



IAB Definitions: Overlay and Pre-roll Guidelines

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IAB Netherlands, Taskforce Online Video Advertising

Term	Explanation
Bit Rate	A measure of bandwidth which indicates how fast data is travelling from one place to another on a computer network. Bit rate is usually expressed in kilobits per second (kbps) or megabits per second (mbps)
Call to Action	An appealing request to the visitor of the website or viewer of the video content in order to force an action.
Click Through Rate (CTR)	A way of measuring the effect of the advertisement which is defined by dividing the number of users who clicked the advertisement with the number of times the ad was delivered.
Companion Ad	A clickable advertisement (also defined as button) which is showed together with the pre-roll which gives the advertiser sustained visibility during the playback of the video.
Frame rate	The number of frames of video displaying during a given time. The higher the frame rate, the more high-quality the image or video will be.
Flash™	Adobe's vector-based rich media file format which is used to display interactive animations on a Web page.
Insertion point	The moment on which the advertisement is shown. The insertion point is often after or during the buffer time of the movie.
In-stream	A method to place an advertisement or message in the physical stream of the player.

Landings page	The website which is showed after the user has clicked on the advertisement.
Linear video ad	This ad is often presented in-stream. This means that the ad is displayed before, between, or after video content.
Leave behind	A smaller version of the original advertisement which is visible in or outside the movie of the player in order to force a call to action or to create additional visibility for the advertiser.
Mid-roll	An advertisement which is placed in between the playback of the movie.
Non-linear video ad	This ad runs parallel with the video content where the user still has the possibility of viewing the content.
Overlay ad	A banner ad that appears in or over the bottom (20%** of the video window. Click action initiates a Linear video spot or takes the user to a landingpage.
Pre-roll	An advertisement (300*250 pixels*) with a recommended maximum standard duration of 15 seconds which is placed before the playback of a movie.
Post-roll	An advertisement which is placed after the playback of a movie.
Silverlight™	Programmable web browser plugin developed by Microsoft™ build to serve rich media solutions.
Vector based ad	Advertisement where elements (fonts/graphics) are drawn as vector which enables the ad to expand full screen without having loss of quality.

* Source: Pre-roll Guidelines IAB Netherlands

** Source: IAB in-stream Video Overlay Ad Format Recommendations