



YOSP▶CE®

SERVER-SIDE AD INSERTION

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About Yospace

- 2012: World's first POC of live DAI for OTT, with ITV in the UK
- 2014: DAI launch for live, in Australia with Network Ten
- 2016: Launch for DAI for live with DirectTV in the US
- 2019: Acquisition by the RTL Group



IBC Innovation Awards (2018)

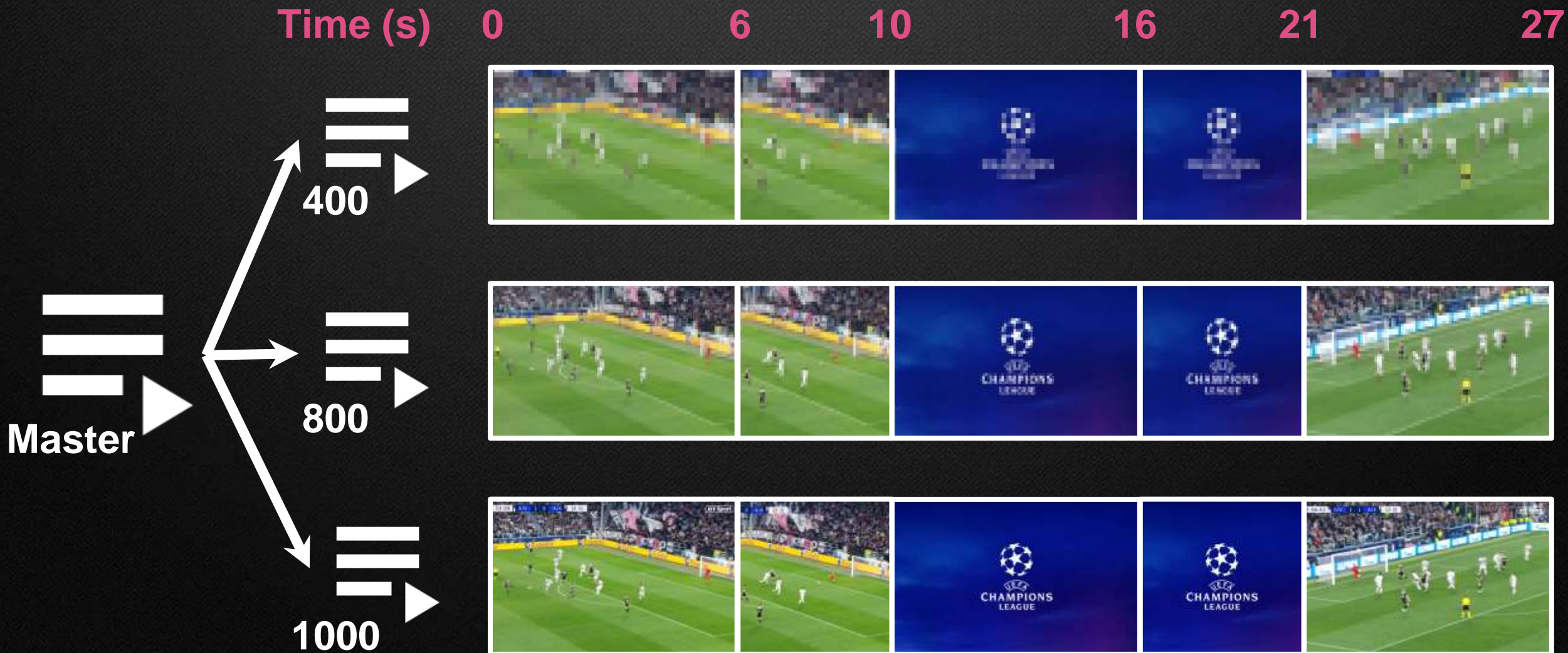
Connected Consumer (2016, 2017 & 2018)

Sports Technology Awards (2018)

WHY SERVER-SIDE AD INSERTION

- Improved user experience
- Easier to maintain
- Greater consistency across device platforms
- Protect your audience data
- Higher CPM

How SSAI works? - HLS/DASH



How SSAI works?

