





AVOD (Advertising-Based Video on Demand)



Currently, advertising on social media and OTT are in trend. Everyone is aware of the advertisement and its powers.

Adding advertisements on OTT is a mutual gain for both the OTT owner and the advertiser. The OTT owner gets their business inflated, while the advertisers get their product promoted.


The Livebox OTT Toolkit has options to add advertisements.

There are two ways to add advertisements in Livebox OTT Toolkit:



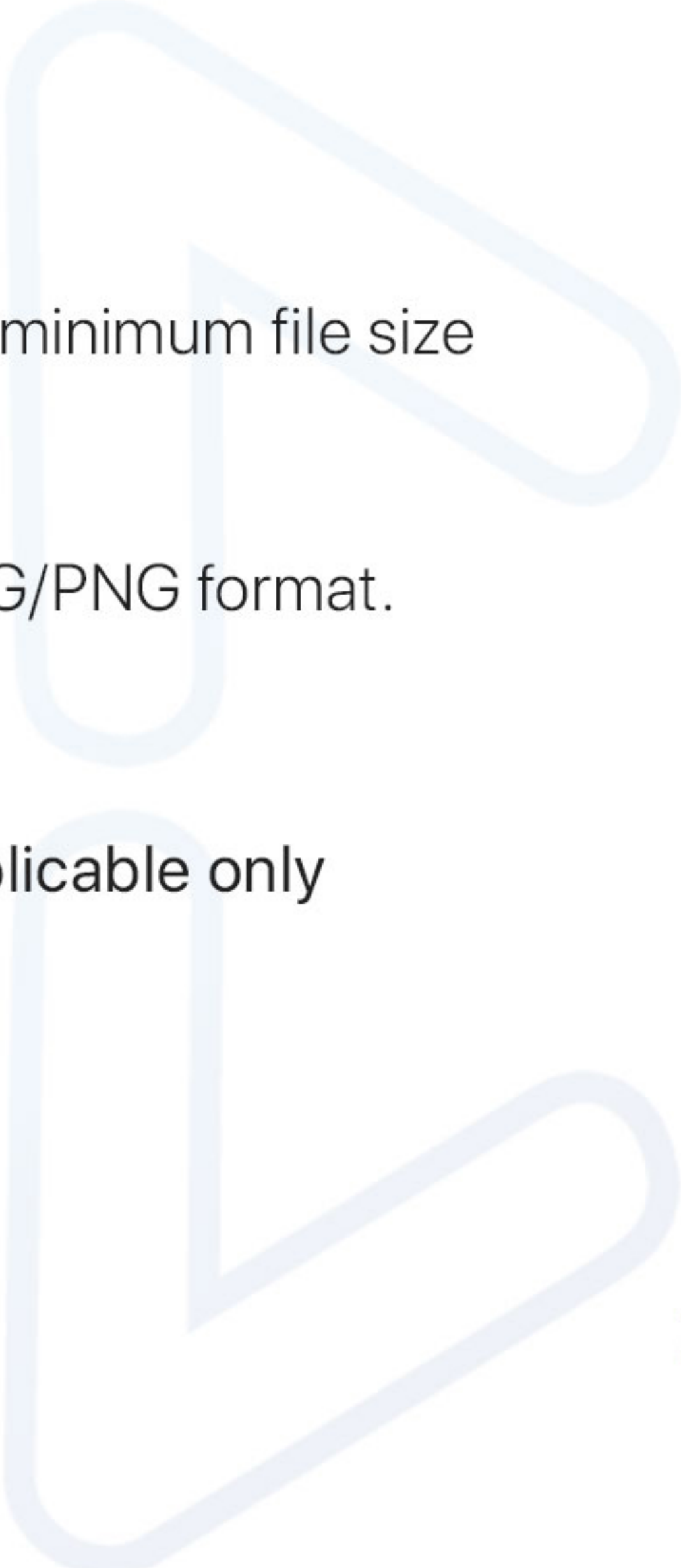
- ✓ Roll ad- Video/image advertisements
- ✓ Pop-up Only image advertisements

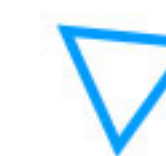
Roll Ad video should be in MP4 format and run 30 sec or shorter. The minimum file size should be below 1 GB.


