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ADVERTISING AND OTHER MEANS OF MONETISING THE HYBRID APPROACH TO TELEVISION

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FLEXIBLE MONETISATION

Whilst subscription services remain popular, an increasing trend to diversify monetisation methods has surfaced.

In the HbbTV space, this allows for huge opportunities to innovate .

For today there are **three** models I'd like to focus on:

- Targeted CSAI/SSAI

- Virtual Channels using VOD content

- Product sign posting using dynamic overlays

- Hybrid monetisation models
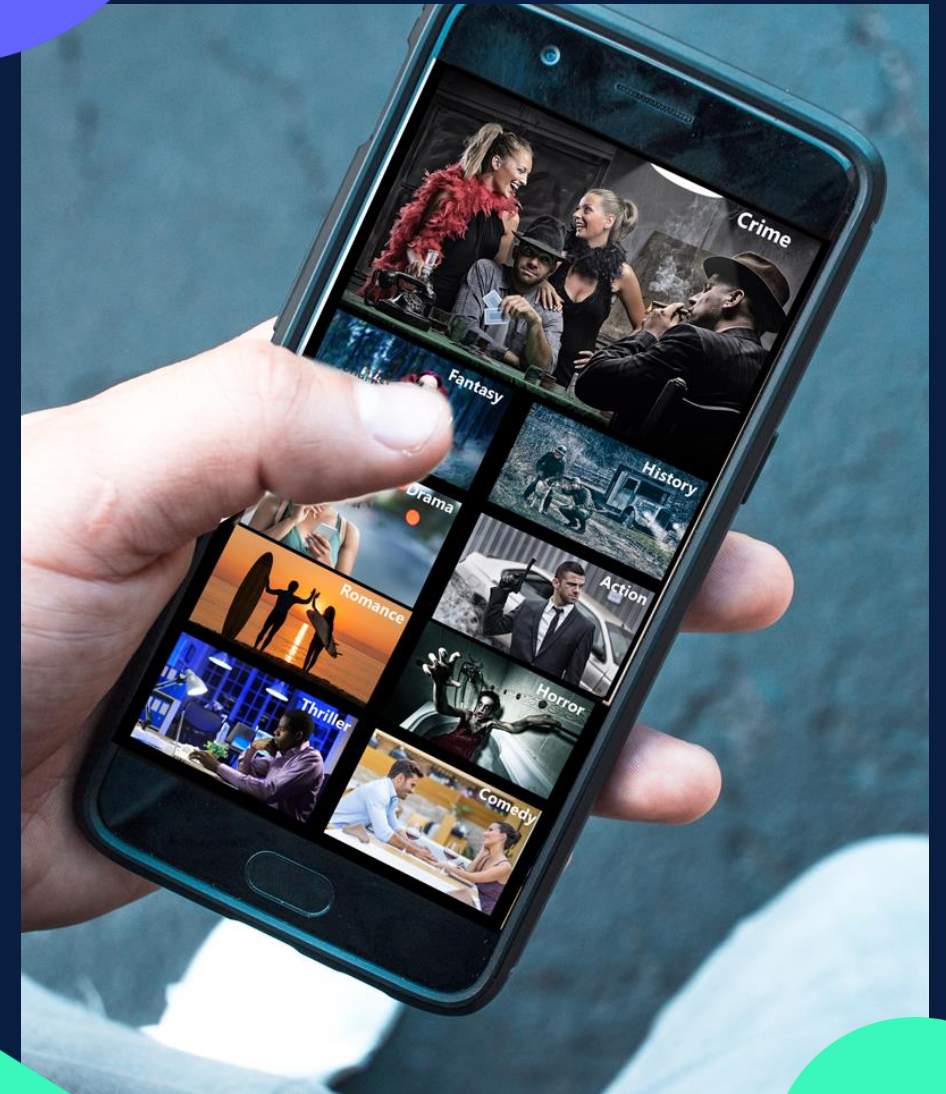
TARGETED SERVER-SIDE AD INSERTION (SSAI) AND CLIENT-SIDE AD INSERTION (CSAI)

- Advertising has been around for a very very long time!

