



## Server-side ad insertion & manifest manipulation

**Boost returns by 50% or more with Server-side Ad Insertion (SSAI).** Rev up your ad business by inserting highly targeted ads into linear, on-demand, and time-shifted video streams. Velocix Personalisation Platform (VPP) harnesses addressable and contextual data, such as viewing device, location, and time, to more accurately match consumers with relevant ad content, reducing wasted ad inventory and lifting CPMs. Connect with multiple ad-serving platforms simultaneously to improve fill rates and unleash more value from every video stream you deliver.



### Server-side ad insertion

Monetise every stream to maximise revenues by placing pre, mid, and post-roll targeted ads into linear, VOD, and time-shifted video streams.



### Pre-integrated ad platforms

Use open interfaces to connect multiple direct and programmatic ad platforms, including solutions from Google, RTL, Adobe, Cadent, and more.



### Manifest manipulation

Launch dynamic ad insertion, alternate content insertion, content blackout, and bandwidth controls from one unified platform that does it all.



### Cloud-native and carrier-grade

Rapidly launch VPP and scale-out services with our fully-managed SaaS platform, which offers capacity on-demand and full geo-redundancy.

“With traditional TV advertising under pressure, highly targeted, addressable ads represent one of the biggest revenue opportunities for pay TV providers.”

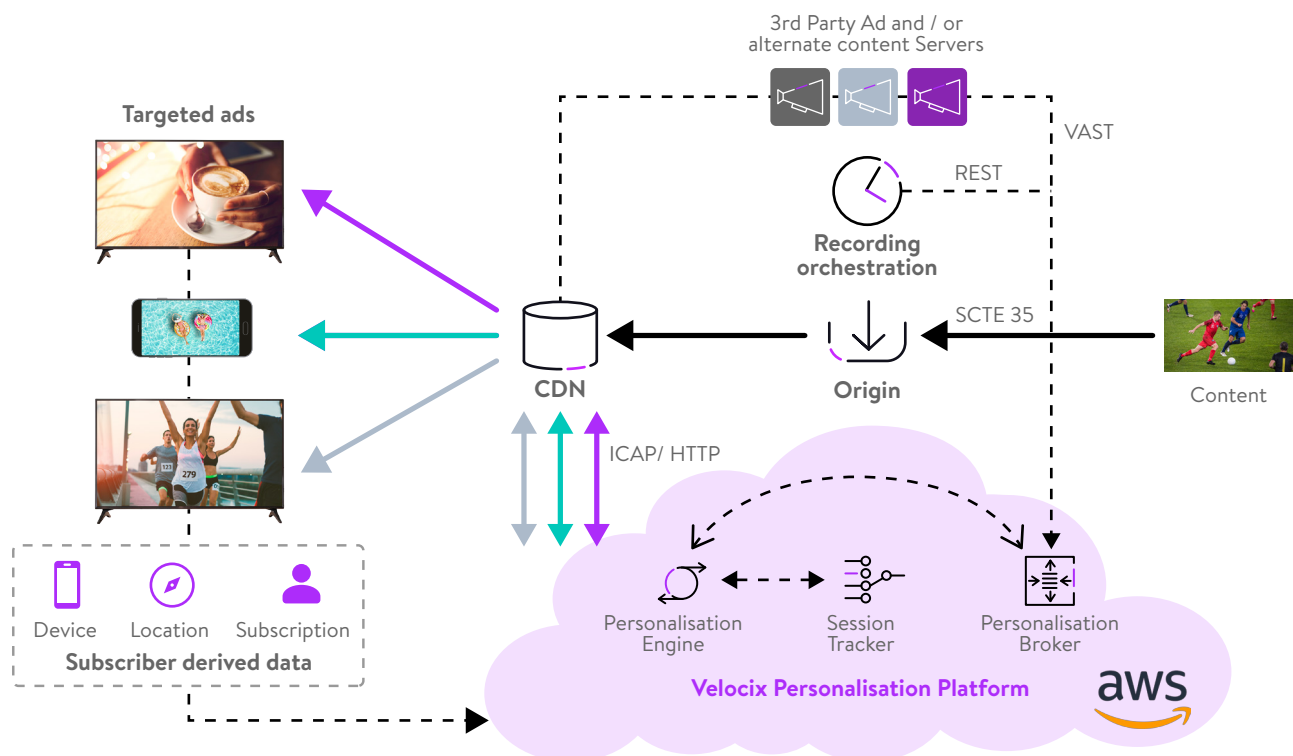
## Insert ads that hit the target

Unlock the full value of your TV ad inventory by personalising each video stream with highly targeted video ads. VPP automates ad sales workflows and improves targeting accuracy to better monetise linear, on-demand, and time-shifted video streams. With our server-side ad insertion software, you can boost returns by bypassing profit killing ad blockers which have been shown to cut video ad revenues by nearly 40%, while avoiding the hiccups, black screens, and “spinning wheels” common to client-side ad insertion. Benefit from our proven CDN knowledge and integration experience to reliably deliver high-quality ads at carrier scale with minimal latency.

