

# PRESTOplay FOR ADDRESSABLE TV ADS

Next-gen server-guided ad insertion (SGAI) for OTT and live IPTV



## Streamlined ad manifests for optimized performance, monetization, and superior viewer experience.

Navigating ad insertion in OTT and live IPTV poses considerable challenges. 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 offers enhanced client-side capabilities to tackle challenges in live-feed ad personalization and improve (S)AVOD monetization for OTT. Further advanced capabilities encompass impressions tracking, measurement (OMID), nonlinear ads rendering, and interactivity (SIMID). Collectively, these features boost the effectiveness of the advertising end-to-end chain.

Introducing PRESTOplay for Addressable TV Ads, an extension of castLabs PRESTOplay suite, available across web (browsers, smart TVs, game consoles), Apple (iOS, iPadOS, tvOS), and Android (including Android TV). This solution adopts the latest ad-insertion scheme - SGAI, together with selected partners, utilizing HLS Interstitials and DASH media presentation insertion events to enhance ad insertion performance. By decoupling programming manifest delivery from ads manifests delivery and offering enhanced ad tracking capabilities, content providers can attract more advertisers and support new ad formats, thus increasing transparency and trust for ad budgets.

*SGAI and PRESTOplay for Addressable TV Ads leverage the best of both CSAI's startup time and SSAI's monetization advantages, offering a unified solution to overcome challenges encountered with either client-side or server-side ad insertion.*

## SOLVING CHALLENGES FOR

### Ads-based OTT & PayTV Operators

- > Ad-supported Video on Demand (AVOD/SAVOD)
- > Free Ad-Supported Television (FAST)
- > Live Linear Streaming TV/vMVPD services
- > PayTV Android TV Operators

## Features at a glance



**Reduced ad manifest's size:** Leveraging HLS Interstitials and/or DASH media presentation insertion events allows that only the ad manifest is returned (and no longer the entire, very lengthy programming and advertising manifest).



**Advanced ads tracking & measurement:** Allows for client-side tracking, ad verification and viewability execution (w/ OM SDK integration), third-party measurement and analytics SDK integration.

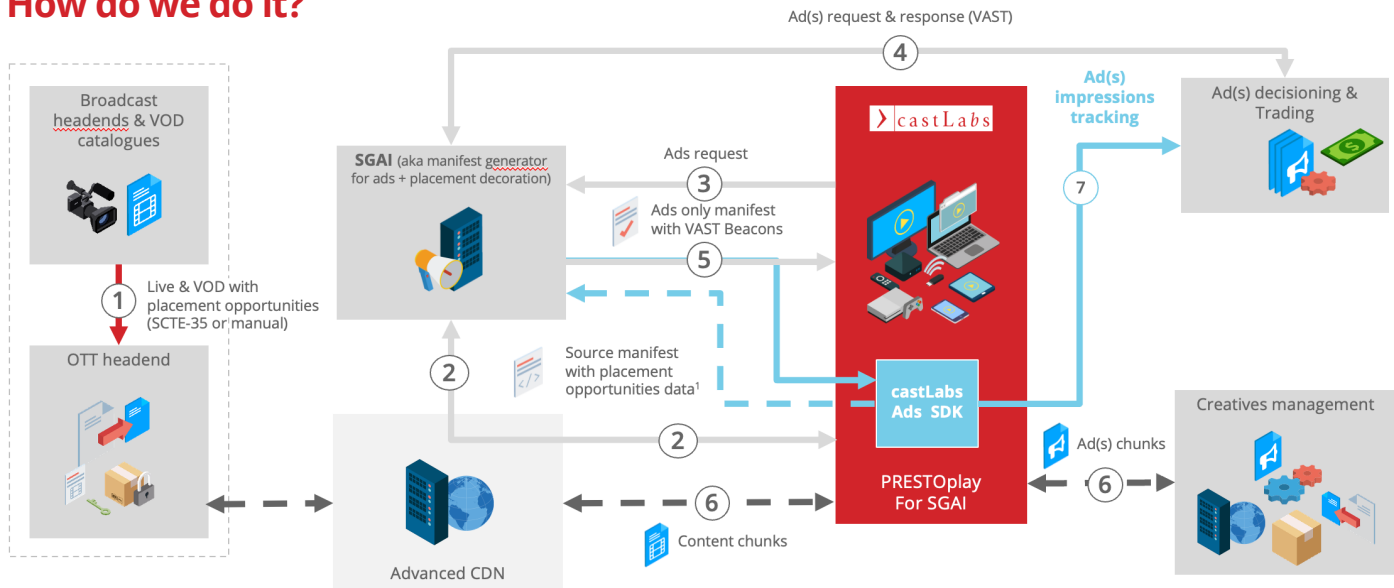


**Improved video ads QoE:** Click-through activation, ads trick-play control, non-skippable ads, rendering of client-side nonlinear advertising, and interactivity (SIMID).



**New ads format:** Client-side nonlinear advertising rendering (overlays, side-by-side, squeeze backs, L-bands, and more) and digital audio ads.

## How do we do it?



<sup>1</sup> HLS: With HLS Interstitials. DASH: with DASH Media presentation insertion event

PRESTOplay for Addressable TV Ads makes it easier to show targeted ads on streaming services by combining client-side/server-guided ad insertion. It allows ads to be detected and requested right when they're needed, instead of beforehand, making the process more efficient. With this update, only the necessary ad information is sent, reducing the amount of data exchanged and ensuring smooth transitions between regular programming and ads. Similarly, for targeted ads on live IPTV, PRESTOplay hybrid Android TV player detects the ad avail (signaled with SCTE-35) client-side, triggers the ad request through the SSAI/ADS integration readily in place for OTT and ensures fully seamless transitions between live programming and ads.

## FULL OF BENEFITS

- ✓ **Enhances revenue streams:** Improves impressions-based monetization by providing accurate tracking, fostering transparency and trust for advertisers, resulting in increased impression volumes and values.
- ✓ **Reduces time to market:** In collaboration with SSAI vendors, PRESTOplay enables rapid deployment of pre-integrated solutions for targeted video advertising to OTT and CTV audiences, ensuring quick time-to-market.
- ✓ **Streamlines scalability:** Reduces Total Cost of Ownership (TCO) for live and near-live OTT workflows, while unlocking additional monetizable inventory for replay content.
- ✓ **Optimizes monetization:** Across Live, VOD, and replay inventories by improving AVOD campaigns' effectiveness through aligned ad decisions with ad availability, leading to increased Sell-Through Rate (STR).
- ✓ **Unveils new revenue opportunities:** with nonlinear ad monetization, offering non-intrusive in-content monetization options perfect for live events with limited ad breaks.



### Ready to level up your ad experience?

Get in touch with us at [castlabs.com/contact](https://castlabs.com/contact) to unlock your ad revenue potential today!