- However, with the increased capture of user data, paired with the flexibility of IP based streaming, it has never been easier to target your audience so specifically.

- For HbbTV devices this can be done for live streams and on demand content, with the best practice being to offer SSAI for live streams and CSAI for on demand.

TARGETED SSAI (LIVE)

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SSAI works, in brief, by:

1. Taking a live stream

2. Identifying ad breaks

3. Optionally removing ad content (DAI)

4. Request ads from connected ad server

5. Insert ads or fallback content (depending on ad fill rate)

6. Return completed stream
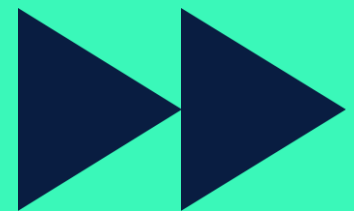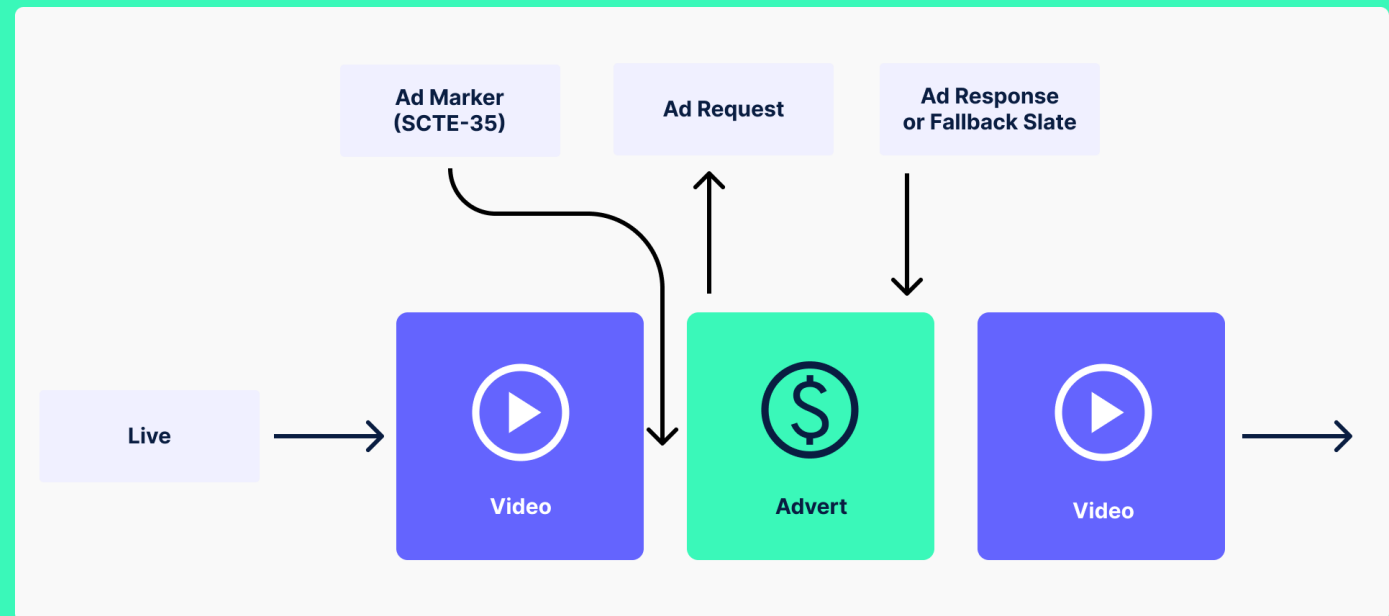
TARGETED SSAI (LIVE)

👉 As user data has become more readily available, it is now possible to make unique requests.

When each user makes a stream request the SSAI function is completed but using information known about that user.

