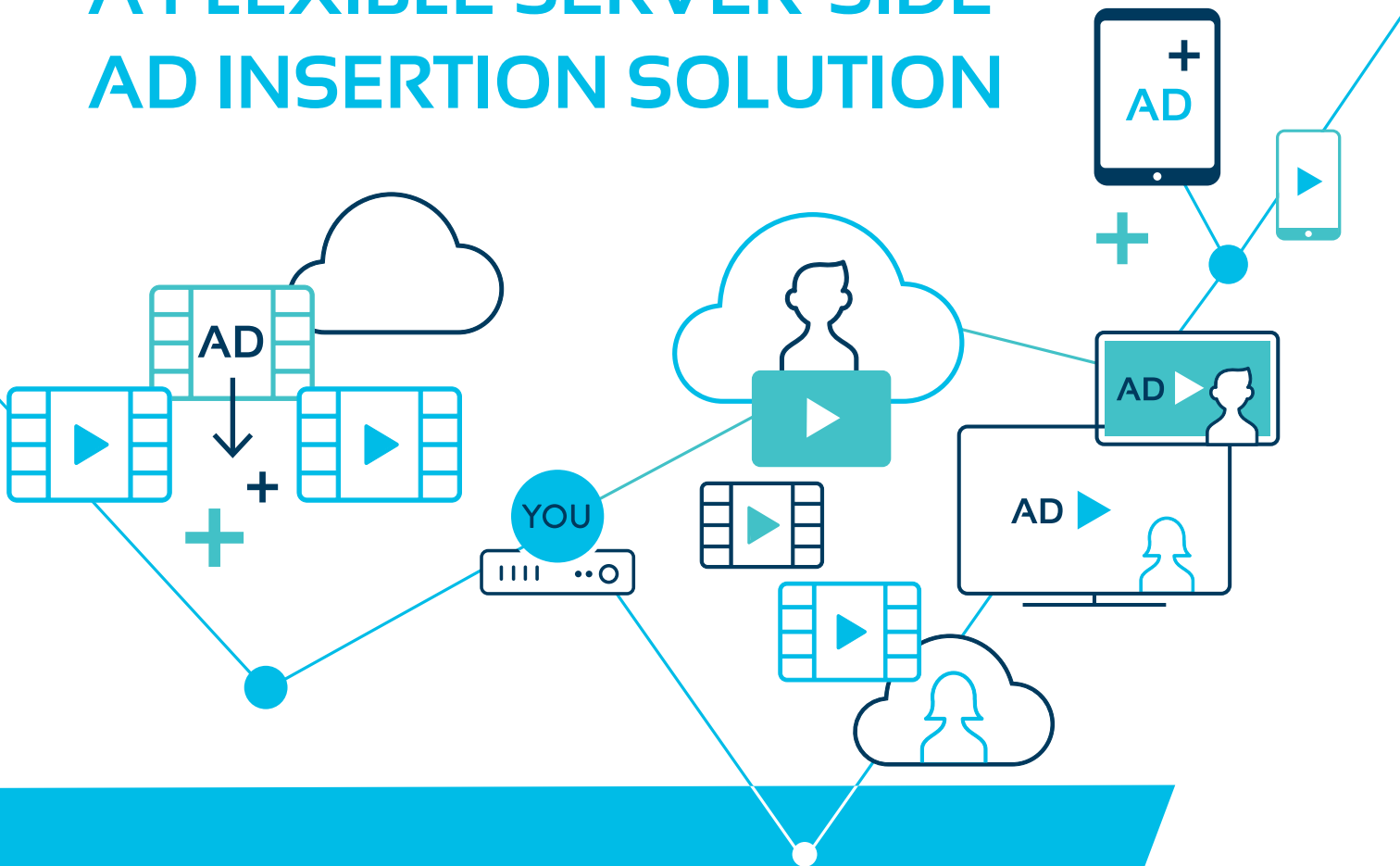


A FLEXIBLE SERVER-SIDE AD INSERTION SOLUTION



Monetize your content by delivering targeted ads on every screen

Today, there's a growing consumer demand for personalized content on every screen. This shift in consumer viewing habits opens up tremendous opportunities for pay-TV operators and content providers. Beyond just delivering content recommendations, they can offer targeted ads and increase their monetization. Yet, delivering a high quality of experience (QoE) with targeted ads is a challenge. Rebuffering issues can negatively impact QoE, and ad blockers often prevent ads from even being seen.

