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A nowtilus Ad-Insertion Solution

Targeted Advertising in HbbTV

Full Ad Break Replacement with Dynamic Ad-Substitution & Serverside Stitching

Discovery

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OTT

CTV

ATV @ HbbTV

Audio, Radio & Podcast

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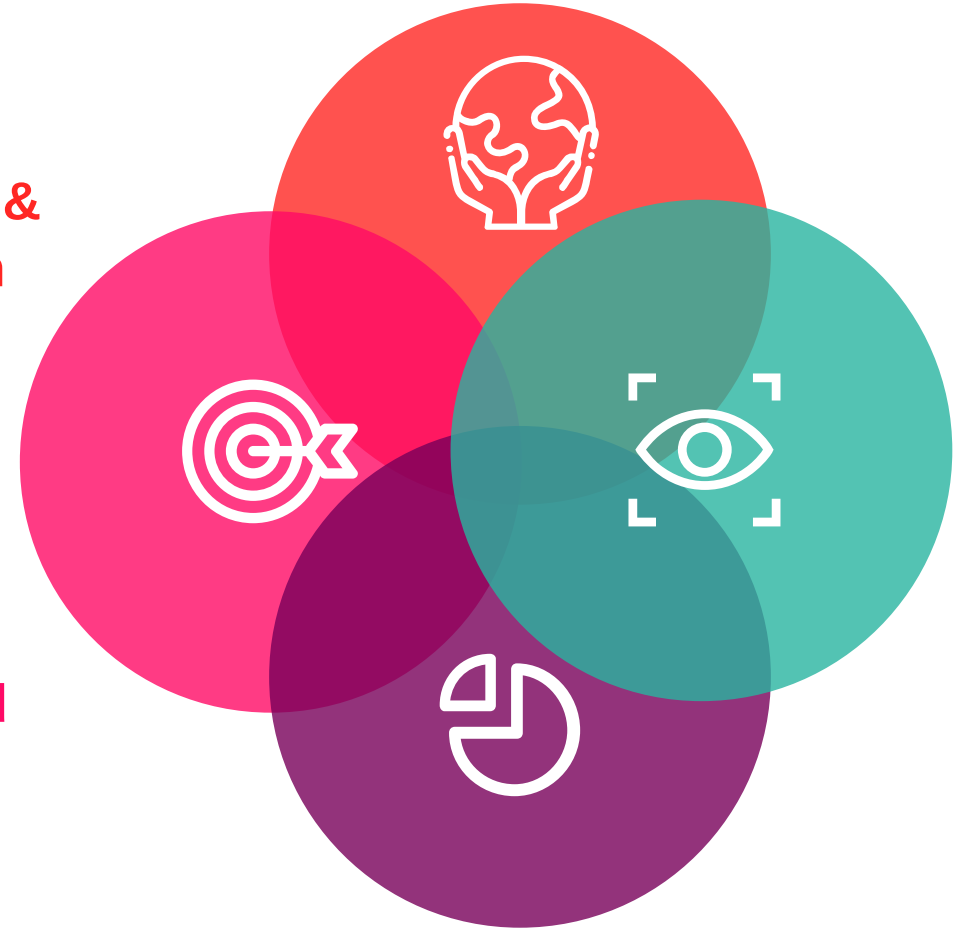
Full-Break Ad-Substitution is the most relevant ATV use case

Monetizing a huge TV Market Opportunity

- Leverage Existing & Incremental Reach
- Improve Yield with Targeting and Measurability



- Increase Relevance Decrease Ad-Load
- Raise Market potential with new participants esp. SME

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Challenges for Discovery

- Personalization of commercial breaks with TV reach
- Manage full ad-break replacement
- Handle inaccuracy of stream events for ad-signaling
- Divergent playback behaviour on different HbbTV versions