This means that even though the function is done server side the results are totally different between audience members.
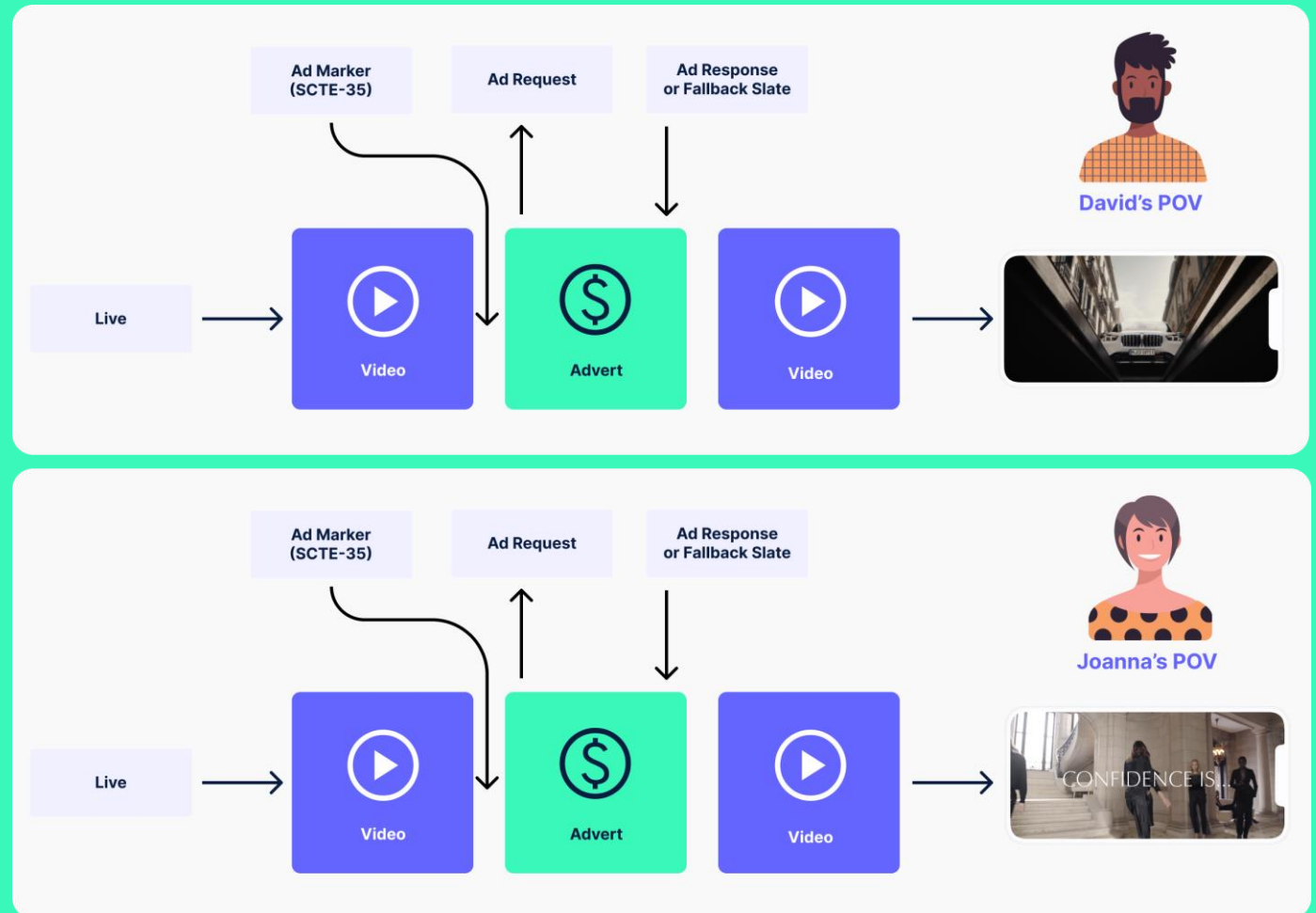
TARGETED SSAI (LIVE)

To make these live streams unique to a user or more likely a segment, the information specific to a user must be passed to the live stream request.

⊞ This may be **device-specific** and may also be limited by local data privacy such as GDPR, which in turn can be enforced using CMP services.

▢ Once all the information available is gathered, the request is made. All in a matter of moments.

