Connatix

Navigating the New Video Normal

A publisher'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.

To help publishers navigate the updated spec, we've created a short guide outlining key changes and helpful tips on how to build a winning video strategy.

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)
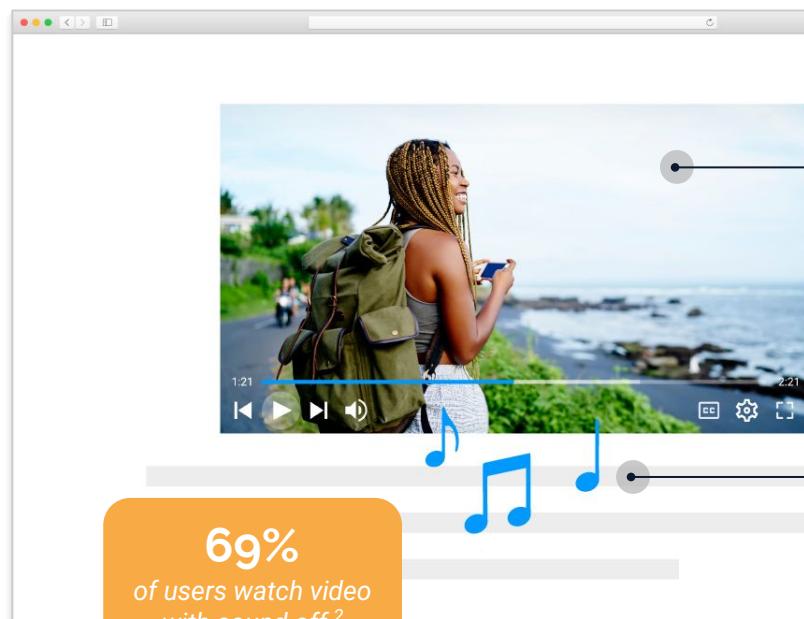
2

How publishers can benefit from the new guidelines

- Grow instream inventory with Connatix's creation suite
- Produce more accompanying content with a robust set of video tools
- Increase the value of accompanying content for readers and advertisers with Deep Contextual

Instream + Accompanying Content

Instream

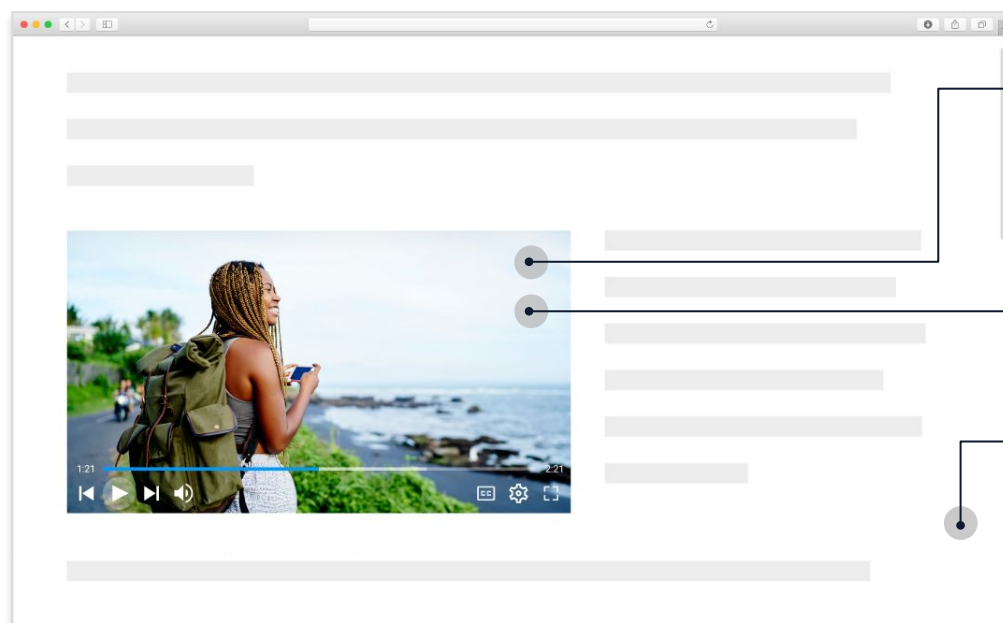**<10%**
of online video will be considered instream[1]

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

69%
of users watch video with sound off [2]

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)

