

The background of the page features a circular image of two men in a dark room, likely a control room or editing suite. They are looking at multiple computer monitors displaying video editing software. One monitor shows a video of people on a beach, while another shows a different scene. The lighting is dim, with the primary light source being the screens.

Digital advertising revenue has seen significant growth over the last decade and global marketing spend is expected to hit \$600 billion dollars in 2025.

Advertisers have been moving their marketing spend from TV to digital platforms for some years now as return on investment is high and results are both measurable and verified. With this trend in mind, pay-TV operators and media buyers looked at addressable advertising on TV to offer advertisers similar targeting capabilities and accurate and deep reporting that digital marketing provides.

With the combined impact of advertising spend moving towards digital platforms and

the growth of hours spent watching TV online, traditional TV broadcasters have explored ways to extend monetisation across their live channels further by commercialising their feed. They look to a Server-Side Ad Insertion (SSAI) solution to leverage their live streaming environments as well as to bypass ad blockers, give viewers a true TV like experience with no buffering, and enable easier integrations onto multiple players across a wide variety of devices, from connected TVs to mobile and connected boxes.



## IRDETO SSAI

Irdeto SSAI is a product that uses SCTE35 markers in a broadcast feed that indicate the start and end of commercial breaks to stitch personalised ads into a live OTT stream. This is achieved by sending an ad request to an ad server and then manipulating the manifest to stitch the ads into the stream on the server. This in turn, delivers the ad to the device in a seamless, TV like experience. Because the ad is stitched directly into the stream, SSAI ensures the ad can be played out regardless of device being used.

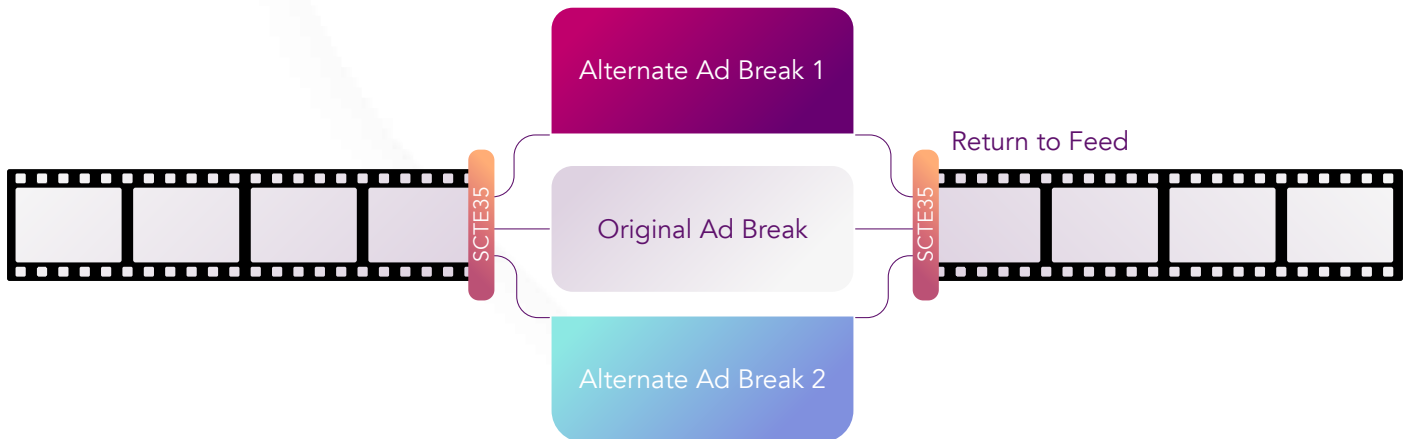


Figure 1. Irdeto SSAI

In comparison, Client Side Ad Insertion (CSAI) happens at a player level, whereby the player will generate the ad request and play out the ad returned independently of the content. There is a lot of video player logic to serve the ad in (CSAI) and this can lead to failure to play ads, stream restarts, or a complete crash of the video player. In addition, if a viewer has ad-blockers installed on his/her device, the ad can be blocked. End result is that the commercial value of the ad inventory may not be maximized and viewer experience may be compromised.

Traditionally, CSAI has been used (and is more appropriate) in Video on Demand environments, where latency concerns don't apply as much and can be complemented by an SSAI solution on Live channels with the ability to deal with millions of concurrent users at any given time and ensuring that all OTT assets are commercialized as much as possible.