Example live stream request

https://simplestreamcdn.com/linear/newsuk-talkradiotv-ono/playlist.m3u8?ip={{ip_address}}&app_bundle={{app_bundle}}&app_store_url={{app_store_url}}&content_id={{content_id}}&content_title={{content_title}}&gdpr_consent={{gdpr_consent}}&gdpr={{gdpr}}&content_language={{content_language}}&user_agent={{user_agent}}&app_name={{app_name}}&content_series={{content_series}}&content_category={{content_category}}&content_genre={{content_genre}}&content_rating={{content_rating}}&description_url={{description_url}}&page_url={{page_url}}&device_id={{device_id}}

TARGETED CSAI (ON DEMAND)

For CSAI, the process is a little simpler. There is no need to replace existing content as the content is not live. Instead, the process is as follows:

1. Ad markers are syndicated to the ad server
2. When an ad point is reached, the playback is stopped,
3. An ad request is made
4. An advertisement pod is inserted,
5. Impressions are reported
6. Playback continues

💡 Ad marker syndication can be done in numerous ways: **XML fragments**, **MRSS feeds,** or even **by the player itself** via and SDK at point of playback.
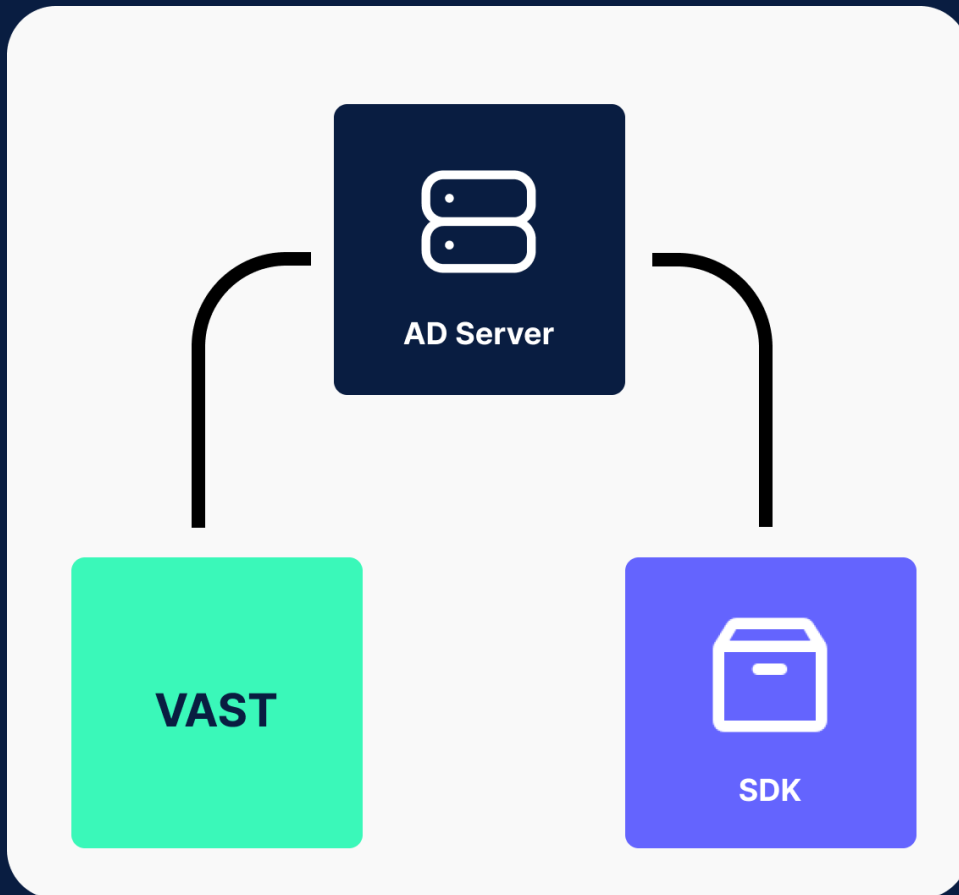
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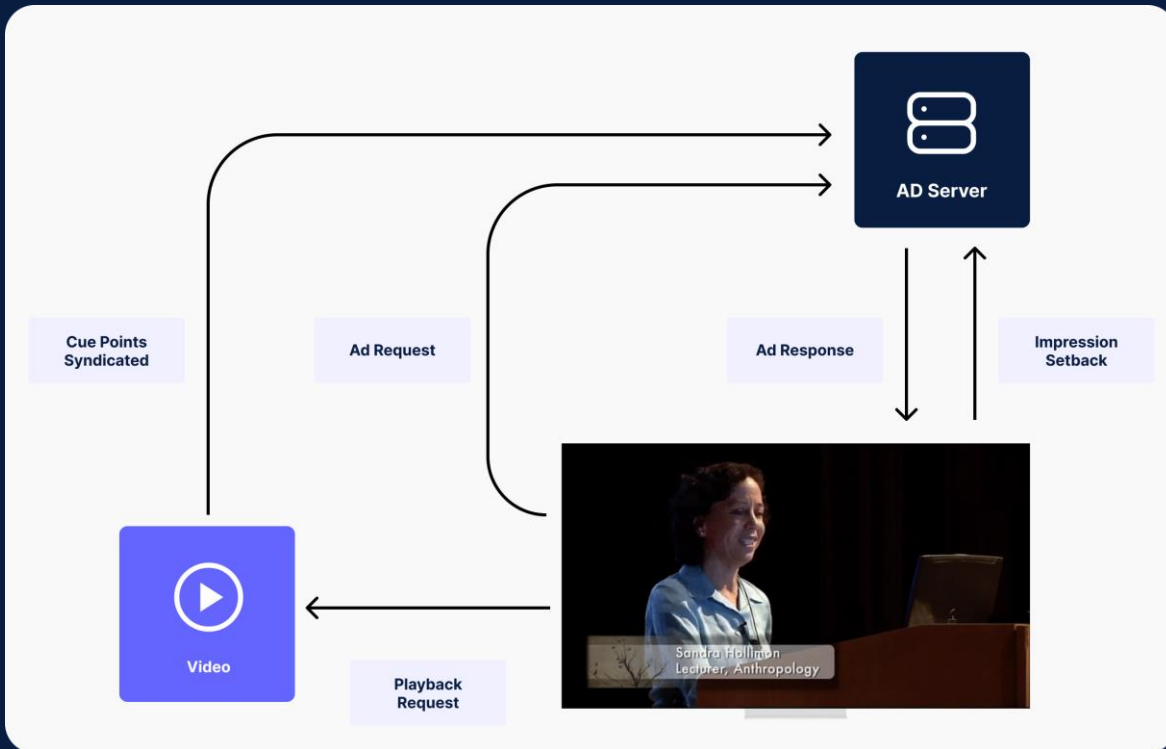
TARGETED CSAI (ON DEMAND)