## Server-side Ad Insertion features

- Support for linear, on-demand, and time-shifted video workflows
- VAST compliant
- Pre-integrated with the market’s leading ad platforms
- Auto-detection of SCTE-35 ad triggers
- Precision targeting driven by addressable and contextual data
- Error-free ultra-low latency ad stitching
- Independent ad tracking and reporting

<b>Linear / Live</b>	<b>Ad replacement</b>	Replace some or all of the original advertisements in live broadcast feeds with targeted ads
<b>Video-on-demand</b>	<b>Ad insertion</b>	Add advertisements to any type of VOD content to run before (pre-roll), during (mid-roll), or after (post-roll) the main content is viewed
<b>Time-shifted video</b>	<b>Ad replacement &amp; insertion</b>	Replace stale ads in Cloud DVR or catch-up TV content with more relevant and timely ads



Velocix Personalisation Platform integrates seamlessly with Velocix and third party content delivery solutions



## Connect with multiple ad platforms

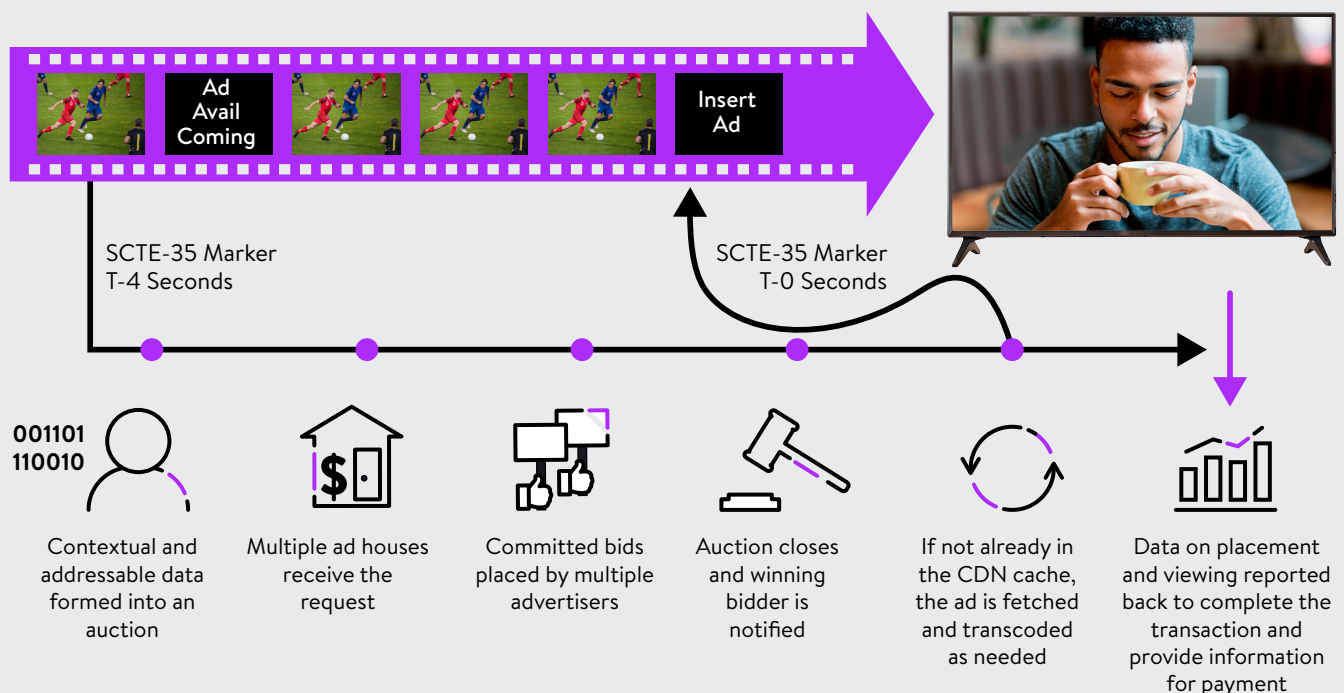
Increase ad fill rates and maximise your CPMs by exposing your ad inventory to a greater number of potential buyers.

