



“THE ENABLEMENT OF DYNAMIC AD SERVING IN SKY GO LINEAR, AND THE ABILITY TO EXTEND SKY ADSMART ON SKY GO MARKS A BIG LEAP FORWARD FOR BOTH ADVERTISERS AND VIEWERS” Jamie West, Deputy Managing Director, Sky Media

DYNAMIC AD INSERTION FOR LIVE & VOD STREAMING

Monetise live and on-demand streaming with the world class server-side ad insertion solution.

In both live and on-demand streaming, yospaceCDS Advanced Streaming technology delivers a seamless experience that is consistent across web, streaming set-top boxes, tablets and mobile platforms. Our technology is delivery middleware between your existing ad serving infrastructure and your client devices allowing you to better manage the demands of advanced advertising with the burgeoning array of client devices you need to support. In live streaming applications, you can benefit from advanced features such as rights-driven program blackout and time-shifted linear playback. For on-demand video, our flexible and customisable client-side SDKs perform functions such as trick-play management, ad clickthrough, overlays, and ad tracking while delivering enhanced telemetry essential for third-party analytics platforms.

KEY FEATURES

PERSONALISED AD INSERTION

Integrate with your existing ad server, or work with Yospace partners for linear and VOD ad scheduling.

GROUP/CHANNEL BLACKOUT FOR LIVE

Blackout or replacement for any number of audience segments you care to define.

INTERACTIVE AD UNITS

Enhance the value of each ad with interactive elements such as clickthrough and overlays, and VPAID.

TRICK PLAY MANAGEMENT

Allow users to scrub freely in VOD and Live Start Over content while ensuring unwatched ads are not skipped.

EASY INTEGRATION FOR VOD

Our VOD solution allows rapid deployment by requiring very light integration with your content management or existing VOD preparation workflows.

RAPID IMPLEMENTATION FOR LIVE

We offer an end-to-end encoder-to-player live streaming solution as a rapid and low cost implementation option.

PLAYOUT AUTOMATION INTEGRATION

Our ESAM software integrates with your playout systems for frame-accurate signalling and metadata augmentation.

TRUSTED BY THE BIGGEST BRANDS IN BROADCAST



CUSTOMER SPOTLIGHT: SKY MEDIA



Sky Media has chosen Yospace to provide a dynamic advertisement replacement solution for Sky Go, the leading 'TV everywhere' service in Europe. In addition to enabling dynamic ad serving on Sky Go Linear for the first time, Sky is now also able to reproduce the key targeting benefits of its highly successful Sky AdSmart technology across connected devices. The expansion of dynamic ad serving is a great advance for advertisers, who are able to overlay ads aimed at selected audiences – whether conventional broad TV demo-

graphs, or precisely targeted Sky AdSmart audiences. Viewers prefer seeing more relevant ads too, with a November 2015 press release from Sky Media reporting that channel switching in Sky AdSmart breaks has reduced by almost half. With millions of subscribers around the UK, it was vital that the new implementation provide a seamless viewing experience for Sky Go. Yospace is able to frame-accurately splice replacement advertisements in such a way that the viewer is unable to distinguish replaced content from the underlying stream.

FREQUENTLY ASKED QUESTIONS

WHAT PROTOCOLS AND DRMS ARE SUPPORTED?

We support HLS and MPEG-DASH. Our solution is generally transparent to DRM and other content protection methods.

WHAT IF I DON'T HAVE SCTE-104/35 DATA IN MY LIVE FEEDS?

For source live feeds that don't already have in-band SCTE-35 signalling identifying ad breaks, we provide a software component that integrates with live automation data to determine programme and ad breaks which is then injected into the stream for onward processing by your encoding workflow.

HOW DO YOU DO THE AD TARGETING?

Our solution leverages your existing ad server and audience tracking solutions to perform the user targeting. The service works with VAST ad platforms for live, and VMAP ad platforms for VOD. A wide range of configuration options make integration and validation really straightforward. The solution automatically ingests and normalises ad creatives to ensure a consistent playback experience from all sources.

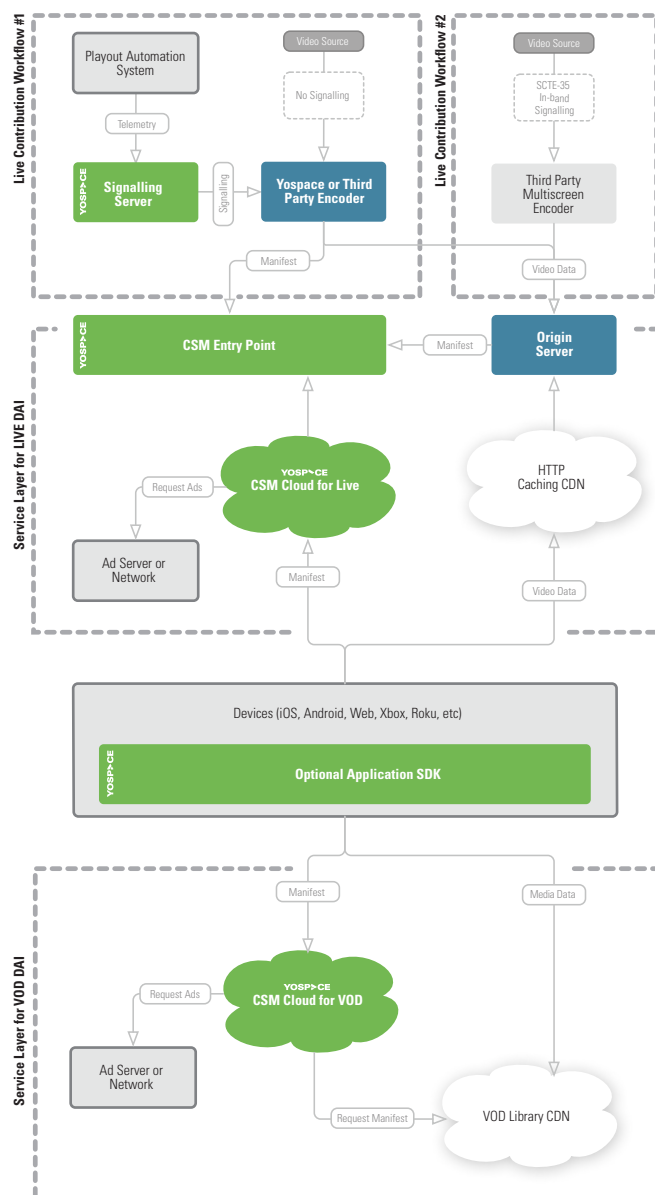
DOES YOUR SOLUTION HANDLE HIGH TRAFFIC VOLUMES?

Our our geographically distributed ad stitching network is used by some of the world's largest sporting rights holders, and scales to support the audience peaks associated with high demand live events or other high volume traffic profiles such as the sudden release of a popular VOD title. It is designed to work alongside your existing single or multi-CDN strategy for the delivery of the binary video data to end users.

DOES YOUR SOLUTION REQUIRE CLIENT-SIDE SDKS?

SDKs are available, but are optional, for iOS, TVOS, Android, HTML5 and Roku. They provide enhanced functionality such as client-side ad tracking, clickthrough and overlays. For VOD, client SDKs are recommended for scrub management but a server-side centric mode is available for devices where full SDK integration is not practical.

LOGICAL ARCHITECTURE FOR LIVE & VOD



PROVEN INTEGRATION WITH INDUSTRY LEADERS