Irdeto SSAI can be incorporated into an already running advertising ecosystem, plugging into ad tech vendors or it can be provided as part of a full end-to-end solution implemented into a greenfield environment.



## BENEFITS

- Commercialise additional viewing platforms, increasing inventory and generating higher ad revenues
- Better viewing experience (similar to broadcast experience) as ads are inserted into the stream
- Addressable TV for advertisers yielding additional reporting and better viewer experience as they view relevant ads
- No SDK integration into multiple players and platforms
- Higher levels of protection against ad fraud



## FEATURES

- Supports both HLS and Dash standards
- Supports SCTE-35 marking and VAST 3.0
- Ability to trigger Cloud Transcoder to perform transcoding and packaging job in order to deliver ad creatives in required renditions and packaging formats
- The solution is scalable to support high profile events



# HOW IT WORKS

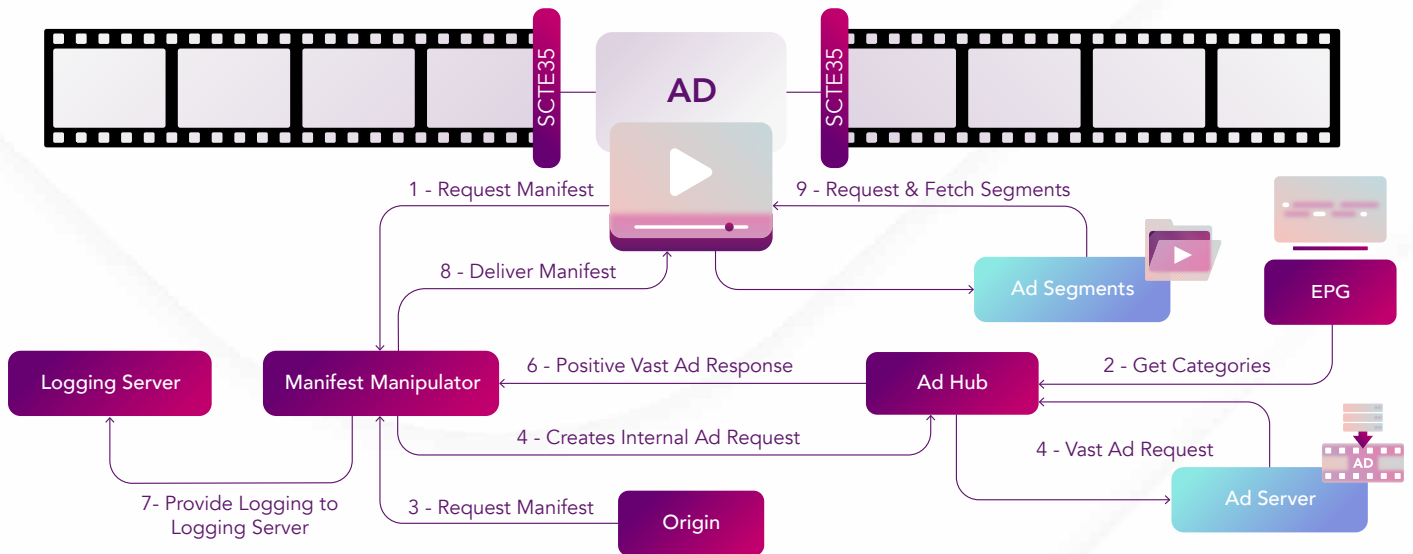


Figure 2. How Irdeto SSAI works

When a user is consuming streaming video, the video player receives manifests from the source which indicates which audio and video segments it needs to fetch and play. These segments can vary in length. The stream creator will insert SCTE35 markers into the feed that tell Irdeto SSAI that there is an ad break coming and what the duration is. Irdeto SSAI will then request ads specific to the user from an Ad Server. Once the ads are chosen, Irdeto SSAI will amend manifest to specifically playout the audio and video segments from the ads that were selected for that user. Once the ad break has ended it will return to original manifests until the next SCTE35 marker is signalled.

Irdeto is the world leader in digital platform cybersecurity, empowering businesses to innovate for a secure, connected future. Building on over 50 years of expertise in security, Irdeto’s services and solutions protect revenue, enable growth and fight cybercrime in video entertainment, video games, and connected industries including transport, health and infrastructure. With teams around the world, Irdeto’s greatest asset is its people and diversity is celebrated through an inclusive workplace, where everyone has an equal opportunity to drive innovation and support Irdeto’s success. Irdeto is the preferred security partner to empower a secure world where people can connect with confidence.