Accompanying Content

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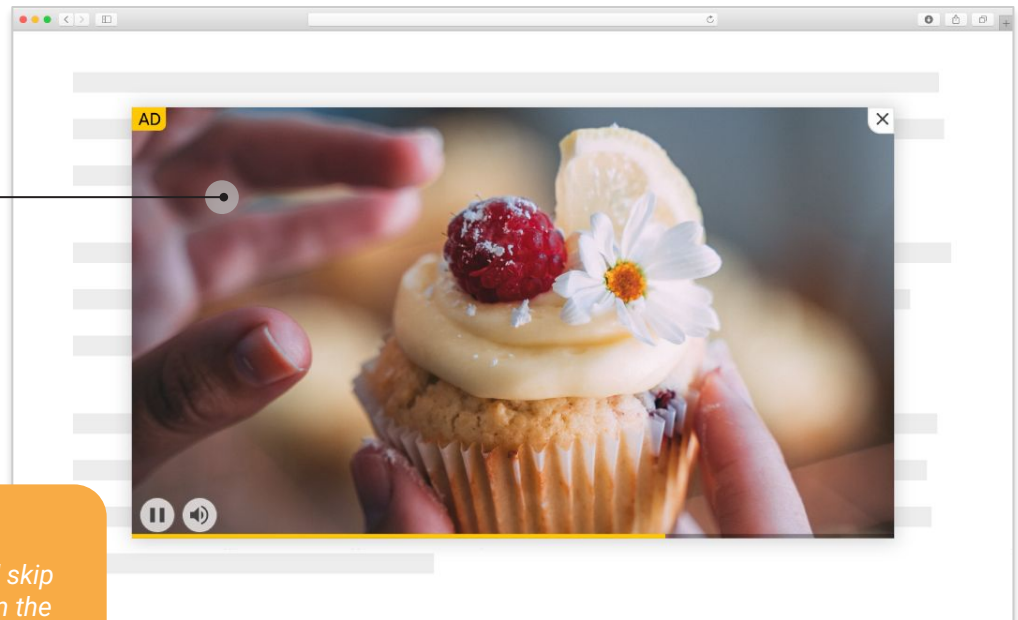
Video plays only once in-view

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
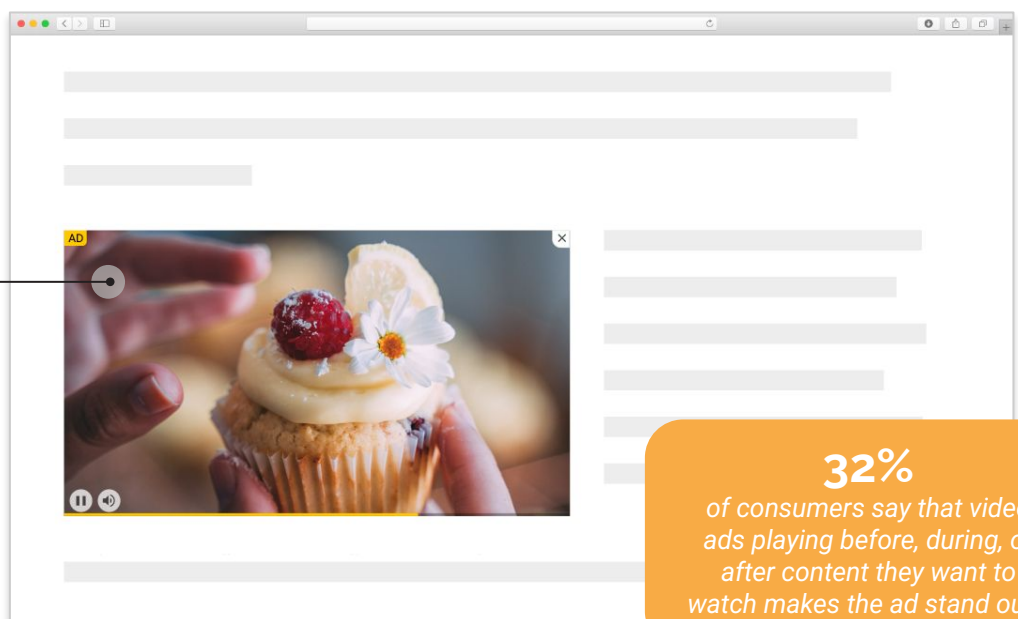
51%
of consumers would skip an ad if it pops up on the screen unprompted [1]

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 [1]

1. *Connatix Video Trends Report 2023*

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Adapting video strategies to the updated guidelines

Create additional video inventory that aligns with the new classifications using Connatix's content suite.

Grow instream inventory

With limited supply, create more instream inventory to capture premium demand dollars.

Companion videos
Create a complementary video that reads the article aloud and incorporates article imagery.

Video creation tool
Produce bespoke videos for any article with custom templates and pre-licensed b-roll & audio.

