VAST 4.0

Frequently Asked Questions
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1. What is VAST 4.0?
VAST 4.0 is the updated Video Ad Serving Template specification from the IAB, produced by the IAB Tech Lab in conjunction with numerous IAB Member companies. The standard VAST template tells the video player what video ad should be played, how that ad should be played and what should be tracked as the ad is played.

2. Why was VAST 4.0 produced?
To address a number of challenges and issues around measurement, quality and technology limitations preventing ads from delivering across particular platforms and devices.

3. What are the new features released with VAST 4.0?
● Standardised support for server-side ads and ad verification/viewability
● Simplified cross-screen delivery by separating the video file from additional interactivity data and introducing support for a mezzanine file for generating high-quality versions to be used across more platforms.
● Universal Ad ID support to track creatives across systems and vendors
● Ready-to-serve video files in three standardised encoding quality levels
● Ad Category support to improve competitive advertiser exclusion and child-friendly ads
● Conditional Ad Declaration to allow the player to request a standard video file if interactive VPAID support is unavailable
● Other "behind the scenes" benefits such as new error codes for troubleshooting support and a standardised time stamp

4. How does VAST 4.0 solve viewability measurement?
Removes a dependency on VPAID as a measurement tool and allowing it to be used for interactivity as it was originally intended for. Moving measurement into a dedicated section of the VAST xml will enable standardised deployment for all parties and open up additional potential benefits for publishers around analytics and optimisation on their viewable supply.

Does Vast 4.0 tags track viewability?
Yes but on server side ad insertion as the SSAI platforms will not be able to determine whether the stream delivered to the client is in view.

5. Why should a marketer care about VAST 4.0?
Marketers will be pleased to see advances in ad viewability and verification measurement support

to allow them more insights into the performance and quality of their campaigns through a consistent, standardised deployment. The ability to extend their interactive campaigns onto additional platforms such as OTT that haven't traditionally allowed the format, through the use of the mezzanine video file.

6. Why should an agency care about VAST 4.0?

Agencies will also welcome standardised support for viewability and verification measurement. Wider support for universal ad IDs will allow agencies to track creatives across multiple publishers and systems.

7. Why should a publisher care about VAST 4.0?

Viewability and verification measurement without the compatibility and latency issues that VPAID introduces. Support for ad categories will allow better brand safety and competitive exclusion support. Ready-to-serve standardised video encodings help avoid quality inconsistencies that can occur when this is governed by agency or publisher processes.

8. When will VAST 4.0 be ready to use?

Taking advantage of the new VAST 4.0 features requires all partners in the ad-serving chain to be compliant with the standard, from video player vendors and publisher ad servers through to agency and marketer ad serving and programmatic platforms along with other measurement vendors who cater for all partners.

9. Which ad tech vendors are currently VAST 4.0 enabled?

The IAB VAST 4.0 working group is currently canvassing local vendors in the video ad tech space (and their global parent companies in many instances) for their intended target date to support the standard.