

## **VOD Advertising Options – Pause, Fast Forward, Cue, Tickerbar and Stop Advertising**

There are several new valuable and effective advertising options for VOD programming. Yariv Erel from [JustAd.tv](http://JustAd.tv) explained to me at the IBC trade show that VOD advertising can be more effective and profitable than just inserting pre-rolls. He showed me pause advertising, fast forward advertising, cue advertising, tickerbar advertising, stop advertising, and ad buttons on EPGs. Yariv emphasized that pre-roll advertising can annoy viewers and post-roll advertising tends to be ineffective (the video is over).

Advertising during user interactive and control events (such as VOD playout control) tends to have a much viewer higher response rate.

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Direct link: <http://www.iptv-blog.net/2010/10/vod-advertising-options-pause-fast.html>