

# DoubleClick Kaltura Integration – Streamline Your Ad Management

Google's DoubleClick™ products provide ad management and ad serving solutions to companies that buy, create or sell online advertising. The Google Interactive Media Ads (IMA) Software Developer Kit (SDK) enables publishers to display linear, non-linear, and companion ads in interactive media content such as video. The IMA SDK exposes a set of APIs that allow publishers to request ads from DFP or AdSense, interpret the ad response, and report metrics back to the ad server.

Kaltura has partnered with Google and is a DoubleClick approved platform partner. Kaltura offers a rich IMA3 plugin configuration for Flash and HTML5. This includes easy setting of on-page parameters and custom entry metadata for contextual ad delivery. Kaltura was first to market with the IMA3 HTML5 integration, powering large broadcasters. When a Kaltura player has been integrated with Google's IMA3 SDK, publishers can take advantage of advanced features in the DoubleClick for Publishers (DFP) video module.

To start working with the plugin all you need to do is configure the relevant plugin parameters in the Kaltura Management Console Player Studio. You can either use the standard configuration or have our experts work with you to help realize your monetization goals.

To view the basic configuration as well as a working example of Flash and HTML5 plugins, visit the Kaltura DoubleClick Feature Hub page at <http://html5video.org/kaltura-player/docs/Ads/DoubleClick>.

