DYNAMIC AD INSERTION (DAI), A MARKET WITH EXPLOSIVE GROWTH

DAI Adoption

Advertisers want DAI

DAI Growth

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

DAI Delivery

All Platforms from OTT to DTT

DAI coming to all regions

DAI is not by Silos
TWO ARCHITECTURES TO SOLVE LIVE DAI CHALLENGES

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

Work in progress

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

Leverages SCTE-35 Signaling
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
THANK YOU.