VECIMA

MEDIASCALE

DYNAMIC CONTENT SOLUTION FOR DAI

MEDIASCALE

When migrating linear video services to adaptive bitrate (ABR) delivery methods, service providers are challenged with the potential loss of revenue associated with localized ad insertion. Traditional QAM video systems use infrastructure that inserts ads directly into the transport streams, effectively creating a unique channel for every combination of location and inserted ads.

Delivering this functionality with a content delivery network (CDN) requires each of those channel and ad combinations to be replicated and delivered to the appropriate clients. In the end, the additional hardware and operational complexity can be very costly.

The ad insertion approach in traditional QAM video systems is largely based on geographic ad zones. With this method, the operator must use unique infrastructure for each zone to insert targeted ads. To reach specific user groups with greater precision, operators can insert ads at the transcode level of the transport stream.

This approach presents several challenges:

- Hardware commitment: Operators must purchase a considerable amount of transcode hardware to manage each geographic location.
- Lost revenue: Hardware costs deter operators from using this solution beyond high-viewership channels, which means they miss out on revenue for available ad spots on unused channels.
- Capped growth: The investment in hardware, rack space, environmental requirements, and operational support makes this approach nonviable at a large scale.

MediaScale Dynamic Content Solution solves these challenges by fundamentally changing the way operators place ads in video streams. Rather than inserting ads ahead of the ABR transcode stage, manifest manipulation pushes this function out to the edge of an operator's network. As a result, the CDN can cache ad insertion decisions, further increasing the efficiency of this delivery method.

MEDIASCALE

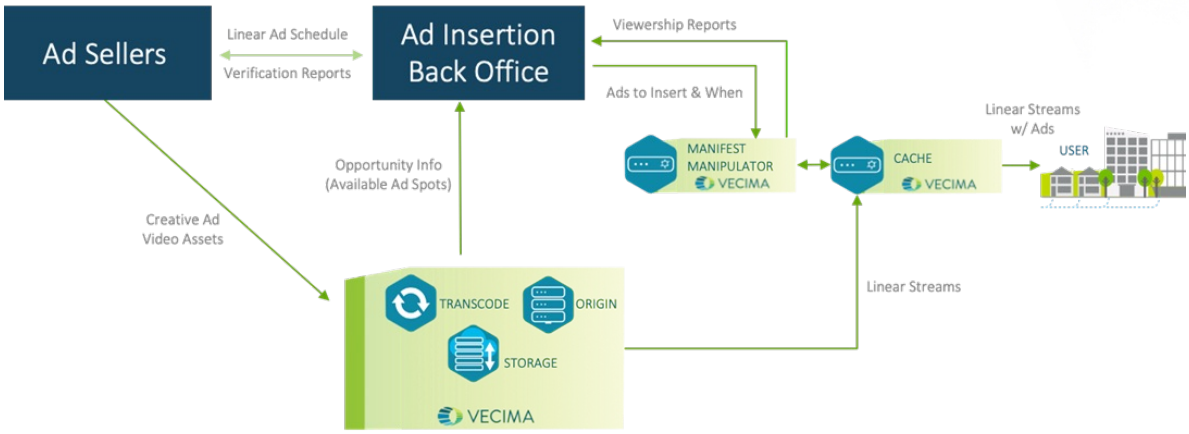
DYNAMIC CONTENT SOLUTION FOR DAI

How it Works

Although manifest manipulation is key to the solution, several other components are critical for the technology's success. The ad insertion back office uses a placement opportunity information server (POIS) to ingest schedules from existing QAM and IPTV systems, replicating ad placement decisions in the ABR channels.

The ABR transcoders process SCTE-35 messages in the source channels, adding information from the POIS, which enables the ABR packager to encapsulate the data into the manifest files. The manifest manipulator recognizes channels that are eligible for ad insertion and uses the associated data to request ads from the ad decision server (ADS). Next, the ads are inserted into the playlists that clients receive.

Finally, the video clients see the ads in the ABR playlist and treat them as any other content to be played.



The Business Case

Higher Value for Subscriber Views: Targeted advertising is more effective and value per view is higher
More Channels, More Opportunities: Legacy insertion is only supported on ~40 channels per market
Reduce IPTV Transcode Capital Cost: Bruet force replication of legacy (xCode) costs ~$3k per channel
Better Ad Sell-Through Rate: Chances of selling slots are higher using modern ad marketplaces
Monetize additional Viewership Types: VOD and DVR benefits are rarely monetized in QAM ecosystems

Why Vecima

Leading service provider video pipeline vendor
Partnering with industry leaders in ad decisioning and leveraging standards
Vecima end-to-end video pipeline (transcode > origin > video edge) or integrate with existing infrastructure

PUBLISH DATE: 2024 DECEMBER

sales@vecima.com
vecima.com