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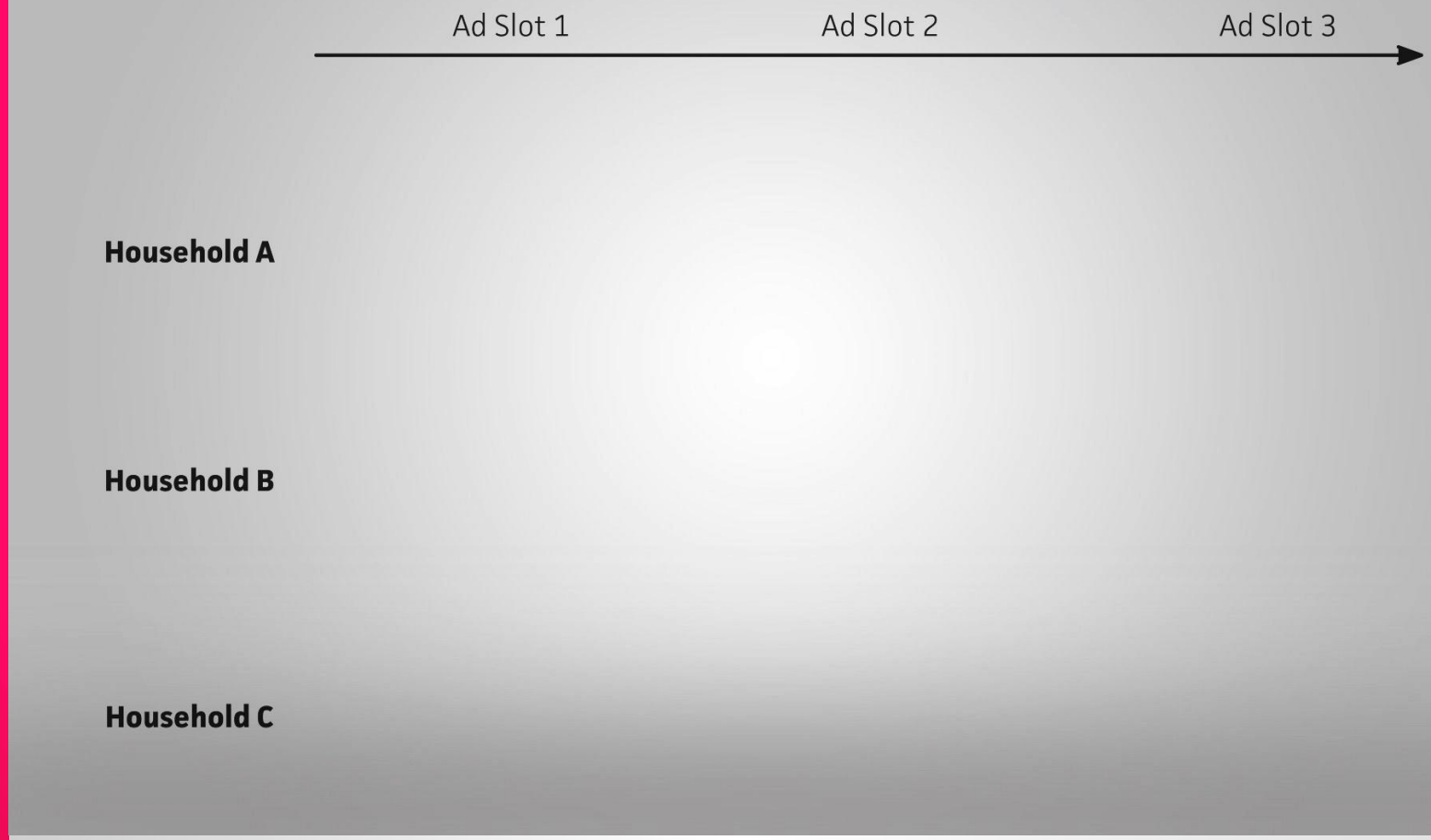
Discovery

Business Needs

- ✓ Use the reach of TV with best capabilities of Digital…
- ✓ For existing and new advertising clients…
- ✓ Use device, audience and contextual data for targeting
- ✓ To provide relevant advertising in a brand safe environment
- ✓ By Unifying data driven linear and video, direct sales and programmatic
- ✓ allow TV to challenge for any marketing budget.



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Discovery

Solution

1. Serving TV devices on a broad range of different HbbTV standards with one solution across different countries

2. Providing a simple and cost-effective solution for integrating with different headend technologies and playout systems

3. And to allow for million of concurrent viewers

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TOP MODEL
JUTRO 21:30
tvn
TOP MODEL
JUTRO 21:30
tvn

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Serverside.ai Features for HbbTV 1.5 & 2.0

- SMART AD-BREAK MANAGEMENT
- HYBRID DYNAMIC AD-SUBSTITUTION
- INTELLIGENT AD-CONDITIONING AND STITCHING
- UNIFIED AD-TRACKING, MEASUREMENT, MONITORING AND REPORTING

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DAS HbbTV Application Features

- ✓ DAS State Machine
- ✓ StreamEvent Manager
- ✓ Hybrid Video Player
- ✓ Mediatype Selector
- ✓ Ad Tracker
- ✓ QoE Client Analytics
- ✓ Remote Logging
- ✓ configurable Landingzone
- ✓ configurable StreamEvent

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General Onboarding Steps for HbbTV TA

1 Integrate with Broadcaster' backoffice

Adjust interfaces to access broadcast schedule, DAI avails and rules.

