




In-Content Ad Unit

The BRID.TV In-Content outstream unit is an innovative form which positions video advertising within the heart of editorial content. Viewable by design, the format launches when in view on the screen, pausing when less than 50% visible and merging seamlessly back into the page once the view has been completed. It has capabilities to run across all devices, browsers and operating systems without any limitations.

Ad support

¹ VAST 2, 3, and 4	² VPAID 2.0	³  IMA SDK compatible
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Special implementation variants

	Sticky player supported	✓
	Google Ad Manager (DFP) 1x1 size supported	✓
	Mobile and desktop compatible	✓