Targeted Advertising in HbbTV

Full Ad Break Replacement with Dynamic Ad-Substitution & Serverside Stitching
Full-Break Ad-Substitution is the most relevant ATV use case

Monetizing a huge TV Market Opportunity

- Leverage Existing & Incremental Reach
- Improve Yield with Targeting and Measurability
- Increase Relevance
- Decrease Ad-Load
- Raise Market potential with new participants esp. SME

A nowutilus Ad-Insertion Solution
Challenges for Personalization of commercial breaks with TV reach

- Manage full ad-break replacement
- Handle inaccuracy of stream events for ad-signaling
- Divergent playback behaviour on different HbbTV versions
Business Needs

- Use the reach of TV with best capabilities of Digital...
- For existing and new advertising clients...
- Use device, audience and contextual data for targeting
- To provide relevant advertising in a brand safe environment
- By Unifying data driven linear and video, direct sales and programmatic
- Allow TV to challenge for any marketing budget.
1. Serving TV devices on a broad range of different HbbTV standards with one solution across different countries

2. Providing a simple and cost-effective solution for integrating with different headend technologies and playout systems

3. And to allow for million of concurrent viewers
Serverside.ai Features for HbbTV 1.5 & 2.0

SMART AD-BREAK MANAGEMENT

HYBRID DYNAMIC AD-SUBSTITUTION

INTELLIGENT AD-CONDITIONING AND STITCHING

UNIFIED AD-TRACKING, MEASUREMENT, MONITORING AND REPORTING
DAS HbbTV Application Features

✓ DAS State Machine
✓ StreamEvent Manager
✓ Hybrid Video Player
✓ Mediatype Selector
✓ Ad Tracker
✓ QoE Client Analytics
✓ Remote Logging
✓ configurable Landingzone
✓ configurable StreamEvent
General Onboarding Steps for HbbTV TA

1. **Integrate with Broadcaster’ backoffice**
   Adjust interfaces to access broadcast schedule, DAI avails and rules.

2. **Establish Spot Transfer**
   Integrate with TV-Adserver to ingest mezzanine TV copies based on schedule

3. **Integrate with Digital Ad-Server for DAI**
   ADS/SSP/DMP interface to access targeted adverts

4. **Consult on Stream Event signaling**
   Assure Ad-Signaling contains correct metadata and timing is in sync for seamless Ad-Substitution

5. **E2E Test & Launch**

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It’s showtime.

Contact us for more information.

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