2 Establish Spot Transfer

Integrate with TV-Adserver to ingest mezzanine TV copies based on schedule

3 Integrate with Digital Ad-Server for DAI

ADS/SSP/DMP interface to access targeted adverts

4 Consult on Stream Event signaling

Assure Ad-Signaling contains correct metadata and timing is in sync for seamless Ad-Substitution

5 E2E Test & Launch

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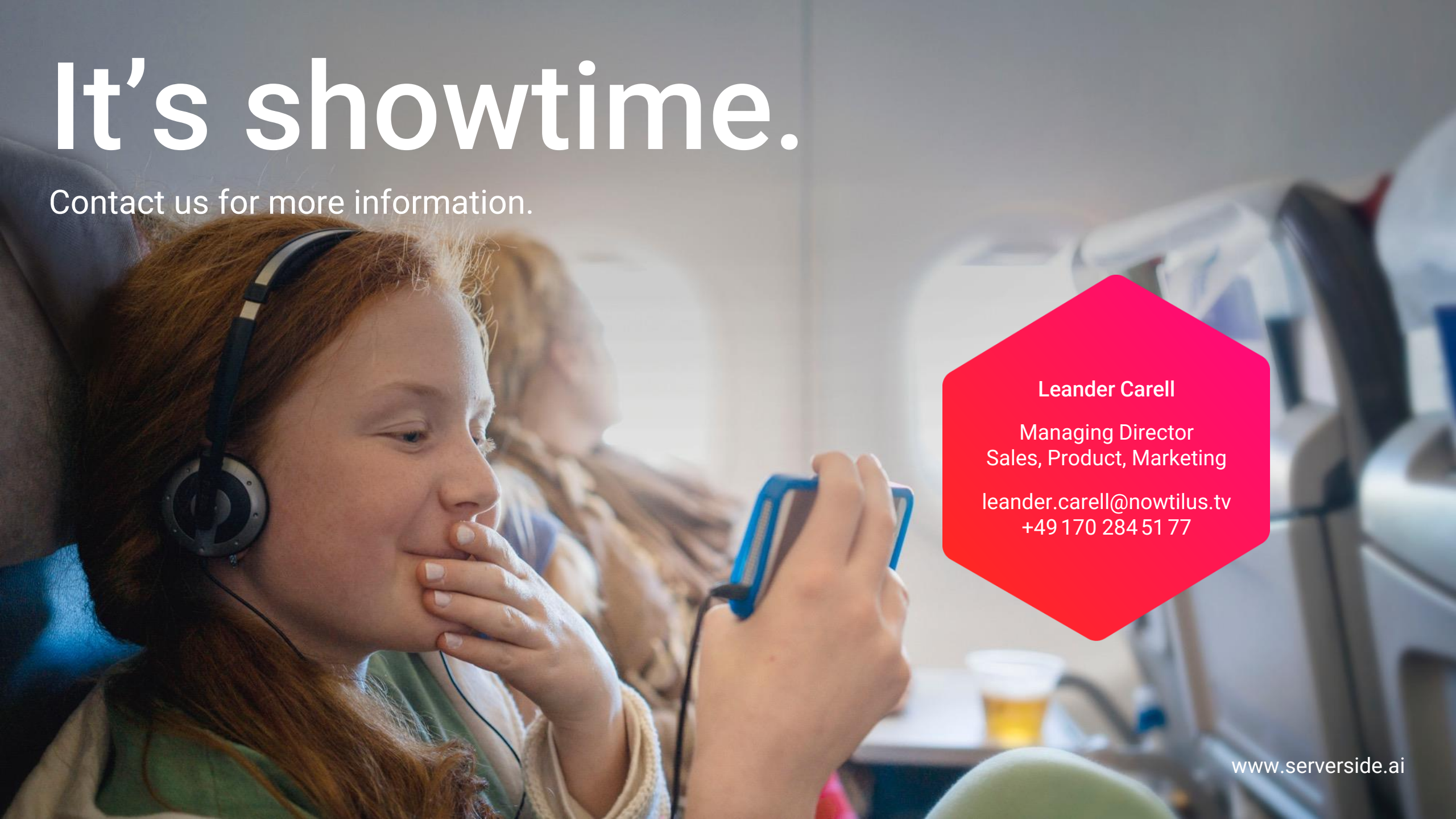
It’s showtime.

Contact us for more information.



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