The personalization is completed, again, in a similar – but simpler – way to SSAI.

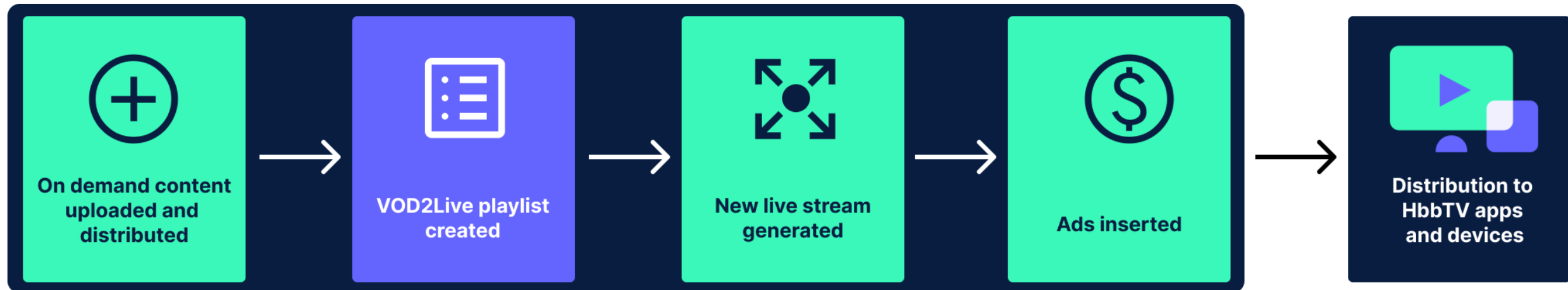→ When the ad request is made, the parameters available are sent to the ad server.