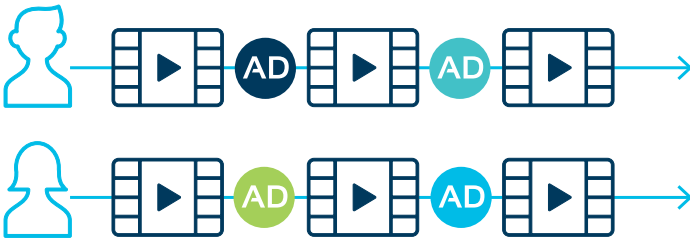
By deploying a first-class multiscreen server-side ad insertion (SSAI) solution from Broadpeak, you can deliver dynamic targeted advertising for live, cloud PVR, VOD workflows. Not only does our BkYou manifest manipulator allow you to offer a TV-like experience without any rebuffering during ads but it defeats ad blockers.

Extremely simple to deploy, the solution is integrated with major ad decision servers in the market. Open APIs allow you to interact with end-user applications and efficiently manage the capacity to skip ads according to the privilege of each account. Analytics are collected from each end-user device and on core networks, providing you with a comprehensive view of the entire system that you can then share with decision makers.

USE CASES

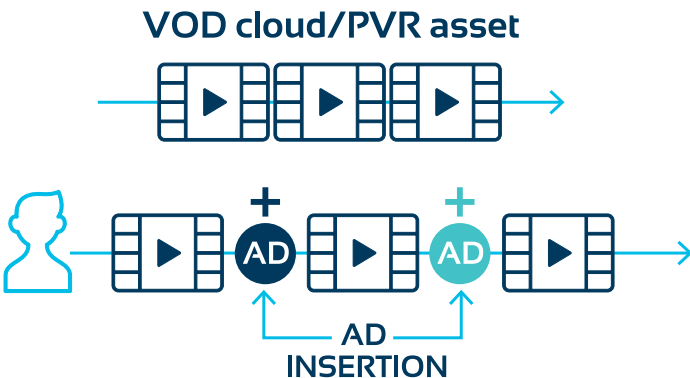
AD REPLACEMENT

Replacing ads has never been easier. Broadpeak's SSAI solution enables you to offer more relevant ads for both live channels and on-demand content. Ads are detected within the live channel via SCTE 35 markers.



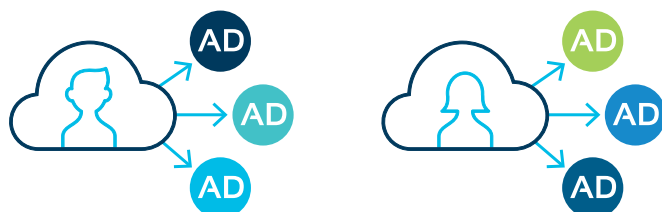
AD INSERTION

With Broadpeak's ad insertion solution, ads can be inserted before the video is played and while it's being played. This unique feature is specifically designed for VOD and cloud PVR assets.



PERSONALIZATION

Our SSAI solution uses a high number of criteria to trigger ad decision servers. Criteria includes localization, end-user device, end-user profile, end-user age, and video consumption habits. Some criteria can be added directly by Broadpeak's CDN without any modifications required to the end-user application, making the solution extremely simple to deploy for these basic use cases.



ADVANCED FEATURES

SCALABILITY

Addressing the demand for fully personalized content is simple with our highly scalable SSAI solution, which is based on a modular architecture and supports unlimited applications.

SERVICE CONTINUITY

If there's no response or a long response from the ad decision server, our solution allows you to deliver manifests, guaranteeing service continuity and a high QoE for end users. You can fulfill ad breaks with fixed pictures if the response from the ad server is inaccurate.

SECURITY

Robust security features are at the heart of our ad insertion solution, allowing you to hide private parameters before sending them to ad decision servers on the open internet. You can decrease the load on ad decision servers by disabling ad insertion within specific content.

