





# Native Ad Unit

When it comes to video ad revenue, the Native Outstream Unit is quite simply the perfect answer for publishers who are looking for the direct approach. With it, the publisher has more control over the ad campaign and better insight into the performance of the video ad itself. What's more, the Native Outstream Unit circumvents a variety of problems for modern-day publishers.

## Ad support

- 1 Use your video content as ads
- 2 Set up custom tracking pixels
- 3 Track native ad performance in BridTV Analytics
- 4 No ad tag required

## Special implementation variants

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