Link to multiple ad platforms and exchanges to support direct and programmatic workflows using VPP's VAST-compliant interfaces. VPP acts as a central connection point to your streaming platform, coordinating direct and programmatic ad sales workflows to ensure you receive top dollar for your inventory.

Get up and running quickly using pre-integrated ad platforms like Google, RTL, Adobe, Cadent, Viamedia, Beachfront, and more. With its open, independent, and extensible design, VPP has the features and flexibility required to catapult your ad business ahead of the competition.

## Increase ad sales reach

Attract more ad buyers to your inventory by connecting with multiple ad partners in parallel. Each ad partner brings new potential buyers to the table. When these buyers compete for your avails, the laws of supply and demand begin to take effect, driving the value of your inventory higher. VPP's support for granular targeting parameters and session-level ad insertion even allows smaller local ad buyers to bid in competition with larger national ad buyers, helping to maximise your returns.



Simplified workflow of Server-side Ad Insertion using the Velocix's VPP platform





## Manifest manipulation

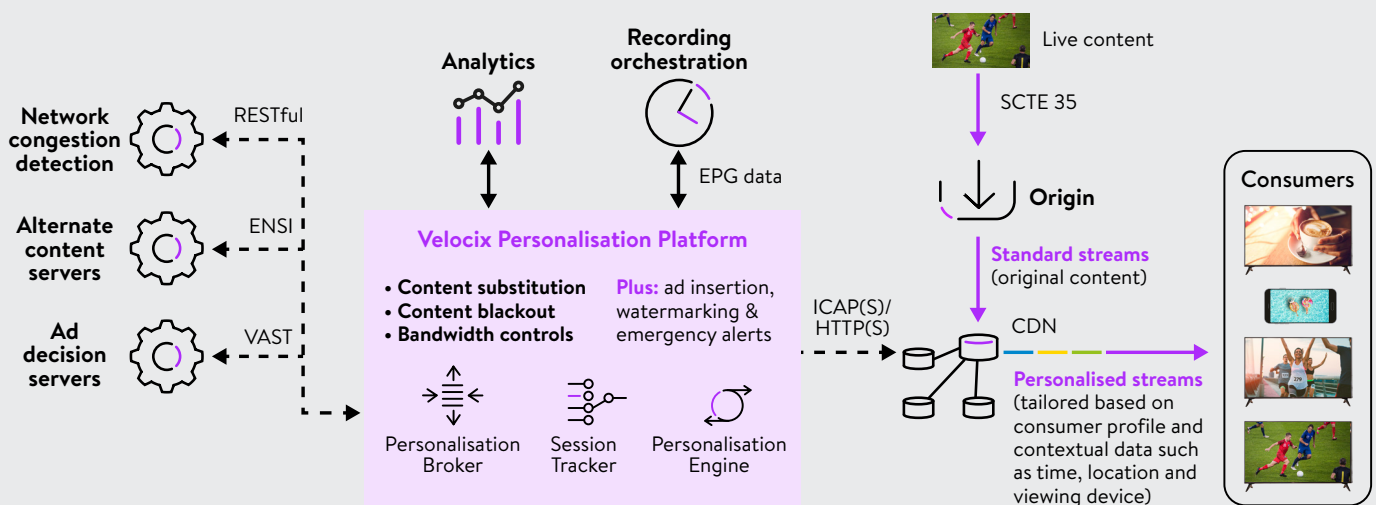
Modify individual streams to satisfy conditional business policies using VPP's dynamic manifest manipulation capabilities. Insert alternate content, blackout streams, or control session bandwidth according to operator-defined rules. Make real-time adjustments based on contextual data such as user device, location, and time, as well as current network conditions. Implement complex cascading workflows with a powerful all-in-one platform that supports all of your stream personalisation needs.

## Manage content access

Control access to premium content based on consumer attributes like user location, network, subscriber profile, and viewing device to satisfy your content rights obligations. When restrictions apply, VPP can replace original content with alternative programming or can prohibit viewing entirely.

## Control bandwidth

Manage network constraints and improve the quality of experience for consumers during peak demand by applying conditional bandwidth controls to active video streams. VPP can selectively adjust the quality profiles available to client software to reduce network congestion, protect revenue generating streams, and optimise delivery whenever network capacity is scarce.



