



MEDIALAAN



DE PERSGROEP  
ADVERTISING

# Formaten

video

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# InStream



## InStream video

Classic pre-roll and mid-roll ad placements

**Long form**  
Full episodes

E.g. you watch the whole last episode of The Voice

**Short form**  
Port of an episode

E.g. you only watch the performance of The Voice candidate you liked the most

# InRead



## InRead video

Video that appears in otherwise non-video environments, such as text-based editorial content.



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