ANTI-AD BLOCKING

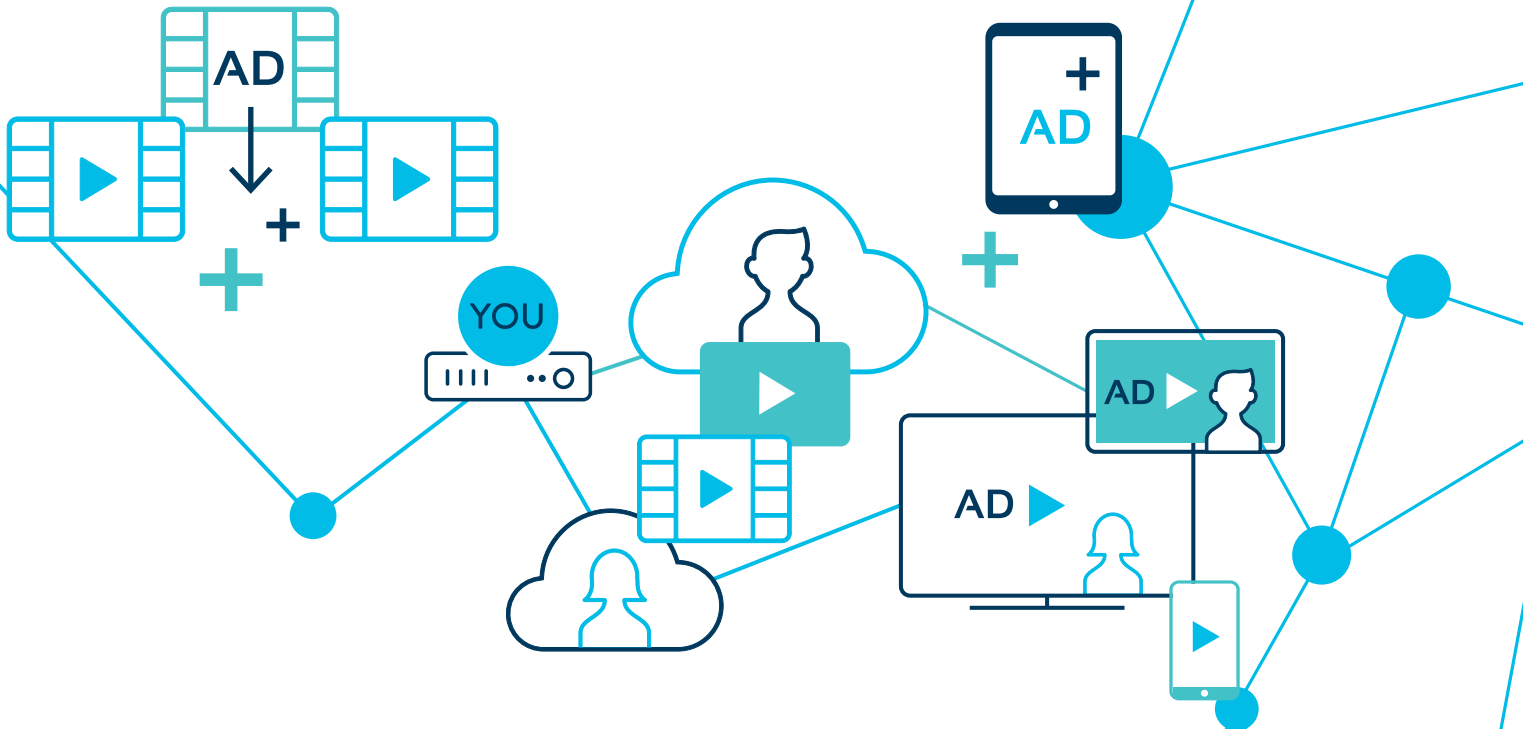
Since it doesn't rely on well-known markers like many ad insertion systems, Broadpeak's SSAI solution helps you defeat ad blockers who cannot rely on this information to be actionable.

AD SKIPPING MANAGEMENT

You can manage the ad skipping policy according to end-user profiles, end-user devices, content, and more. Tracking ad skipping behaviors is made easy via a specific dashboard that enables you to evaluate ad campaigns and maximize their efficiency.

ANALYTICS

Our solution provides you with an accurate view of ad consumption leveraging a combination of server-side and client-side analytics. You can monitor a specific ad experience based on operator-defined criteria (i.e., bufferization, layer switching).

