

VMAP for Video Ad Insertion

Video Multiple Ad Playlists (VMAP) are used to return multiple video ads to be played during a video. It offers content owners control over the placement and timing of ads, especially when they lack control or ownership of the player.

[VMAP is an IAB spec](#) that describes the ads on a particular piece of video content. It does this by containing VAST tags along with timing data. The IAB defines VMAP as the standard for multi-ad playlists that video content owners can use to describe the structure for ad inventory insertion when they don't control the player or distribution of their content.

- If you're an Ad Manager publisher that has first right for a video program's ad inventory, VMAP allows you to control this inventory more easily across multiple partner sites.
- If you're an Ad Manager publisher using ad rules to structure your video ad inventory and ad breaks during long-form video content, including the number and placement of ad breaks, VMAP allows you to seamlessly communicate with other partners via a standard for ad break structures.
- If you're a distributor, the IMA SDK allows you to accept VMAP responses from third-party content partners.

Gliffy Macro Error

You do not have permission to view this diagram.

If you don't have Ad Manager, you should implement a code to consolidate all the necessary creatives by yourself.

VMAP XML Tag Example

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