

## What is video advertising

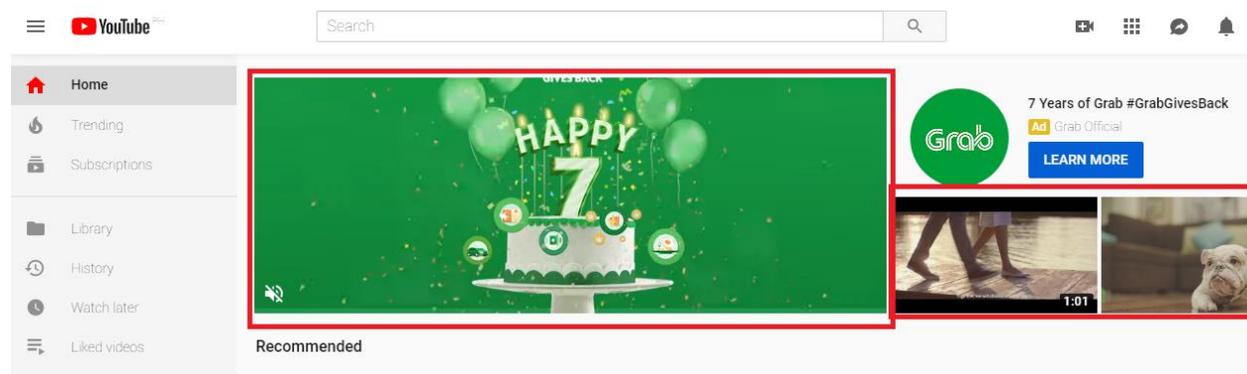
Every day we saw people watching videos online, on their phone, on the computer at your home or your friend's laptop. Whether you are using Facebook, Youtube, Instagram, Twitter or just using the internet for homework, you will notice videos popping out your screen, or videos that promotes their businesses and other things.

Video advertising are those videos advertising a products, food or services they sell to attract customers. These video ads can be seen before the video starts, in the middle of the video or after the video.

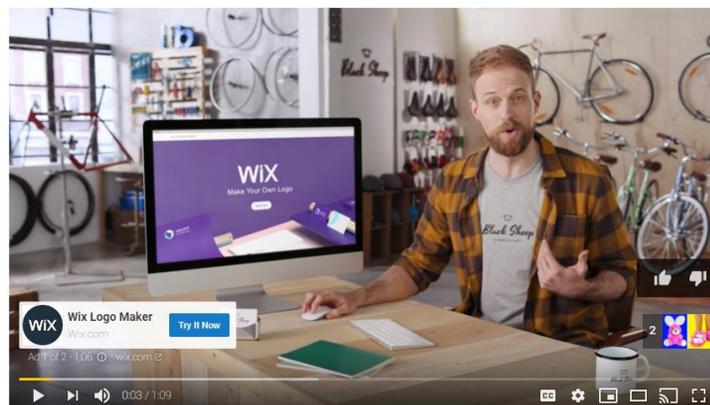
Here are the different types of video advertising:

- A **Pre-Roll video ad** is a short video clip displayed before the main show starts.
- A **Post-Roll video ad** is a short video clip that plays after the show ends.
- A **Mid-Roll video ad** is a short video clip that plays in between the beginning and the end of a show.
- A **Companion ad** runs along with a video ad (pre-roll, mid-roll or post-roll) to provide a more integrated experience for viewers.
- An **Overlay ad** is similar to a television ticker that displays at the bottom of the TV screen.

Example: when you go to youtube.com you will find a video auto playing after the page loads. The red rectangle shows examples of video advertising.



This next examples show the video advertising before the video starts. Here it advertise wix.com website, the video will start playing after the advertisement.

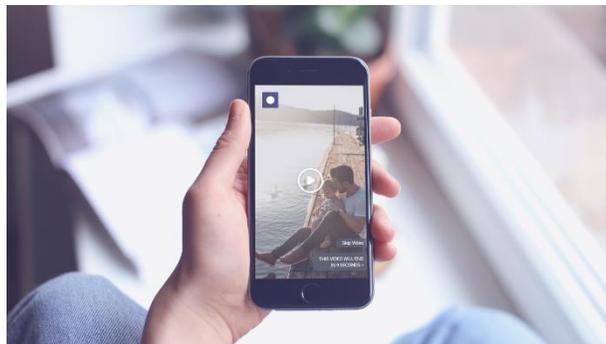


419 ON TRENDING  
47 WAYS TO RECYCLE YOUR OLD TOYS

These video advertising can be found anywhere in the internet not just on youtube.



These videos can also be found on your mobile phones. When you are playing a game then suddenly a video shows up and you need to play it before you can continue playing.



Video advertising increase traffic and get potential customers for your products or services. When a user watch a video that will create impressions, those impressions can lead to customers. The video ads comes with a text or information about the advertising company or person, it has also a link to the website or store which generates traffic.

The company or individual who wants to advertise their products or services can hire specialists for video advertising. These video advertising companies will create the video according to the customer's preferences. They will be also responsible to where your video will show, only on 1 website, on youtube video, or a blog site, what time and how long. In this way, people who uses the internet or an app will be able to see your ads that says something about your product or services. You will be able to track how many people have seen it, how many people click it and which place, thus promoting your website and create potential customers.