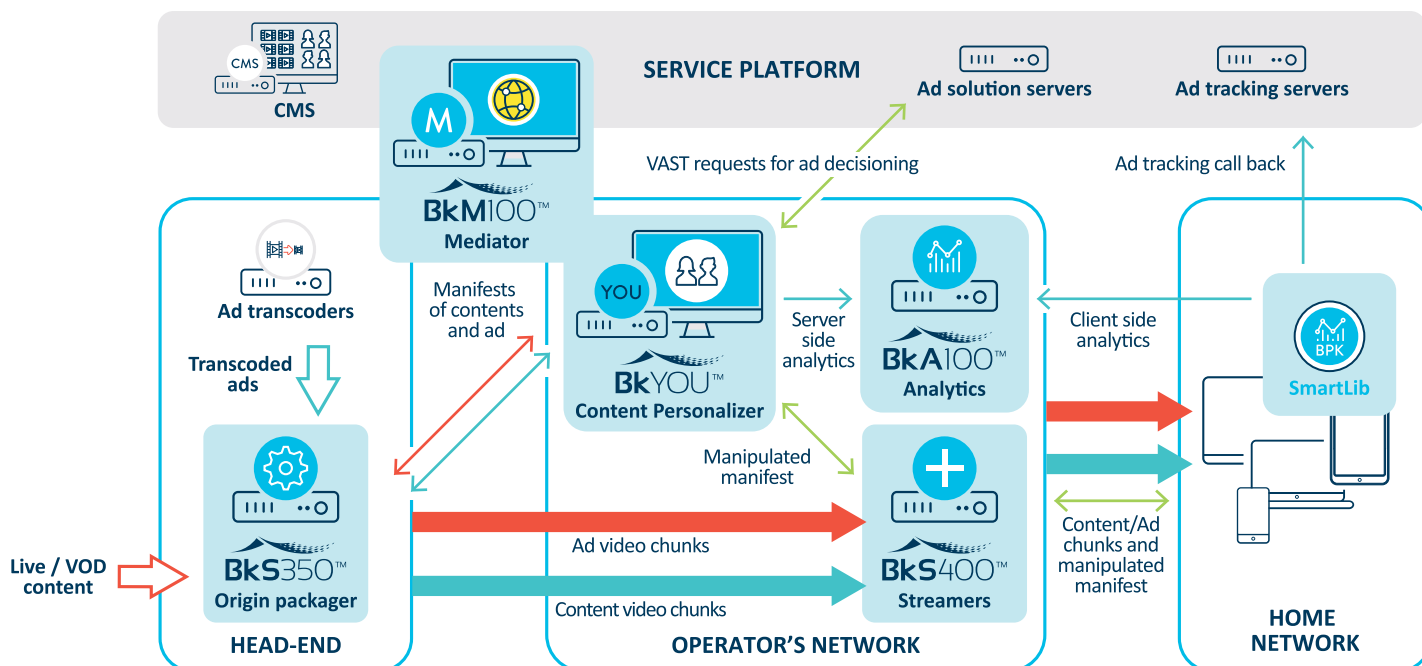


KEY BENEFITS

- TOTAL CONTENT PERSONALIZATION**
 Personalize ads according to end-users' profile, location, and device type.
- VENDOR FLEXIBILITY**
 Choose your preferred ad decision server provider, origin packager, and CDN solution provider. Broadpeak's manifest manipulator is vendor-agnostic.
- EFFICIENT ANALYTICS**
 Our ad insertion solution provides unprecedented visibility into ad consumption through analytics that gather data from both the client and server sides.
- SIMPLE MANAGEMENT**
 You can fine-tune manifest delivery through the solution's intuitive rules management UI.
- CENTRALIZED CONFIGURATION AND MONITORING**
 All components of Broadpeak's SSAI solution offer centralized configuration and monitoring to ensure you can keep operations running smoothly.
- SUPPORT FOR MULTIPLE USE CASES**
 Broadpeak's SSAI solution supports a wide range of applications, including ad replacement based on SCTE-35 triggers, insertion and personalization.



SEVER-SIDE AD INSERTION SOLUTION COMPONENTS



BkYOU

The manifest manipulator is in charge of analyzing live manifest, manifest customization and communication with the ad decision server.



BkM100

The Video Delivery Mediator is in charge of the centralized configuration, creation and monitoring of personalized services. It also implements bandwidth management policy.



BkA100

The analytics server gathers reports from servers and players, computes metrics, and displays them as an easy-to-digest graph so that operators can follow ad consumption.



SmartLib

The library is embedded on an application that runs on local devices (i.e., smartphones, tablets, STBs, connected TVs). It feeds the BkA100 analytics platform with video player statistics focusing on ad video consumption.



Bks350 (Optional)

The origin packager is in charge of encryption related to the DRM implementation and formatting the video in the requested ABR format (e.g., HLS, HSS, MPEG-DASH, CMAF). It supports SCTE-35 markers for triggering ad insertion in a live feeds.



Bks400 (Optional)

The caching server is located at the edge points, enabling operators to serve ad content and other live or VOD content to end-users from a close access point.