Fraunhofer FOKUS
Institut für Offene Kommunikationssysteme

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SERVERSIDE.AI

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 transitio**n 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

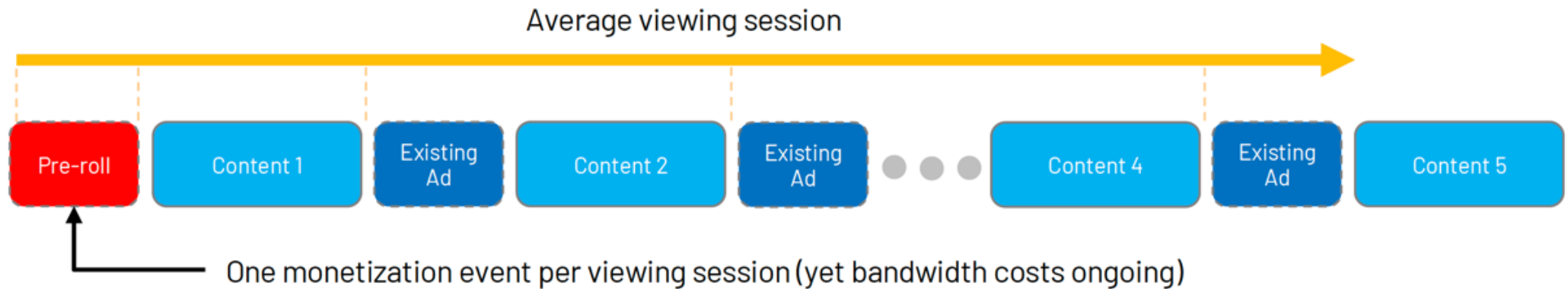Individualized Streaming to all IP devices

Real-time Analytics

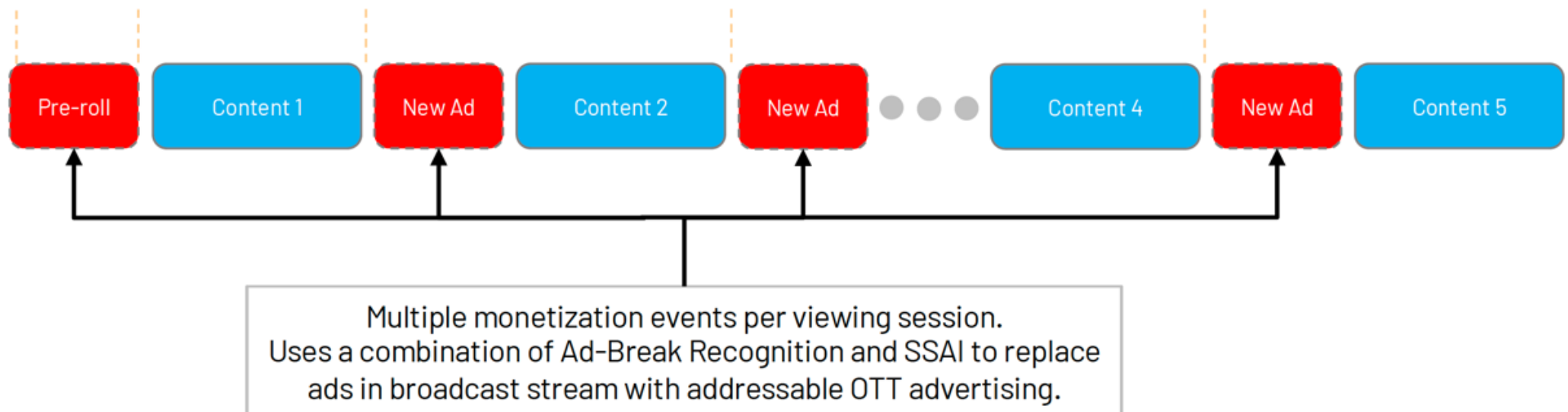Tracks Content Popularity, Viewer Engagement and Ad Performance