In this case, however, it is not appended to the stream request but instead part of the ad request itself or added as variable parameters into an SDK.

AD Server

VAST

SDK

VIRTUAL CHANNELS USING VOD CONTENT

- One of the more market wide trends in the past 12 months has been towards the usage of virtual and FAST channels.

- The theory is a relatively simple one, use your existing library of on demand videos to create a linear channel. Given that this can be done cheaply and easily this allows for the creation of thematic or barker channels with relative ease!

VIRTUAL CHANNELS USING VOD CONTENT

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On demand content uploaded and distributed → VOD2Live playlist created → New live stream generated → Ads inserted → Distribution to HbbTV apps and devices

VIRTUAL CHANNELS: BENEFITS

With **virtual channels** being quick and easy to set up, this makes them a prime candidate for numerous monetization options, such as:

- Personalized SSAI alongside CSAI of the same content, essentially doubling your potential impressions

- Distributing the channel to 3rd parties and creating a FAST channel with advertising and outreach opportunities

- Displaying a barker channel, within the application or HbbTV platform to create a route to market

- Overlay e-commerce information

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PRODUCT SIGN POSTING USING DYNAMIC OVERLAYS

- For **eCommerce** and **live sports**, using overlays within the video player isn't anything new.

- However, displaying dynamic overlays based on a data source is something that has only started to be used recently.

- This can now be anything from stock levels on teleshopping to offering t-shirts for your favorite sports team.

DYNAMIC OVERLAYS

Live feeds can be virtual channels, live events or 24/7 streams.

Data feeds can be sporting data, product information or a playlist of timed events.
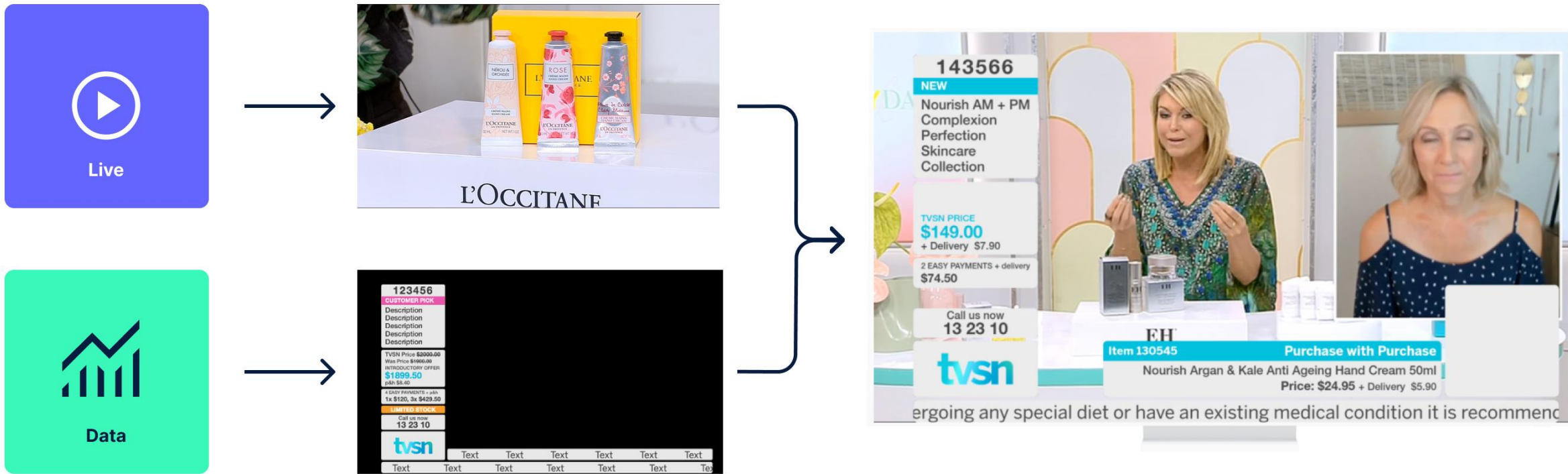
HYBRID MONETISATION – CASE STUDIES

For almost all our customers, a single monetisation avenue is not enough, and most of those using HbbTV apps and beyond use multiple methods to increase reach and ROI.