Popup/Roll Ad image should be less than 150 KB in size and in JPG/PNG format.



Note: The advertisements you add to Livebox OTT Toolkit are applicable only for the Livebox players and not for embed players.



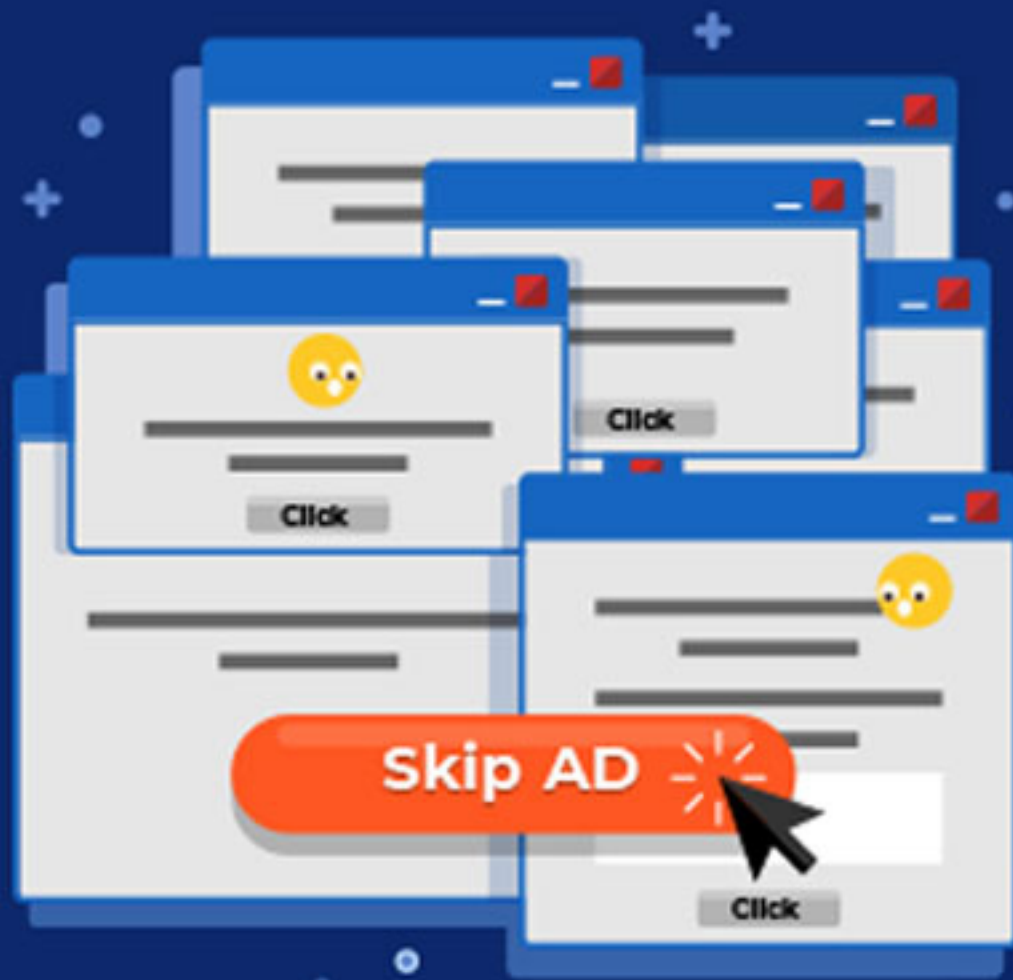





OTT Toolkit
BY LIVEBOX

AVOD

Pop-up Ad



Roll Ad



Enjoy the perks of **advertisements**





How to add Roll Ads?