Syndicated videos
Access thousands of premium videos from top publishers to expand video libraries

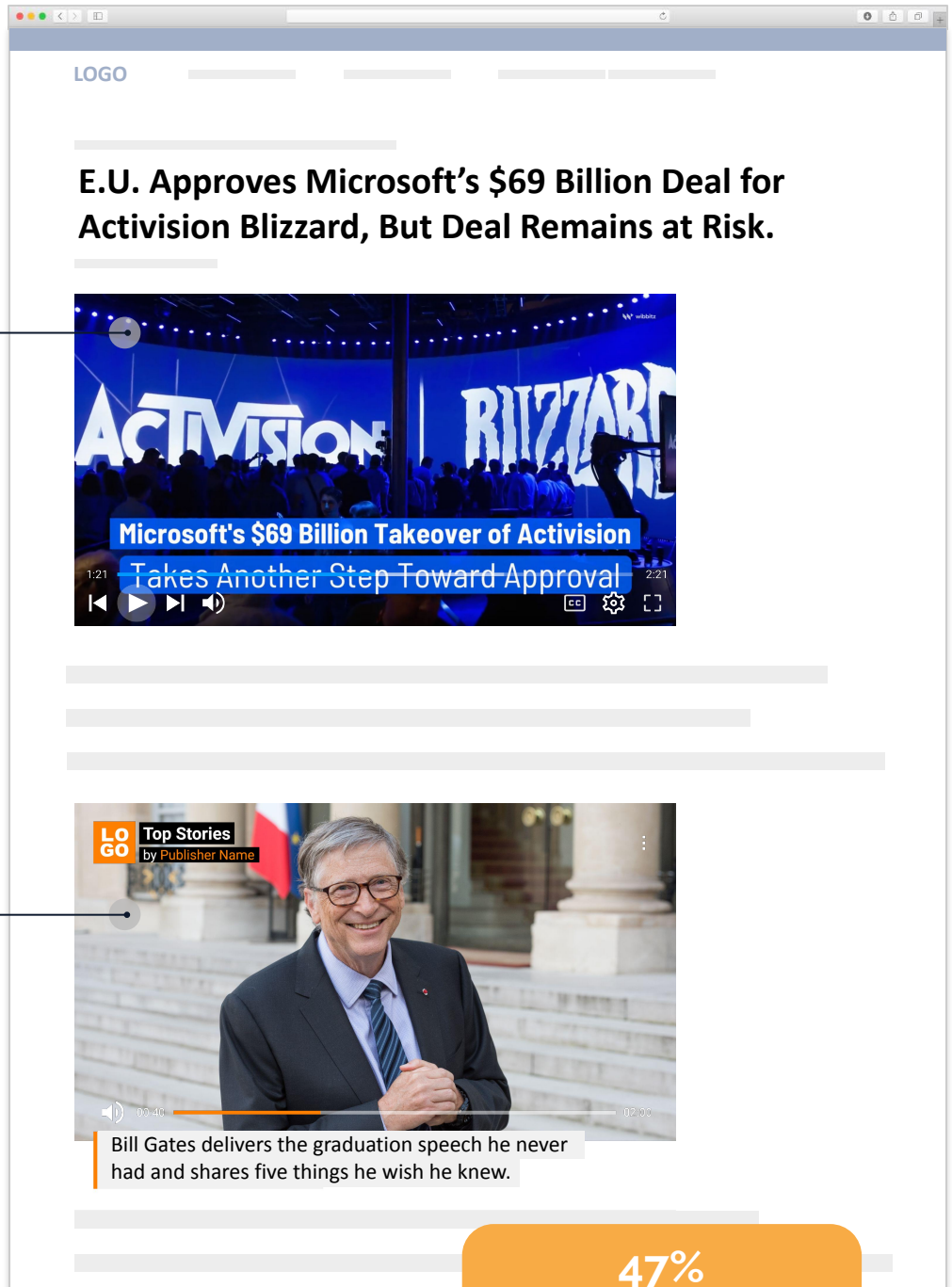## Create more accompanying content videos

Enhance the user experience by suggesting additional content for users to watch.

Dynamic videos
Publish thematic videos that dynamically update with timely information or stats

Discovery videos
Showcase a collection of content by converting existing articles and videos into a video reel

LOGO

E.U. Approves Microsoft's $69 Billion Deal for Activision Blizzard, But Deal Remains at Risk.

Microsoft's $69 Billion Takeover of Activision Takes Another Step Toward Approval

1:21   2:21

Top Stories
by Publisher Name

03:40   02:00

Bill Gates delivers the graduation speech he never had and shares five things he wish he knew.

TIP *Pair accompanying content with Deep Contextual to keep readers on-site longer and help advertisers reach engaged users with videos relevant to the page.*

47%
of consumers are more likely to watch an ad if it's relevant to the content they're watching [1]

1. Connatix Video Trends Report 2023