# amazon publisher services

Online Video (OLV) at APS

Amazon Publisher Services (APS) supports a variety of media formats across devices, including online video (OLV), to better reach your strategic audiences. APS supports instream and outstream video across web and mobile app environments, and has developed a proprietary video player that can serve outstream video. APS Video Player comes at no additional cost and is built using the same technology that powers Twitch's video player, which is leveraged by millions of users for live game streaming. OLV at APS can also be delivered via multi-format slots, which support display or outstream video demand within the same ad slot.

Instream video is video ad inventory served within a video player, "before, during, and after a variety of content including, but not limited to, streaming video, animation, gaming, and music video content in a player environment."[1] According to IAB standards, to be considered instream (i.e. pre-roll, mid-roll, or post-roll), video placements/impressions must be set to "sound on" by default at start. As a result, instream video ads typically drive higher audience engagement and completion rates, and represent more premium creative placements.

Outstream video represents video advertising units that auto-play in a large format player whenever a user navigates to it within a publisher's content (typically in-article, in-feed, or between sessions), even if the publisher doesn't have their own video content. Outstream creatives delivered through APS' video player only play when they are at least 50% viewable, and pause when above or beneath the fold and only resume playing when reappeared, resulting in an improved user experience. Outstream video can further scale OLV campaign reach, without the premium costs typically associated with instream video.
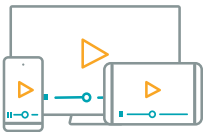
Web OLV at APS covers video advertising that appears outside of app environments, including instream and outstream creatives served across desktop and mobile devices (e.g. tablet, laptop etc.). Web OLV can be delivered through multi-format slots, and via APS Video Player among participating publishers. APS Video Player is IAB certified and supports the Open Measurement SDK (OM SDK), which is the latest in video viewability measurement standards.

Mobile App OLV capabilities at APS provide streamlined access to leading mobile app inventory through APS' custom SDK. This promotes lower latency and an improved user experience via APS' client-side integrations. In addition to instream, outstream, multi-format, OM SDK, and APS Video Player support, mobile app OLV units can also be delivered via interstitial, rewarded, and rich media units for a more immersive and engaging viewer experience.

*Capability	Web	Mobile App
Instream	✓	✓
Outstream	✓	✓
Multi-Format	✓	✓
OM SDK	✓	✓

Interested in learning more about APS' OLV capabilities? Get started by contacting your APS support team today.

*Please note this is not an exhaustive list of capabilities, but a quick reference guide to highlight shared capacity across Web & Mobile App inventory. OLV formats, delivery methods, and mediation platforms may vary by publisher. APS will update our integration specification to support the IAB's latest "plcmt" field by the end of 2023 to enable clearer delineation between instream and outstream inventory.

amazon publisher services

[1] IAB Tech Lab (2022), Ad Format Guidelines for Digital Video and CTV.