Ads

Manage Ads Create Ad

Title *

Ad Title

Ad Type *

☐ Roll ☐ Popup

Link

Link to open when ad is clicked

Status:

☐

Create Ad **Reset**

- ✓ On selecting Roll ad as your video type, you have to select your source type, i.e., video or image.

- ✓ Go to Ad from the navigation menu.
- ✓ Then go into the "Create Ad" section.
- ✓ Enter your ad title and then select your ad type.

Ad Type *

☒ Roll ☐ Popup

Source Type *

Select source type

Select source type

Video

Image



Process



File Type*

☒ File Upload ☐ File URL

Choose file

Browse

0%



After selecting your source type, you can go on by adding your ad source file. You can either browse and upload files from your PC or add videos in the URL form.



After adding the ad file, you have to set the "Start Time" and "Time to Hold" options.

File Type*

☐ File Upload ☒ File URL

File URL

Ad Source



Process



Start Time *

01:00:00

Time to Hold (in seconds) * :

10

Note:



Start Time : An option to set the starting time of the ad between the OTT video time running time.



Time to Hold : An option to set time to allow viewers to skip the ad.



Now enter the redirection link to the advertisement site.



Then turn on the "Status" button to get the ad played on your OTT site. If you don't turn on the status, the ad will not appear on OTT videos.

