



# Navigating the New Video Normal

An advertiser's guide to  
understanding & adapting to the  
latest IAB video specifications



# Have you heard?



The IAB Tech Lab recently [released new openRTB guidelines](#). As part of the update, video ad inventory has been reclassified into four distinct categories.

As these updated guidelines reshape the video supply landscape, this guide will help you navigate the new definitions and make informed buying decisions to meet campaign goals.

## In this guide we'll cover:

1

### Understanding the new placement specifications

- Redefining instream video
- Breaking down accompanying content, a new categorization
- Clarifying interstitial and no content/standalone (i.e. outstream)

2

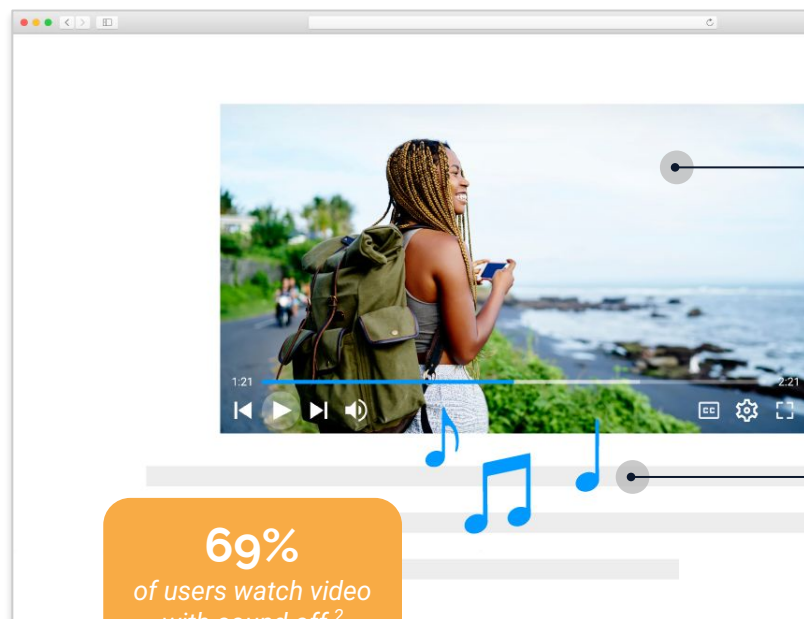
### Selecting the right inventory for your campaign

- When to buy instream
- When to buy accompanying content
- Optimizing your video strategy with Connatix

DEFINING THE NEW PLACEMENTS:

# Instream + Accompanying Content

## Instream



<10%

of online video will be considered instream <sup>1</sup>

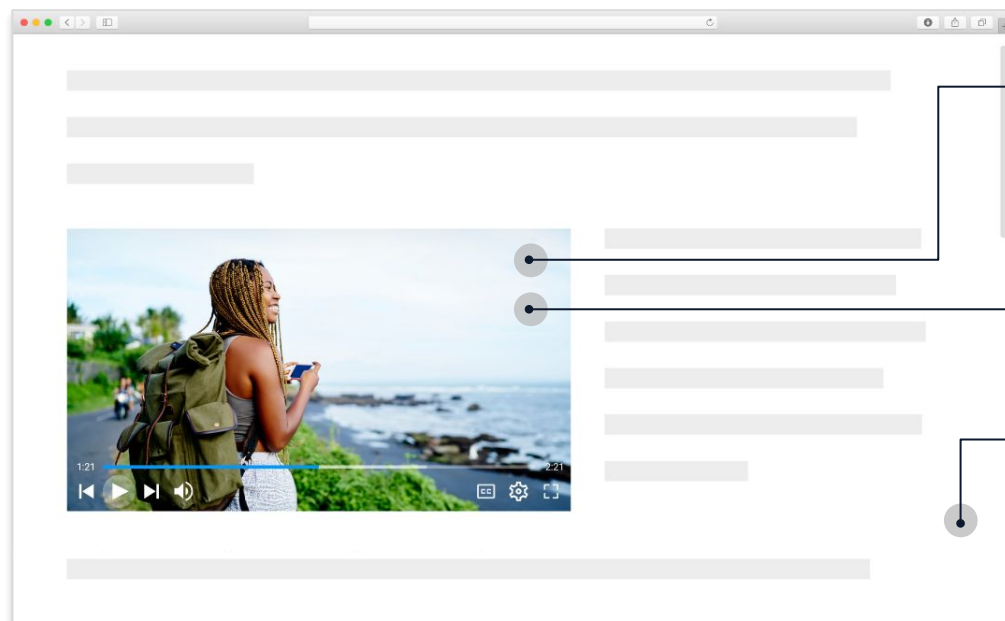
Ad plays before, during, or after the video content requested by a user and is the main focus of the page

Video player is either sound-on or there's clear user intent to watch the video (i.e. click-to-play or video matches article exactly)

69%

of users watch video with sound off <sup>2</sup>

## Accompanying Content



Ad plays before, during, or after discoverable video content (i.e. content that's not the primary focus of the page)

