

Server Side Ads: Possibilities and Challenges

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Unified Streaming

Unified Streaming

Single setup for streaming adaptive bitrate video over HTTP using off-the-shelve web servers.

Supports all devices, HTTP protocols and (most) DRM's.

2007

- mod_h264_streaming

2009

- mod_smooth_streaming

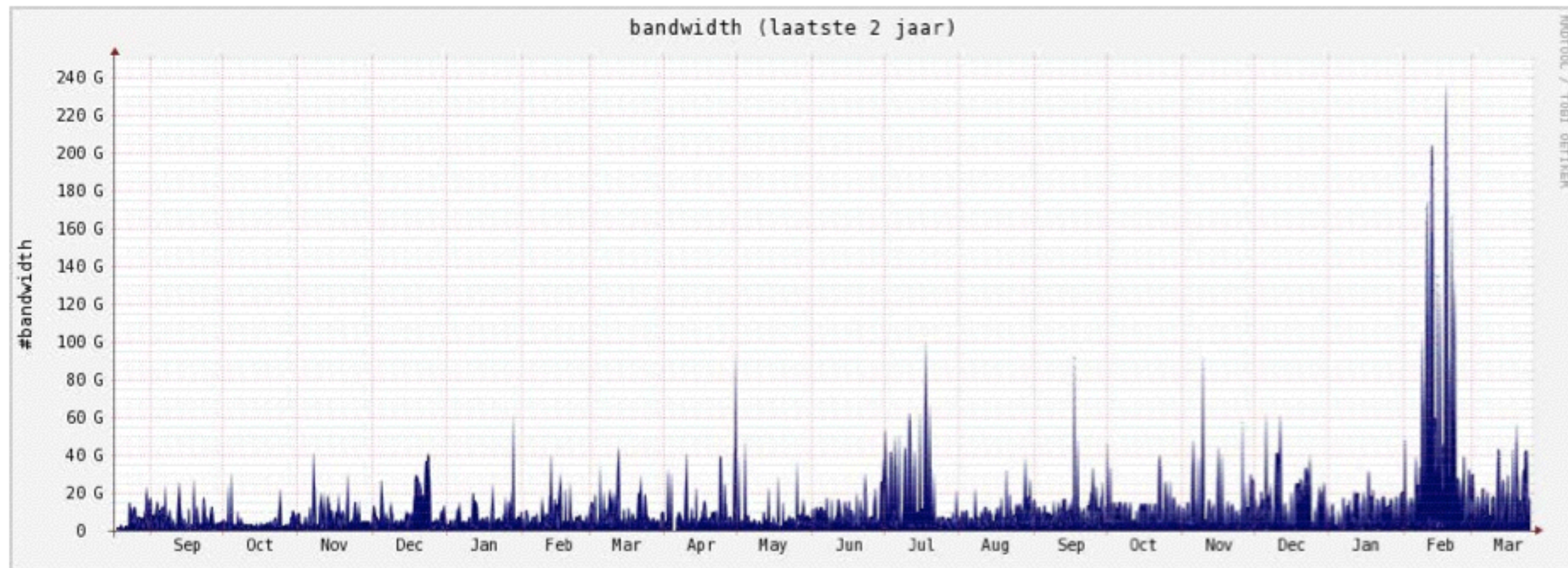
2012

- NPO: Summer of Sports



NPO 2013-2014

Growth of Live



Source: EBU Broadthinking 2014, 15_Verharen_NPO_HTTP-streaming

Client side ads

- Well understood
- Specified (IAB, Cablelabs)
- VAST/VMAP
- Ad networks
- Auctionable



However ...

- App development
- Ad blockers
- Progressive download
- No Adaptive Bitrate

Server side ads

```
origin  
rules -- remix <-- hds|hls|hss|dash  
adserver
```

- Single stream
- No app development
- Works everywhere

Unified Remix



- Personalise streams, individually or by group
- Define rules or use recommendations
- Use a local ad repository
- Integrate with external ad networks
- Create targeted channels
- One workflow for all delivery formats
- Module for industry standard web servers
- Easy integration in your workflow



Make it **personal**

Remix allows broadcasters and content owners to create targeted channels, dynamically add intro's (a bumper) in catchup channels, setup geo-ip based blanking or provide personsonalised streams to individuals.