Link

<https://chocolate.com>

Status



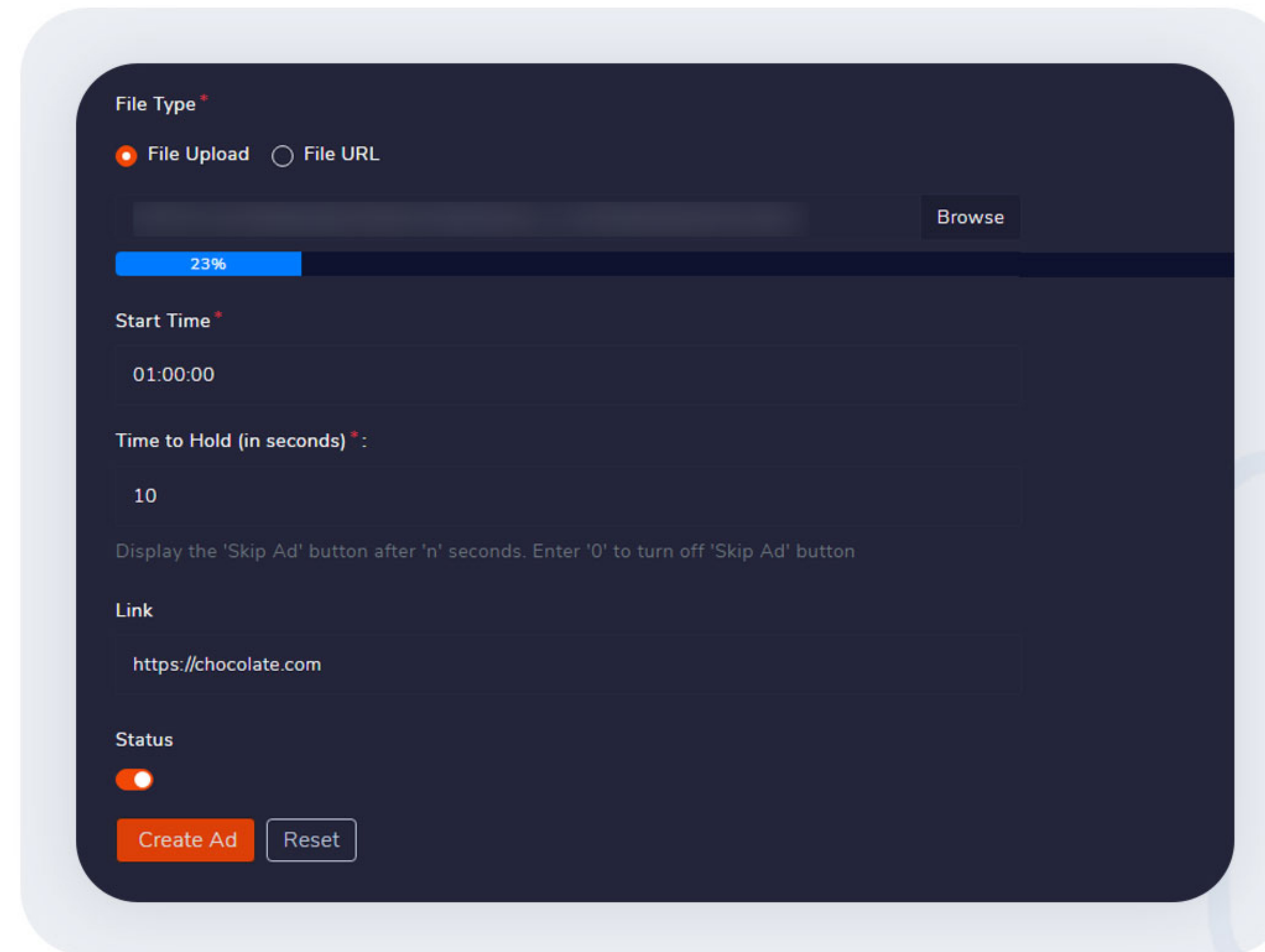
Create Ad

