**AOL Launches Video Ad Units Focused on Interactivity**

AOL has unveiled five "premium" video ad units that have a focus on interactivity. The format will also enable better data gathering on consumer interests. "We've made pre-roll truly interactive, enabling advertisers to provide a more engaging experience for end users," said AOL's David Miller.

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<http://www.mediapost.com/publications/article/254705/aol-unveils-skippable-other-video-ad-formats-dub.html>