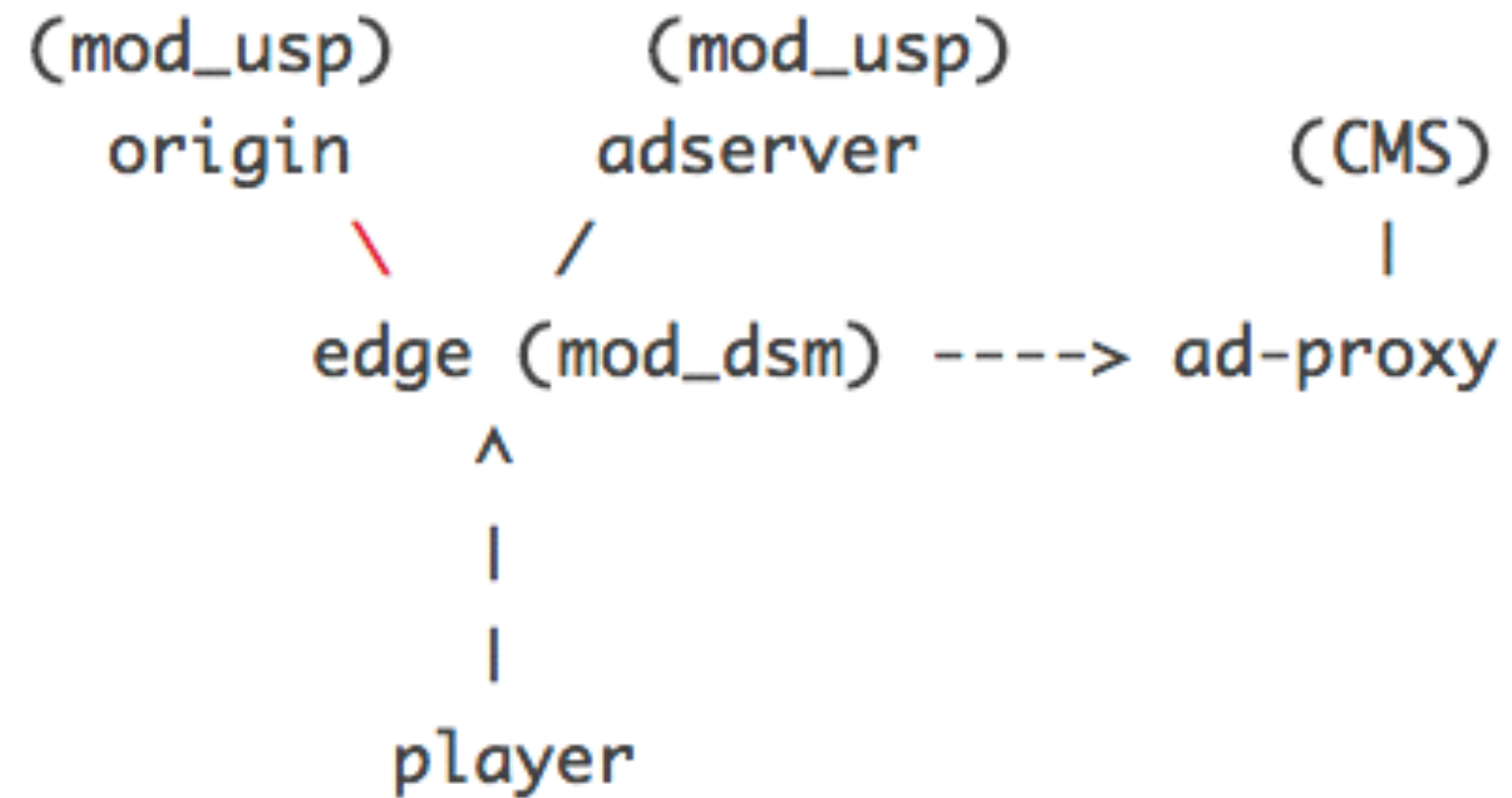
Ad networks may enjoy the benefits of ABR and stream to all platforms – increasing reach and volume.

Unified Remix



VOD: Playlist Resolver

Live: Markers & Manifest Manipulation



Challenges

Technical

- duration/bitrate/scale
- DRM on/off
- fast forward

Standardisation

- unspecified
- tracking/payout

Globally, usage of ad blockers grew 41% (Q2 2014 - Q2 2015)

... eating revenue!



Discussion ...