Video plays only once in-view

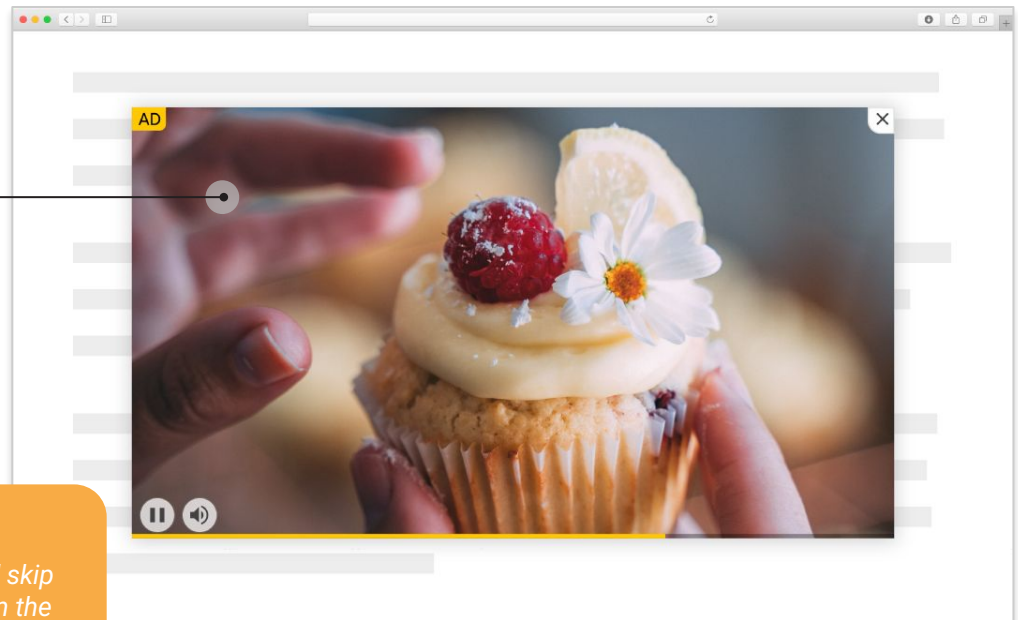
May convert to a floating or sticky player

1. IAB Tech Lab  
2. Forbes

# Interstitial + No Content/Standalone

## Interstitial

Video ad plays without content. The ad is the primary focus of the page and can't be scrolled out of view

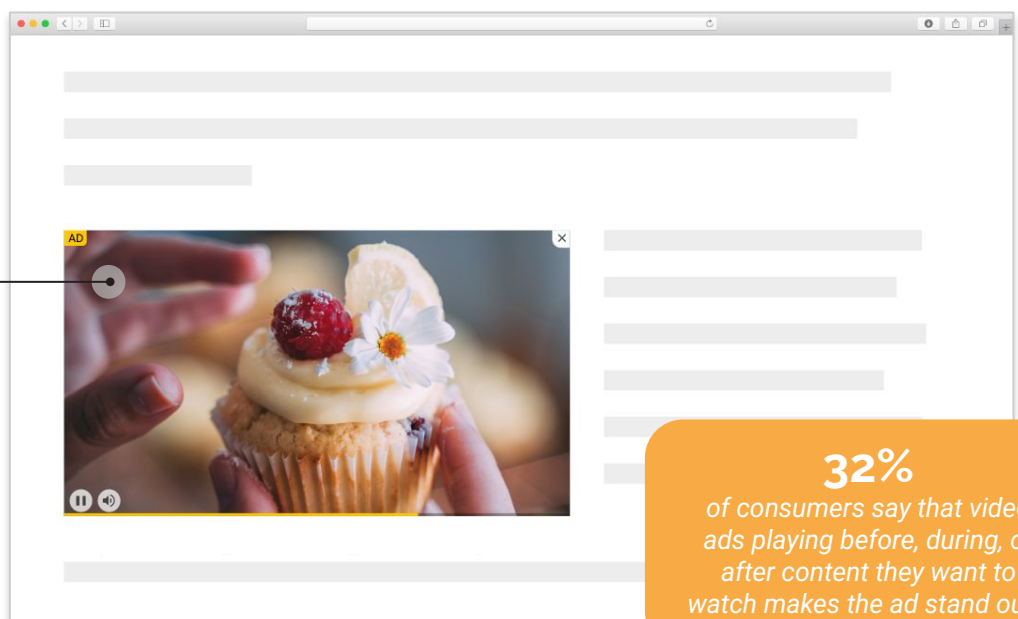


**51%**

of consumers would skip an ad if it pops up on the screen unprompted <sup>1</sup>

## No Content/Standalone

Video ad plays without any streaming video content (i.e. outstream)



**32%**

of consumers say that video ads playing before, during, or after content they want to watch makes the ad stand out <sup>1</sup>

1. [Connatix Video Trends Report 2023](#)



# Exceed campaign goals with Connatix

Tap into the full spectrum of video inventory from 340+ publishers on over 15k sites. No matter a brands' campaign goals, our unique supply empowers advertisers to confidently reach the right audiences at scale with engaging video experiences.

## Connect to leaned-in audiences with premium instream inventory

Looking to drive upper funnel performance? Instream is the perfect solution for growing awareness and consideration by reaching highly attentive audiences.

**TIP**

*Make a splash with contextual takeovers!  
Get 100% SOV on Connatix inventory within  
a designated contextual category.*



## Leverage accompanying content for greater buying efficiency

Interested in efficient video buying but still looking to align with great publisher content? Make your brand a part of the content discovery experience with an expansive supply of high-quality accompanying content.

*Pair with Deep Contextual targeting  
to reach audiences interested in  
topics relevant to your brand.*

**TIP**

**47%**

*of consumers are more likely  
to watch an ad if it's relevant to  
the content they're watching <sup>1</sup>*

1. Connatix Video Trends Report 2023



## Partner with the video innovation experts!

- Share your brand goals with us and we'll strategize the right blend of instream, accompanying content, and/or standalone from our premium video inventory.
- Choose between always-on PMPs and programmatic guarantee deals to fit your video buying needs without changes to current workflows.

**▶ Reach out to get started!**