Service Monitoring 24-7

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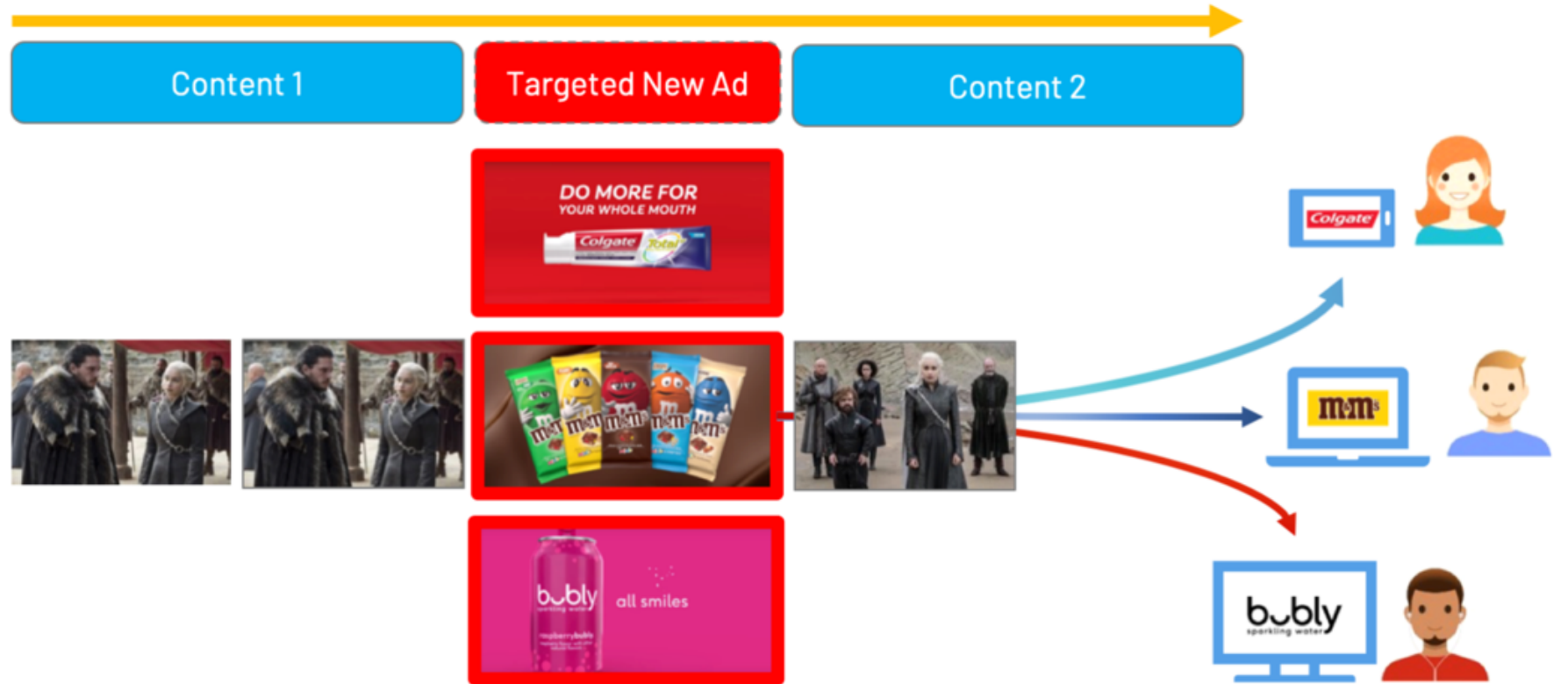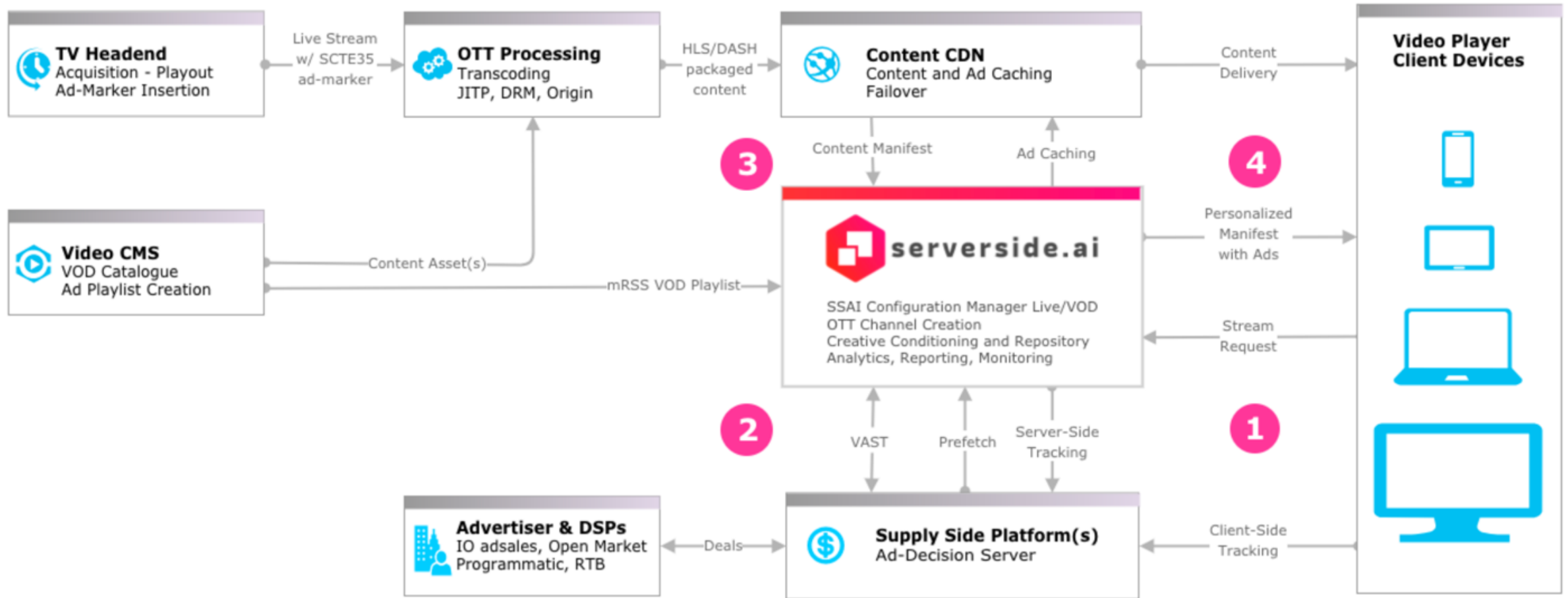# Dynamic Ad Insertion in Live-Linear OTT TV