- **VOD365's Ketchup TV and YAAAS!**, barker channel and CSAI

- **TVSN**, virtual channels, graphic overlays, and "buy now" options

- **GB News**, targeted SSAI, CSAI, and DAI

VOD365'S KETCHUP TV AND YAAAS!

VOD365 chose Simplestream to deliver a raft of applications for their content portfolio of brands, including Ketchup TV and YAAAS!

Ketchup TV, a premier kids' network, offers unlimited streaming of popular programs, including *Peppa Pig*, *Super Why!*, and *Ben & Holly's Little Kingdom*. **YAAAS!** is a video-on-demand streaming destination for younger demographics (5-12 years old).

All applications created are AVOD-based, and with regards to kids-focused brands, they utilise child-safe, human-reviewed pre- and mid-rolls.

RESULTS

Available on Freeview and YouView, the HbbTV solution has helped VOD365 to take the kids-focused offering to a wider audience, with user-friendly layout and all the benefits of OTT on big screens, as well as a number of other platforms and devices.


VOD365
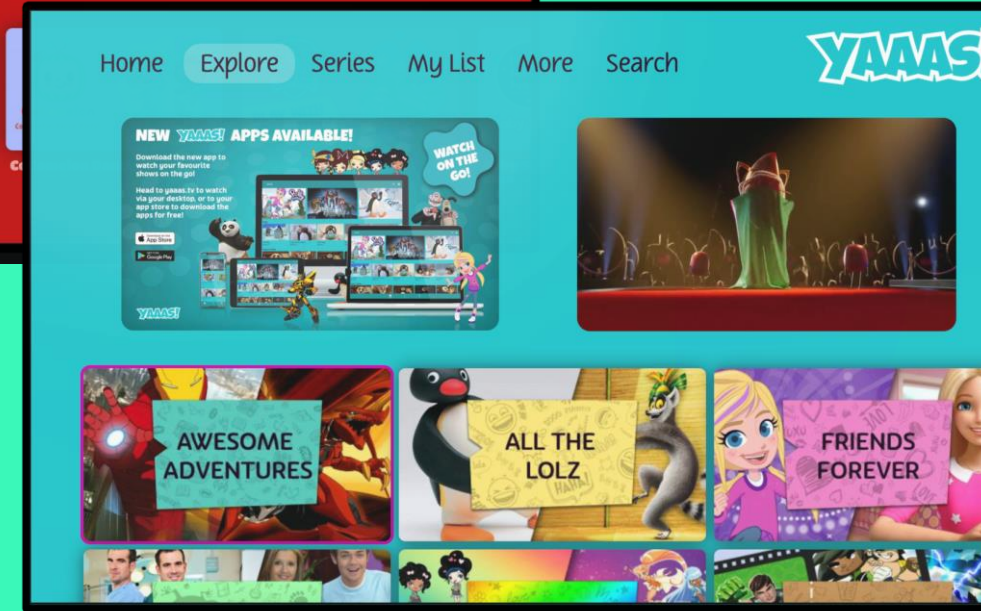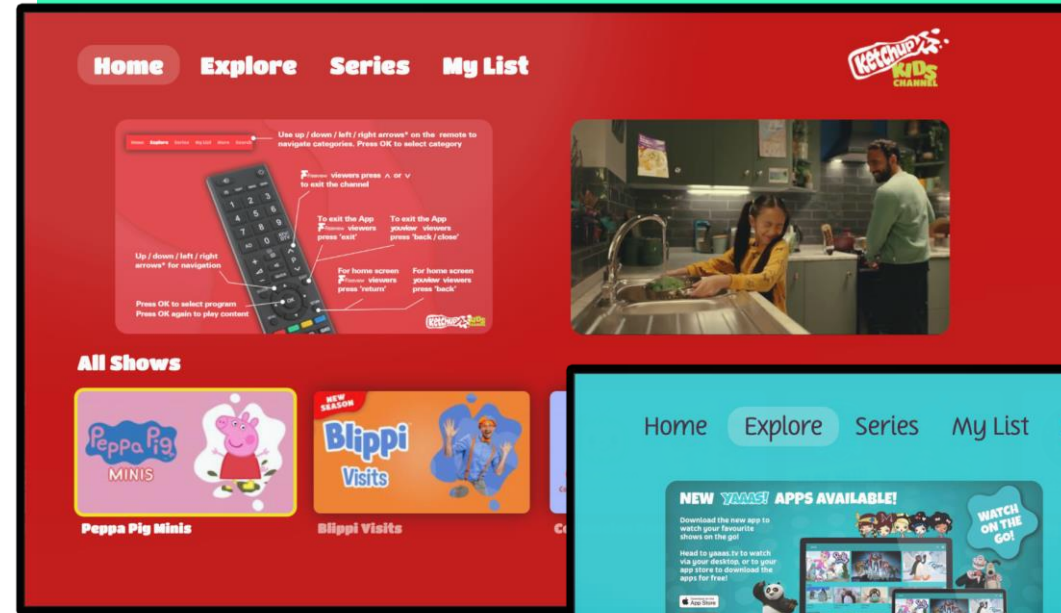
TVSN

