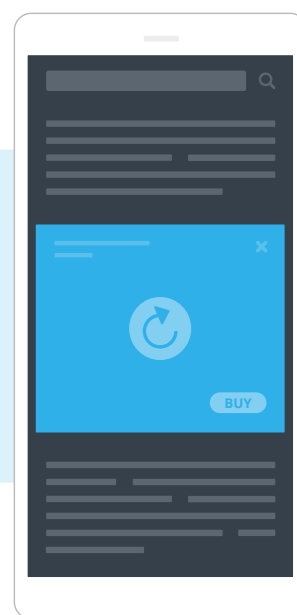
Enhanced Engagement

Improved User Experience

Video Plays:

- When more than 70% visible
- Muted for better user experience
- Any video length supported

Video Pauses:

- When less than 70% visible
- User moves to a different screen
- Responsive to user behavior

Video Ends:

- Replay button displays
- Call-to-action appears
- The ad unit disappears

Native Video & Outstream

At Smaato, we also offer native video, which is essentially outstream video with a title, description, and call to action. Native video and native rich media placements offer a seamless viewing experience by blending into their environments. Engagement rates tend to be high, as they create an unobtrusive UX.

We make it easy to wrap outstream video inventory with a native placement to help improve engagement and fill rates.

Learn more about native rich media and native video.

Getting Started with Outstream Video

At Smaato, we offer outstream video inventory across our API, exchange to exchange (E2E), and AdTag, and as a part of our NextGen SDK.

Our NextGen SDK comes with open measurement and MRAID support right out of the box, giving you enhanced visibility into outstream performance.

Publishers

Getting started with NextGen SDK Integration

It's simple to get started in just a few quick steps:

For iOS:

1. Add SMAOutstreamView to ViewController in Interface Builder.
2. Layout OutstreamView so that it takes enough space to display the outstream ad of desired size
    (i.e. Rectangle takes 300×300 pt).
3. In the Interface Builder, link the SMAOutstreamView with ViewController via IBOutlet and adopt ViewController to the SMABannerViewDelegate protocol. Then, Implement the required SMABannerViewDelegate methods, setup the OutstreamView, and load the outstream ad.

Learn More

For Android:

1. Add VideoBannerView to your layout XML.
2. In Activity/Fragment, select the VideoBannerView, and call loadAd() with your adspaceId and desired banner AdSize in order to start loading the banner. Optionally, you can also set BannerView.EventListener to listen to events describing the ad's lifecycle.

Learn More

Once integrated, you can easily add outstream video line items.

Getting Started with API Integration

If you already have your own Outstream player, integrate with Smaato's API to leverage our exclusive Outstream demand.

Once you create the inventory in SPX, you'll need to update the query string to ensure it reflects the right information. For the format parameter, select "video," and for videotype, choose "outstream."

Getting Started with an Ad-Tag Integration

Outstream video ads can be placed inside any mobile web content. You can load an outstream video using an AdTag snippet, which we provide in our developer docs. With this in place, you'll be able to create the inventory in SPX, update the publisher ID, and pass the outstream video ad format.

Marketers

We have a signal in our bid request that helps marketers to differentiate between instream and outstream video.

Marketers and DSPs can look at the request and determine whether it is outstream in a variety of ways, including looking at this signal we share (BidRequest.app/site.imp.video.ext.outstream: 1), or looking at the placement field (BidRequest.app/site.imp.video.placement: 3).

For in-depth information and documentation, including a sample bid request and response, please visit our developer documentation.

See Example

If you have outstream questions, we have outstream answers.

Get in touch to learn how to monetize your outstream inventory or to bid on outstream placements.

Now part of Verve Group's consumer-first advertising suite, Smaato helps publishers bring their first-party data and manage all inventory in one place. Marketers get access to the highest-quality inventory so they can reach audiences around the world and on any device. www.smaato.com.