SSAI allows for personalization

Advertisers pay a higher CPM when targeting of ads is established

Solution Overview
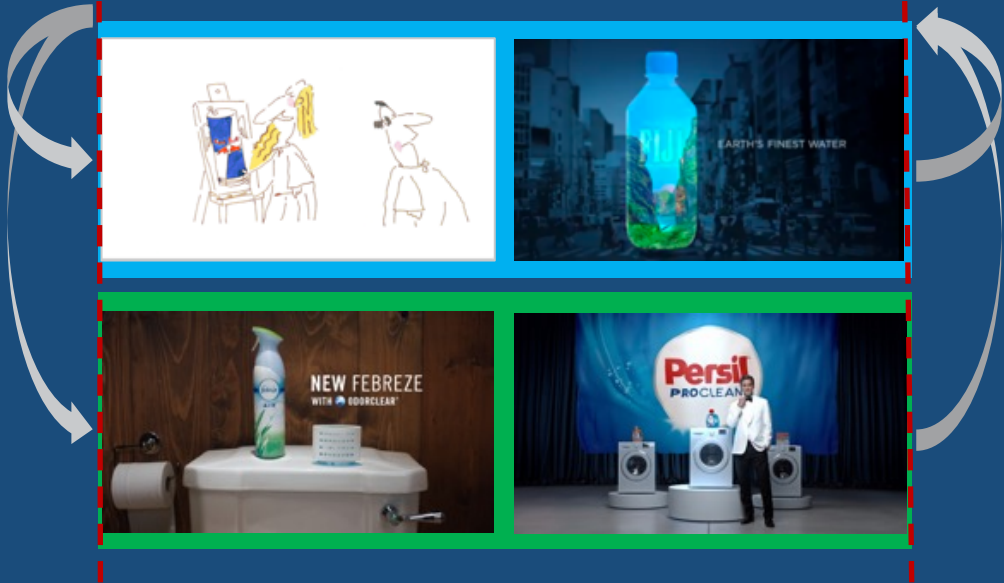
DYNAMIC AD SUBSTITUTION IN HBBTV 2.0

SPOT REPLACEMENT

broadcast

IP ads / HbbTV

linear broadcast ad break

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