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Simplestream was chosen by TVSN to power a next-gen suite of OTT and streaming services to elevate the teleshopping channel operating in Australia.

TVSN required an end-to-end solution to deliver free streaming across a number of platforms and applications, with the addition of virtual channels to enhance eCommerce opportunities.

Media Manager as a backend and App Platform as a framework for the delivery of premium content were utilises as part of Simplestream's core value proposition.

RESULTS

Available on iOS, Android, LG and Samsung, offering **direct purchasing on mobile** and **dynamic overlays everywhere**, utilising a constantly updated data feed to continually drive sales through thematic virtual channels.

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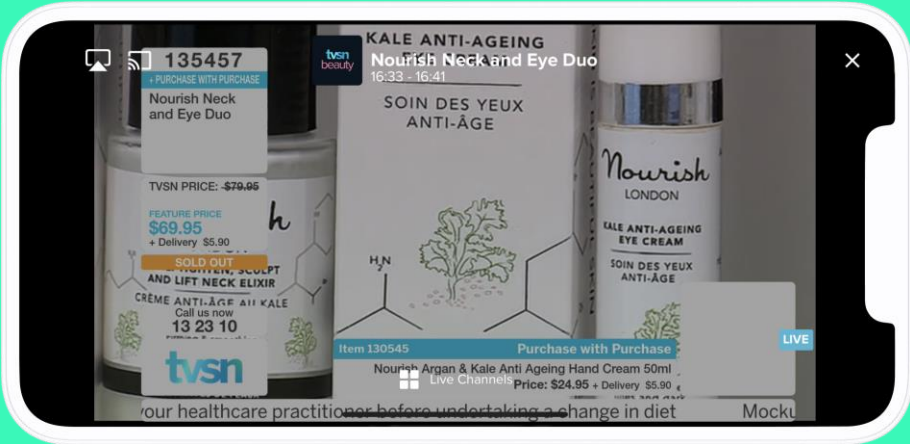
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GB NEWS

GB News, the British free-to-air television news channel, chose Simplestream to develop and deploy a full set of OTT services – across multiple platforms.

Proprietary products such as **App Platform**, and **Media Manager** as a content management system and orchestration layer were deployed. Among the intricacies of a highly detailed brief, was also the need for Simplestream to bring into the picture a variety of existing partners.

RESULTS

The successful launch of GB News on all platforms was accompanied by significant interest from the public. The first six months of streaming across the brand-new set of OTT services recorded over **3.2 million hours** of content consumed, with a tally of nearly **3.5 million** unique users accessing the platforms. This resulted in over **77 minutes** of average playtime per user, across all devices.

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THANK
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