DYNAMIC AD INSERTION

Server- and client-side ad insertion for DASH & HLS in OTT and HbbTV
SSAI - Features

Server-Side Ad-Insertion is a technology to **insert ads dynamically into video content**. It allows a **seamless transition** between content and ads in a streaming environment **delivering a personalized broadcast TV experience** across devices. This provides media owners and video publishers more usage with **better ad-viewing completion** and **higher return on ad-revenues** due to precise targeting.

- **Dynamic Ad-Insertion**
  - Replace broadcast ad-breaks with addressable OTT Ads
  - Insert ads into Live-Linear TV and VOD streams

- **Precise Ad Targeting**
  - Target User Segments to personalize streams One-to-One
  - Connect with Supply Side Platforms and Ad-Servers

- **Scales For Large Audiences**
  - Cloud-native solution hosted in Microsoft Azure
  - Service orchestration is realized through Kubernetes

- **Consistent User Experience**
  - Supports DASH and HLS for Live, VOD and OTT Channels
  - Individualized Streaming to all IP devices

- **Real-time Analytics**
  - Tracks Content Popularity, Viewer Engagement and Ad Performance
  - Service Monitoring 24-7
Dynamic Ad Insertion in Live-Linear OTT TV

Average viewing session

Current OTT Model

SSAI Model

One monetization event per viewing session (yet bandwidth costs ongoing)

Multiple monetization events per viewing session. Uses a combination of Ad-Break Recognition and SSAI to replace ads in broadcast stream with addressable OTT advertising.
SSAI allows for personalization

Advertisers pay a higher CPM when targeting of ads is established.
Solution Overview
DYNAMIC AD SUBSTITUTION IN HBBTV 2.0

SPOT REPLACEMENT