

Enabling advanced addressable TV ads

Use PRESTOplay & PRESTOads to boost OTT & live IPTV ad opportunities

Addressable TV advertising offers new revenue opportunities for OTT and PayTV operators, enabling direct communication between advertisers and high-value TV audiences in a premium 'total video' inventory environment. However, the business and technology landscape is complex with challenges including (among others) dynamic/personalized video ad insertion/substitution, rendering of nonlinear ads formats, or tracking and measurement that involve client-side technology hurdles.

We're proud to offer a modular addressable TV solution leveraging over 15 years of video playback and client-side development experience as well as our ongoing contribution to standardization.

Solving challenges for

- ✓ Ad-supported VOD
- ✓ Free ad-supported TV (FAST) & live linear TV/vMVPD
- ✓ PayTV Android TV operators

PRESTOplay: Enable next-gen server-guided ad insertion

While server-side ad insertion (SSAI) addresses some limitations of client-side ad insertion (CSAI), such as ad-blocker resistance and QoE, the industry is shifting towards server-guided ad insertion (SGAI). SGAI mandates enhanced playback capabilities to tackle scalability challenges in live-feed ad personalization for OTT and IPTV, drastically improving (S)AVOD monetization for OTT, and at last enabling OTT replay inventory monetization with addressable ads. Our [PRESTOplay](#) cross-platform players enable these use-cases along with further advancements including nonlinear ads rendering and interactivity (SIMID).



The CTV category increasingly attracts demand-side TV budgets as shown by [Emarketer](#) and [Dataxis](#) for example. It regroups all platforms providing a big screen/TV experience as illustrated by IAB or [DoubleVerify](#) – namely encompassing digital STBs, smart TVs, game consoles, and streaming sticks. It also comes with a fragmented landscape considered by some as a [CTV OS battlefield](#). Our comprehensive solution's added-value starts with solving exactly this challenge.

As we've adopted SGAI, together with selected partners you can use HLS Interstitials and DASH Alternative MPD events (when DASH standard finalizes) to further optimize and ultimately unify ad insertion strategies across all inventories. By decoupling programming manifest delivery from ads manifests delivery (with SGAI), publishers can monetize replay inventory, scale efficiently for live, and optimize VOD sell-through rates compared to SSAI.

With SGAI, PRESTOplay and our server-side partners enable leveraging the best of both CSAI's startup time and measurement capacities along with SSAI's monetization advantages, offering a unified solution to overcome challenges encountered with either client-side or server-side ad insertion.

What's more, in today's dynamic digital video landscape, the ad-supported streaming industry is calling for innovative ad unit formats to keep pace with demand-side's expectations. Nonlinear ads are emerging as a groundbreaking solution, enabling publishers to embrace new, non-intrusive monetization opportunities, particularly ideal for live events where traditional ad breaks may be limited. Such formats complement linear ads leveraged for filling pre/mid-rolls opportunities with video ads. Together with partners, PRESTOplay provides extensive support for these formats including overlays, L-band, squeeze backs, and pause ads.

PRESTOads: Achieve advanced TV ads tracking/measurement

Client-side capabilities are essential for a well-rounded advertising system able to attract more demand where SSAI or SGAI server-side components lack visibility. Our [PRESTOads](#) solution provides powerful benefits including accurate impressions tracking (VAST and the adoption of the [SVTA Ad Creative Signaling](#) standard) and standardized measurement (OMID). Collectively, these boost the effectiveness of the end-to-end advertising chain for optimized performance, monetization, and superior viewer experience, extended to ads.

PRESTOplay benefits to boost your ad capabilities

Leverage SGAI for scalability & cost effectiveness

Use HLS interstitials and DASH Alternative MPD events (on DASH spec release) to reduce overall manifest size. Only the ad manifest is returned instead of an entire (and possibly lengthy) program plus ad manifest. This reduces total cost of ownership for live and near-live OTT workflows by lowering server usage/bandwidth allowing publishers to deliver scalable, high-quality streams with optimized infrastructure investment. See next pages for more SGAI benefits.

PRESTOplay & PRESTOads support all IAB Tech Lab environments ?

- ✓ Connected TV (CTV)
- ✓ Web
- ✓ Mobile apps

Optimize existing revenue streams & enable new ones

- Enhance AVOD campaign effectiveness by aligning ad decisions with availability for higher inventory sell-through rates.
- Improve ad QoE with click-through activation, rendering client-side nonlinear ads, and interactivity (SIMID).
- Enable new nonlinear ad formats (including overlays, squeeze backs, L-bands) and interactivity (SIMID). Nonlinear ad monetization offers non-intrusive, in-content advertising options perfect for live events with limited ad breaks.
- Unlock additional monetizable inventory for replay content by applying dynamic ad insertion to previously aired programming and broadcasts that still attract viewers.

