



# DVB Webinar Targeted Advertising

Pascal Jezequel, Sr Solution Manager

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## DAI Adoption



Advertisers want DAI

## DAI Growth

**+40%**  
Ad spend on Connected TV  
US, 2021, YoY

DAI coming to all  
regions

## DAI Delivery

All  
Platforms  
from OTT  
to DTT

DAI is not by Silos

## SSAI

### Server-Side Ad Insertion

Ad is stitched in live video before streams reaches end device

## CSAI

### Client-Side Ad Insertion

Ad is replaced by end device when ad break is detected

## Main Challenges for Live Ad Insertion

Timing

Smooth transition

Frame accuracy

Ad Video Quality

# DAI: A HOLISTIC VIEW IS TAKING SHAPE

- DVB-TA & HbbTV-TA solutions are a very good start
  - The initial focus was Broadcast
  - DVB-TA now enables the insertion of ads received over a TV's broadband connection
  - DVB-TA extension to address services delivered over broadband is in progress
- Targeted Advertising needs to be unified across **all** delivery platforms
  - Interop across delivery platforms is required
  - **Consistent Signaling** across all platforms is a **Must Have**
- Targeted Advertising will benefit from standards
  - Moving from proprietary silos to global interoperable solutions leveraging hybrid networks

# DAI IS HEADING TOWARDS A CONSISTENT SIGNALING FORMAT

## Challenges

- Multiple Custom implementations
- Lots of legacy elements
- Lack of flexibility of deployed systems

## Leverages SCTE-35 Signaling

## Work in progress

- Consistent Signaling across all Platforms
- Clear guidelines
- Liaisons with SCTE

# KEY TAKEAWAYS

**1** DVB-TA empowered TA for broadcast and extends to broadband

**2** TA will benefit from interoperability between all delivery platforms

**3** Consistent Signaling across Platforms is a MUST HAVE

**4** TA would benefit from cross-industry collaboration

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THANK YOU.