Playlist

CUE-OUT



How SSAI works?

Playlist



How SSAI works?

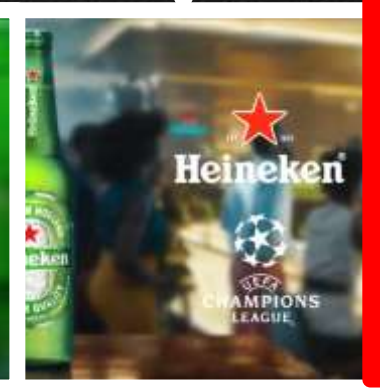
Playlist

CUE-IN

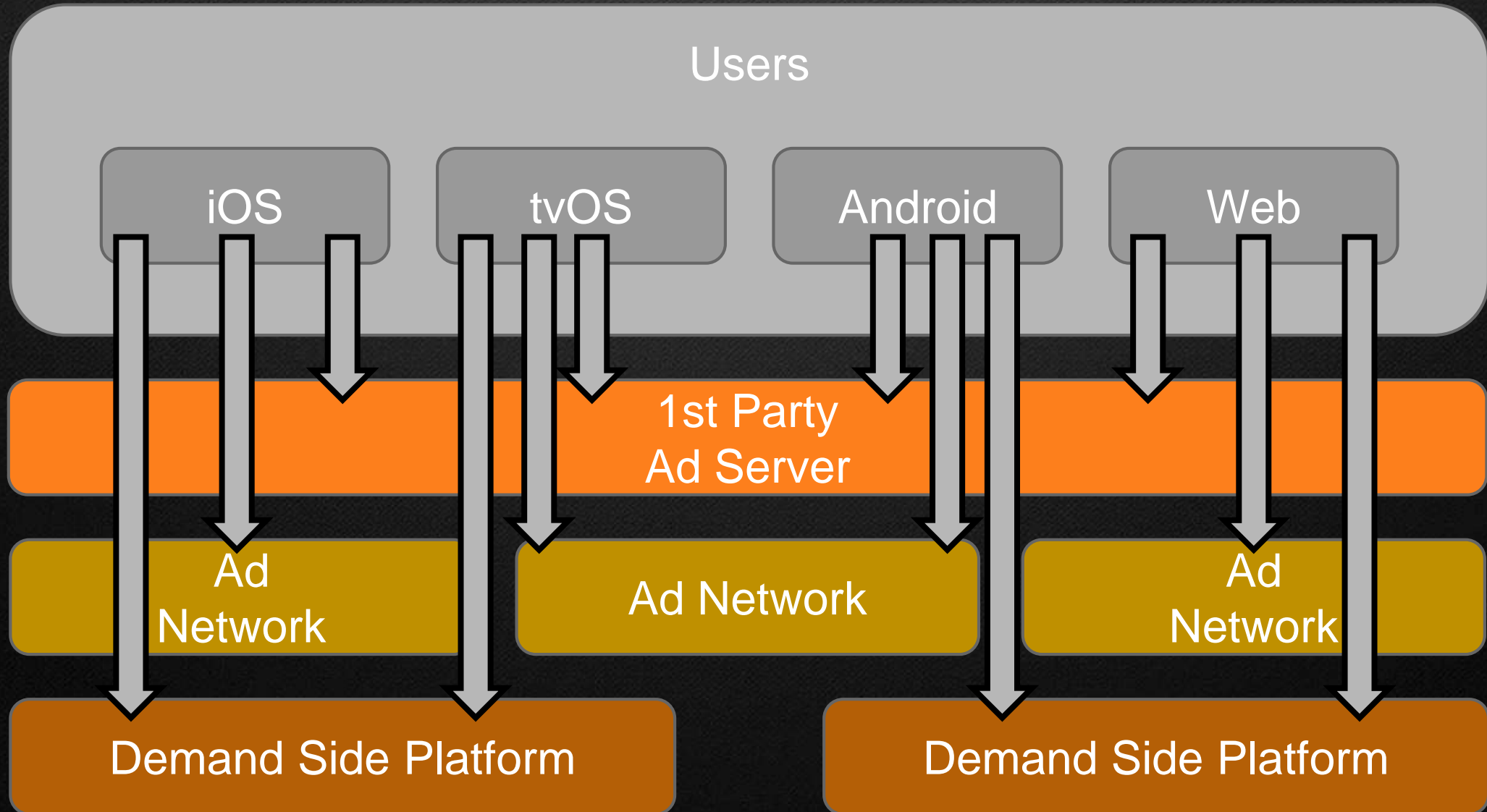


How SSAI works?