Reset



Process

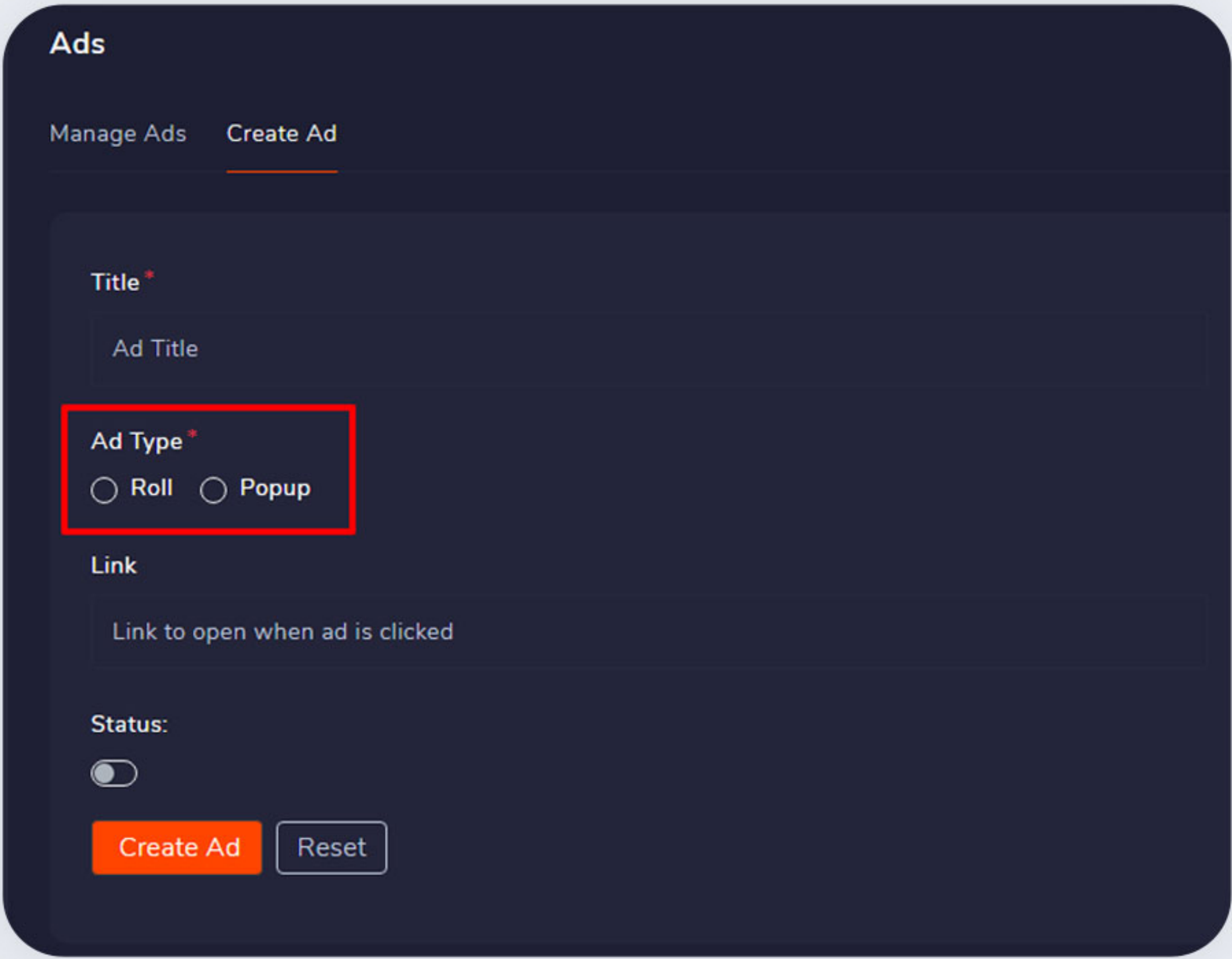
✓ Then click the "Create Ad" button.