VPP unifies the management of Server-side Ad Insertion, alternate content, blackout and congestion control



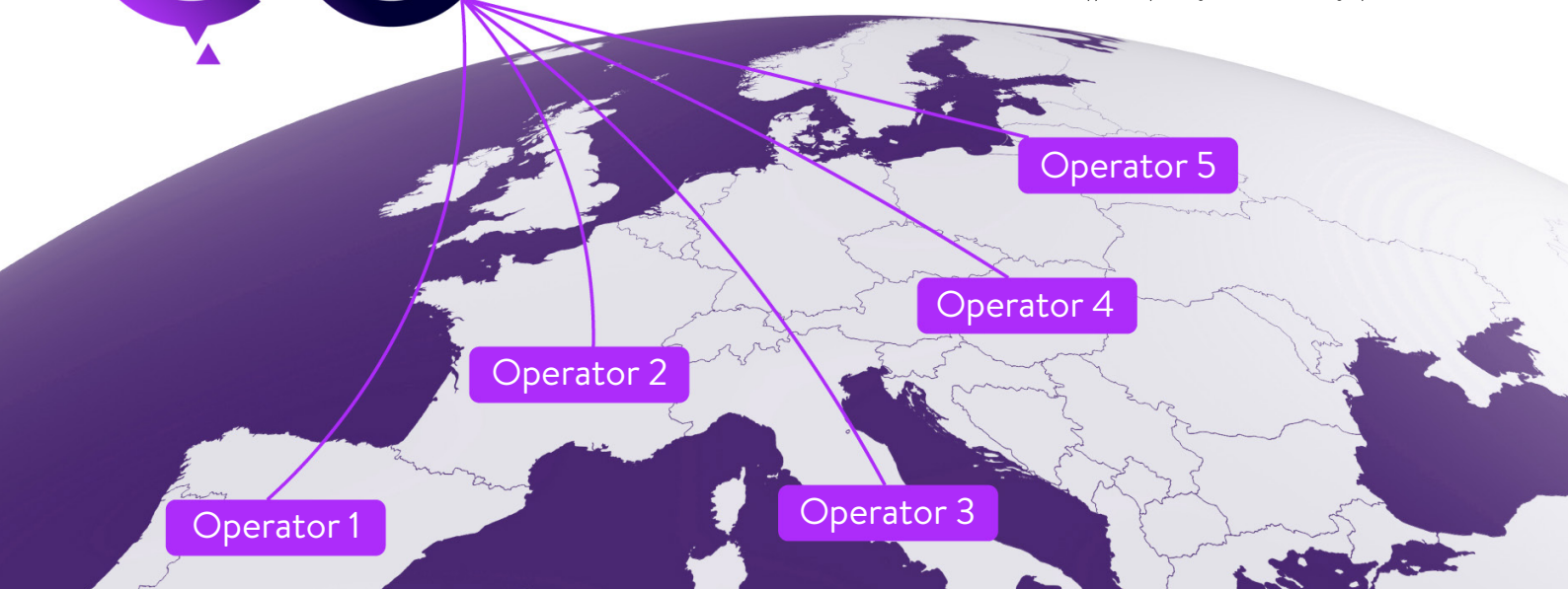
## Deploy VPP fast with SaaS

Launch in weeks instead of months with Velocix's cloud-hosted SSAI and stream personalisation software. With pay-as-you-go pricing, on-demand capacity scaling, and cost-saving on-premises expansion options, VPP is an ideal solution for rapidly growing video businesses. VPP's transparent system design integrates seamlessly into your existing CDN and workflow to actively safeguard ad revenues, protect stream integrity, and satisfy contractual agreements.

Ad tracking and analytics features provide insight into the performance of the combined solution, helping to inform business decisions, verify ad placement, and produce an audit trail that supports healthy relationships with relevant stakeholders. Rely on Velocix to get you up and running fast and forge a stable foundation on which to grow your advertising and stream personalisation business.



*VPP's multi-tenant cloud architecture can streamline and unify multiple regional advertising operations*



## Key features

### Streaming applications supported

- Live
- Video on demand
- Pause live / restart / catch-up
- Cloud DVR

### Ecosystem integration

- Fully open APIs for rapid integration
- Pre-integrated ad platforms include Google, RTL, Adobe, Cadent, Viamedia, Beachfront, and more

### Key functionalities

- Server-side Ad Insertion and manifest manipulation platform
- Enables addressable advertising, alternate content plus blackout stream insertion, and session bandwidth control
- Targeting driven by addressable and contextual data
- VAST compliant
- Auto-detection of SCTE-35 ad triggers
- Ultra-low latency ad stitching
- Detailed ad tracking and reporting

### Video formats supported

- CMAF
- HLS
- Microsoft Smooth
- MPEG-DASH
- MPEG-TS

### Integration with other Velocix software

- Velocix CDN
- Velocix Origin
- Velocix VRM
- Velocix Multicast ABR
- Velocix Analytics