

## Video Ads

### Overview

Video ads offer a valuable opportunity to drive more revenue from your interstitial inventory. With MoPub Marketplace, you can automatically introduce video ads into your app experience. Instant access to our video ad partners make it easy for you to display video ads without burdening your app with more SDKs.

### Earn higher CPMs

Video ads provide a more interactive experience that typically delivers 2 to 4 times higher CPMs than regular interstitials. Introducing video ads can also improve your interstitial fill rates, leaving fewer missed revenue opportunities.

### How it works

Keep users engaged with a countdown timer.

Ends in 30 seconds

The ad audio will always match the device's sound settings.



Skip in 5

For 30 second videos, users can close the ad after 5 seconds.

All videos are pre-cached and automatically play inline with your app.

#### Video Ads

- Both 15 and 30 second videos  
Both video ad types can serve in your interstitial inventory.
- 15 second videos  
These ads are not skippable.
- 30 second videos  
These ads are skippable after 5 seconds.

#### Control your user experience with one click

On the MoPub platform, you can easily select the video type that best fits within your app flow. You can choose to play 15 or 30 second video ads.

## GETTING STARTED

1. Update your SDK to MoPub iOS SDK 1.16 or later. Enhancements for Android are coming soon.
2. Select your video types on the Marketplace Settings page on [app.mopub.com](http://app.mopub.com)