PRESTOads advantages to elevate your advertising edge

Improve monetization & data tracking opportunities

- Our player-agnostic client-side ads tracking and measurement SDK maximizes SSAI and SGAI enabled inventory values.
- Improve impressions-based monetization by providing frame-accurate client-side VAST tracking, fostering transparency and advertiser confidence. This encourages ad investment, resulting in increased impression volumes and values.
- Harness advanced client-side ad tracking, measurement, verification, and viewability execution with our OM SDK integration, including linear and nonlinear tracking (time or user-based). Third-party measurement/analytics integrations available on request!

Third-party player possibilities

Using simple [PRESTOads](#) APIs, you can also easily plug client-side features into open-source or third-party commercial players.

Pre-integrations

- ✓ AVPlayer
- ✓ dash.js
- ✓ hls.js
- ✓ Media3 ExoPlayer
- ✓ Shaka Player

Standards aligned

- Open Measurement Interface Definition (OMID) certified to save you certification time and cost.
- Open Measurement (OM) compliant leveraging [IAB Tech Lab OM SDK](#) allowing publishers to offer high-value OMID-certified inventory to demand-side partners across mobile, web, and CTV.
- VAST compliant to ensure full reusability across all SSAI or SGAI deployments, resulting in accelerated time to market.
- [SVTA Ad Creative Signaling](#) compliant for a single SSAI standard instead of relying only on multiple proprietary schemes.



Quick time-to-market

In partnership with leading SSAI/SGAI vendors, we quickly deploy pre-integrated solutions for targeted video advertising to OTT and CTV audiences.



COMMSCOPE



harmonic



Synamedia



YOSP>CE

PRESTOplay addressable TV ads features

	OTT Smart TVs (Tizen, WebOS, Vidaa), browsers, Android, Android TV, Amazon Fire TV, iOS, iPadOS, tvOS	OTT & PayTV Hybrid Android TV
Ad insertion schemes		
Client-side ad insertion (CSAI) Via IMA SDK	✓ OTT (VOD, live)	✓ OTT (VOD, live) ✓ Live IPTV (with partners)
Server-side ad insertion (SSAI) HLS & DASH including multi-period support	✓ OTT (VOD, live)	✓ OTT (VOD, live)
Server-guided ad insertion (SGAI) HLS & DASH (pending 6th edition standard) for OTT	✓ OTT (VOD, live, replay)	✓ OTT (VOD, live, replay) ✓ Live IPTV (Lab tested)
Quality of experience		
Ads/programming seamless content switching	✓ OTT (ABR ⇄ ABR)	✓ OTT (ABR ⇄ ABR) ✓ Live IPTV (IPTV ⇄ ABR) (Lab tested)
Click-through activation (companion ad)	✓	✓
Interactivity SIMID 1.1	✓	✓
New ad formats		
Nonlinear ads Overlays, L-band, squeeze backs, pause ads	✓	✓
Audio ads	On request	

PRESTOads addressable TV ads features for SSAI & SGAI

	OTT Smart TVs (Tizen, WebOS, Vidaa), browsers, Android, Android TV, Amazon Fire TV, iOS, iPadOS, tvOS	OTT & PayTV Hybrid Android TV
Client-side tracking VAST 4.3, section 3.14	✓ SVTA Ad Creative Signaling ✓ Time-based beacons (linear ads metrics) On request: Proprietary SSAI schemes & user-triggered beacons (player operations metrics)	
Open Measurement OMID, OM SDK 1.5	✓ (Amazon Fire TV on request) (Vidaa not supported by OMID)	✓
Google Programmatic Access Libraries ?	On roadmap	
Third-party tracking & measurement	On request	

Additional SSAI & SGAI insights

By leveraging SGAI for OTT with HLS interstitials and DASH Alternative MPD events (available on DASH spec release), PRESTOplay makes it possible for targeted ads to be detected and requested right when they're needed, instead of beforehand. This optimizes the ads serving process and ensures seamless transitions between regular programming and ads.

Similarly, for targeted ads on live IPTV, PRESTOplay's hybrid Android TV functionality detects the ad avail client-side (signaled with SCTE-35 in this case), triggers the ad request through SSAI/ad decision server (ADS) integrations readily in place for OTT and ensures fully seamless transitions between live programming and ads.



How SGAI & SSAI differ

At high-level, from the player perspective: there's one call with SSAI compared with two calls with SGAI.

- SSAI: One call/request for both programming and ads content.
- SGAI: Delivery of content and ads is decoupled. One call/request for programming content and another for ads.

As opposed to SSAI, ad avail detection is carried out client-side with SGAI. By leveraging [HLS Interstitials](#) or DASH Alternative MPD events, the ad request/response is triggered at the very moment of its occurrence and no longer ahead of time. This means that ad requests from an SSAI/ADS integration already in place would return only the ad manifest, instead of an entire (and possibly very lengthy) programming and ad manifest.

A key difference with SSAI is that programming content manifests can be cached, including the DASH or HLS placement opportunities (ad avails) future events. This allows for cost optimization for infrastructure scaling and to be able to call SGAI only for ads – instead of any type of content.

Ready to level up your ad experience?

Contact us today to unlock your ad revenue potential!

Contact us