The screenshot shows a dark-themed web form for creating an advertisement. At the top, under 'File Type', the 'File Upload' radio button is selected. Below it is a file input field with a 'Browse' button. A blue progress bar indicates that 23% of the file has been uploaded. The 'Start Time' is set to '01:00:00'. The 'Time to Hold (in seconds)' is set to '10'. A note below this field states: 'Display the 'Skip Ad' button after 'n' seconds. Enter '0' to turn off 'Skip Ad' button'. The 'Link' field contains 'https://chocolate.com'. At the bottom, there is a 'Status' toggle switch that is turned on, and two buttons: 'Create Ad' (orange) and 'Reset' (grey).

You can see the ad file getting uploaded. Within a few minutes, the ad will be added successfully.

How to add Pop-up Ads?



Ads

Manage Ads Create Ad

Title *

Ad Title

Ad Type *

☐ Roll ☐ Popup

Link

Link to open when ad is clicked

Status:

☐

Create Ad Reset

- ✓ Go to Ad from the navigation menu.
- ✓ Then go into the "Create Ad" section.
- ✓ Enter your ad title and then select your ad type.

Dimension suggestion for Pop-up ads:

For dimensions, you can use the following specifications according to your preference.



Square & Rectangle ad sizes:

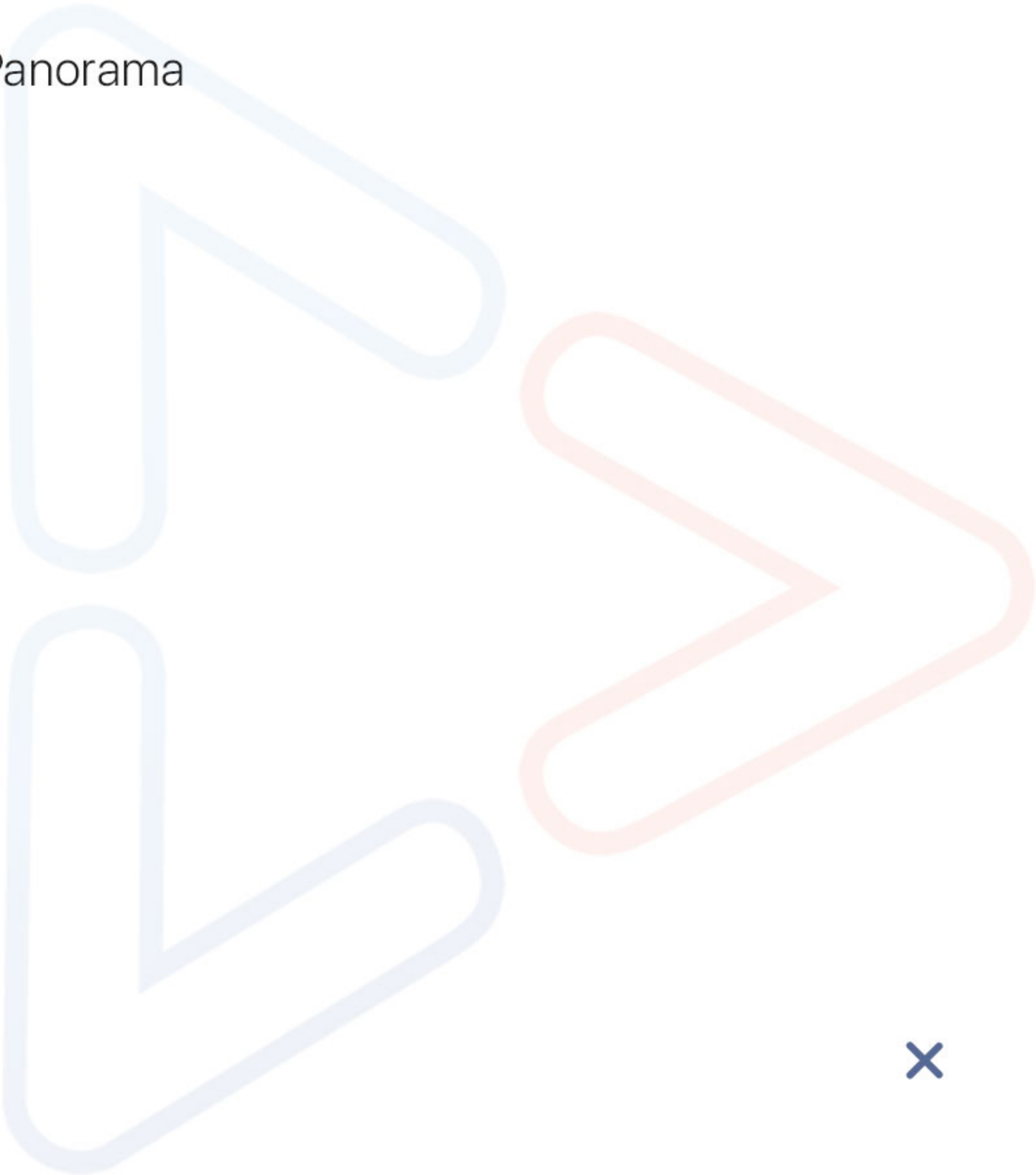
200 X 200	Small square
240 x 400	Vertical rectangle
250 x 250	Square
250 x 360	Triple widescreen
300 x 250	Inline rectangle
336 x 280	Large rectangle
580 x 400	Netboard

Leaderboard ad size:

468 x 60	Banner
728 x 90	Leaderboard
930 x 180	Top banner
970 x 90	Large leaderboard
970 x 250	Billboard
980 x 120	Panorama

Mobile ad sizes:

300 x 50	Mobile banner
320 x 50	Mobile banner
320 x 100	Large mobile banner



Process

Start Time *

01:00:00

Time to Hold (in seconds) * :

10



On selecting **Popup** ad type, you get to set the "Start Time" and "End Time" of the ad between the OTT video running time.



Now enter the redirection link to the advertisement site.



Then turn on the "Status" button to get the ad played on your OTT site. If you don't turn on the status, the ad will not appear on OTT videos.



Then click the "Create Ad" button.

Link

<https://chocolate.com>

Status



Create Ad

Reset

You can see the ad file getting uploaded. Within a few minutes, the ad will be added successfully.





**You have successfully
added advertisement to your OTT platform!**