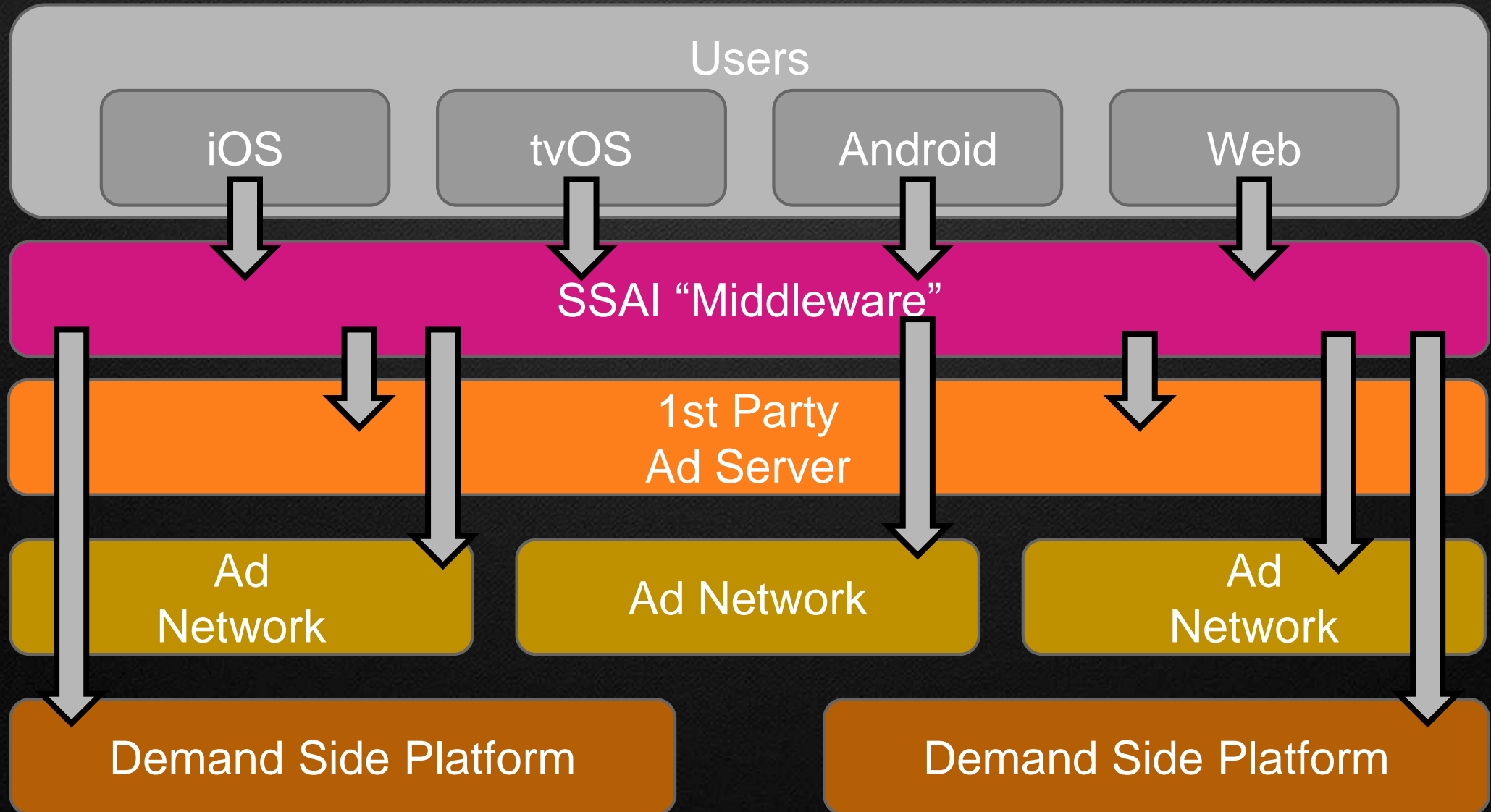
Playlist



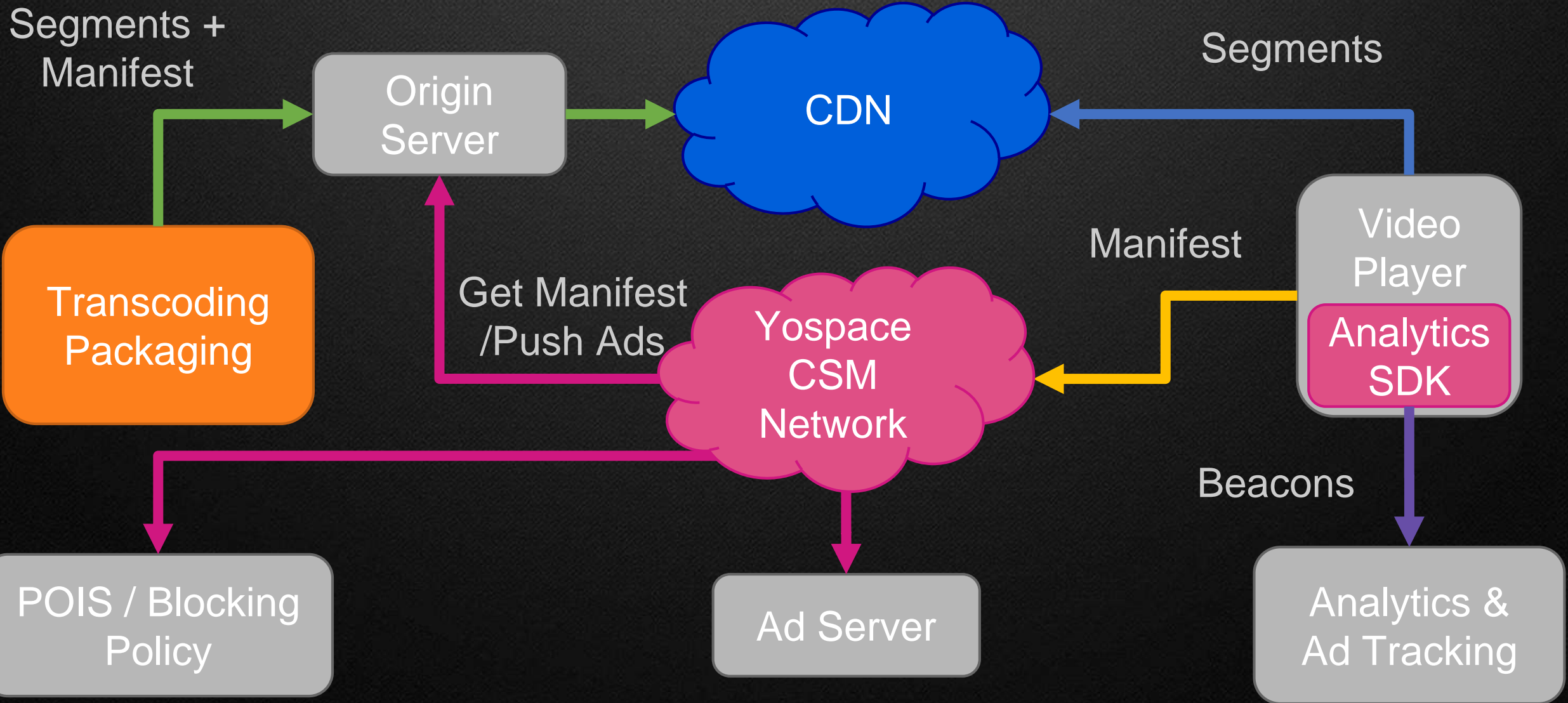
Client Side Ad Insertion



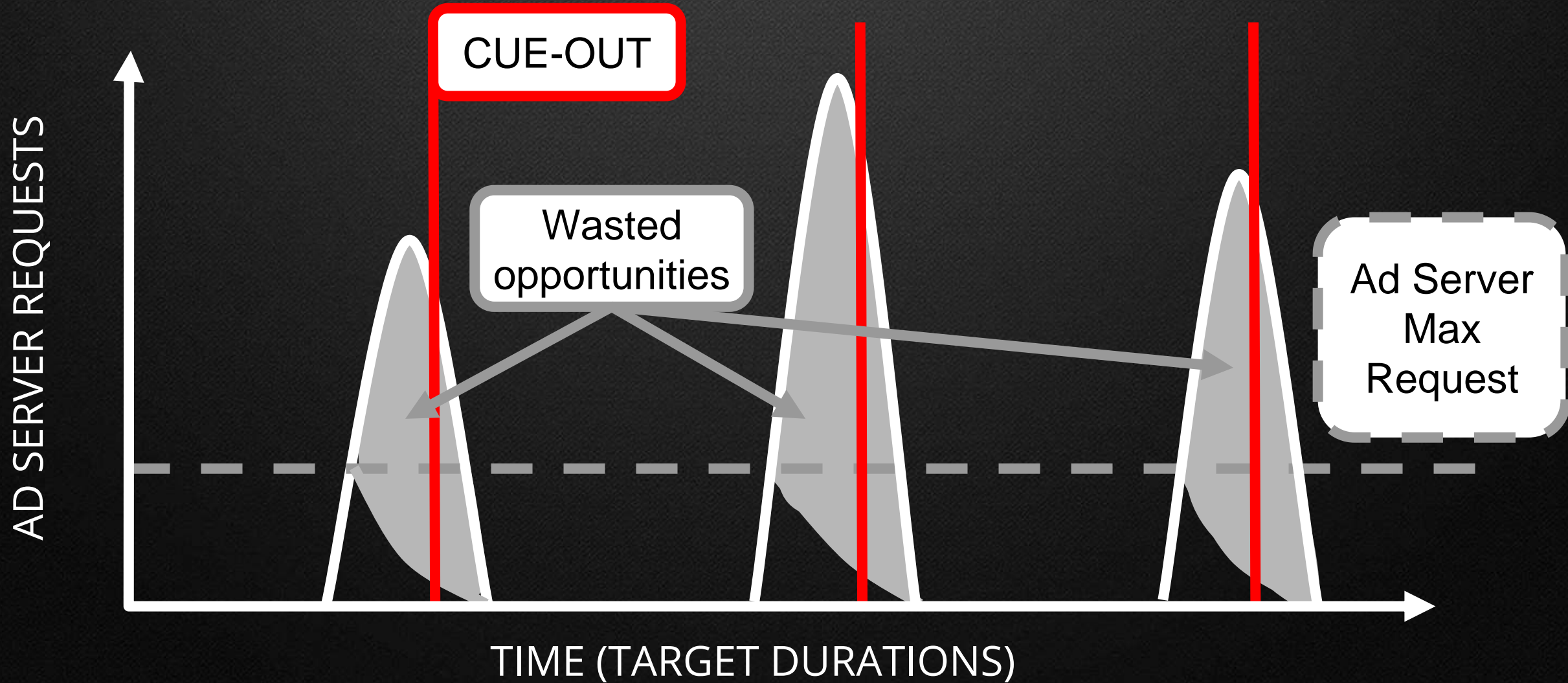
Server Side Ad Insertion



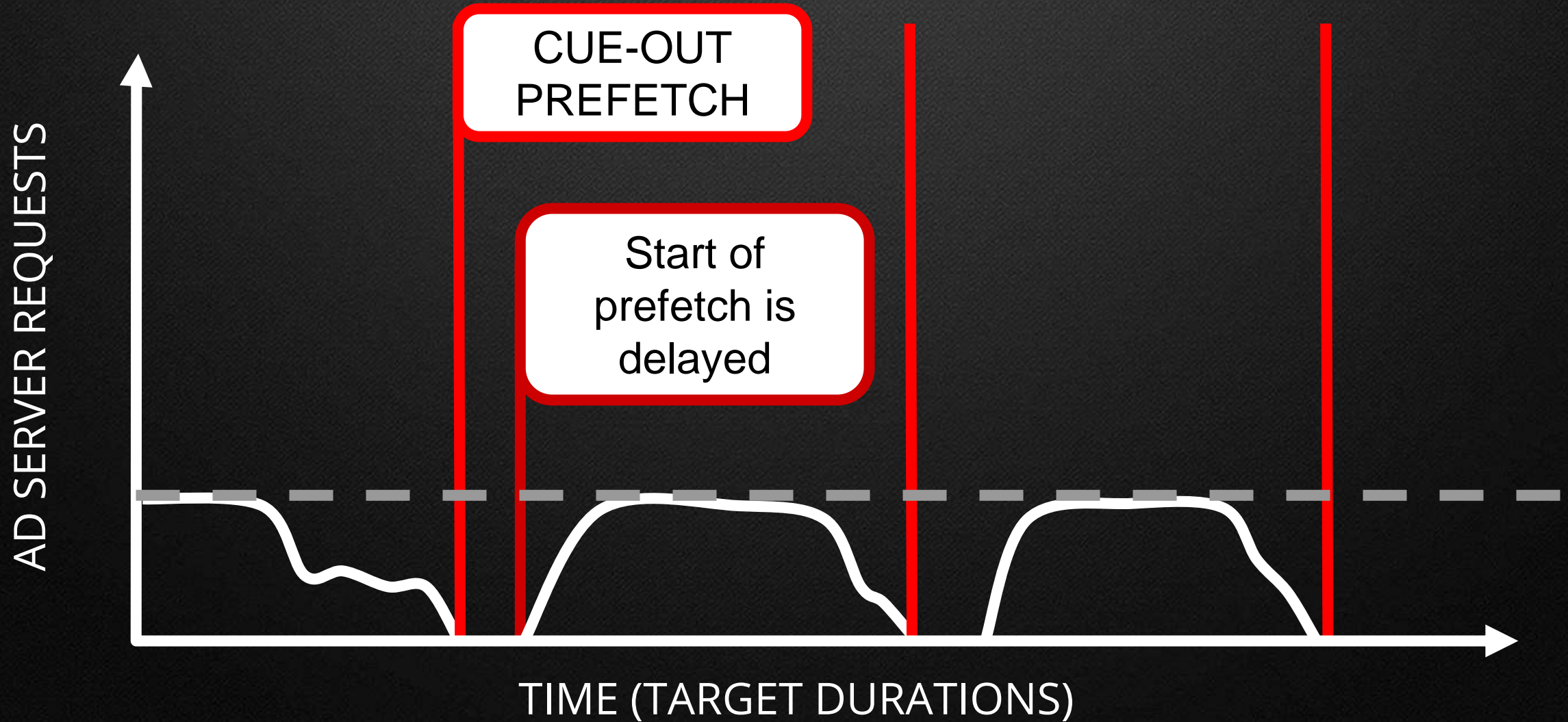
Server Side Ad Insertion



SSAI Challenges - Scaling



SSAI Challenges - Scaling with Prefetch



SSAI Challenges - Scaling with Prefetch

- Provide info about the (future) Break to Ad Server
- One Ad Call per User and per Break
- Pace Ad Server requests
- Ad Clash Management

SSAI Challenges - Reporting

- Server Side Tracking is not widely accepted
- IAB Client Side Tracking supported with lightweight SDK
- Beacons can be filtered/rewritten/proxied
- Viewability (third-party verification) delivers higher CPM

SSAI Challenges - Player

- Discontinuity (HLS), Period (DASH) indicates change in content
- Player can play segment with a discontinuity PTS
- Player can switch between DRM (Content)/Non DRM (Ads)

Summary

- Improved user experience
- Easier to maintain and scale
- High CPM with Client Side SDK and Viewability
- Protect your audience data