

Stream Personalization



Immersive and personalized viewing experience

As **consumers continue to embrace over-the-top (OTT) video services**, Content Providers and Video Service Providers are eager to provide engaging viewing experience and monetize the advertising inventory, while at the same time meeting contractual and legal applications:

- blackout
- program substitution
- advisory pre-roll
- and more

Combined with the intimate knowledge of their OTT subscribers and the addressability down to the user permitted by unicast delivery, **Stream Personalization provides a comprehensive solution to personalize viewing experience in a holistic fashion.**

Increase your revenue with dynamic advertising

Stream Personalization is designed to connect a content owner's ad inventory to advertisers via Ad Decision Server, or Server-Side Platform integration. Its server-side architecture allows content owners and distributors to **monetize multiscreen video inventory regardless of the delivery protocol, and TV service** (live, non-linear).

Alternate content, down to the user

Aligning expectations between content providers and distributors is essential: some content may or may not be available in some geographical areas, or the payout limited on certain devices. Stream Personalization simplified the process by customizing the content delivered in an audience-facing way.

Stream Personalization | Highlights

Dynamic ad insertion

Server-side ad insertion

Stream Personalization individualizes advertising delivered on a per audience basis for linear and non-linear media services (VOD, Catch-up, nDVR) in all major streaming protocols: HLS, DASH and Smooth Streaming.

Upon placement opportunity detection (ad break, VOD start etc.), it connects the audience with the ad decisioning entity such as Ad Decision Servers (ADS) or SSP (Supply-Side Platform), and customizes the manifest delivered.

Protect your audience value

Stream Personalization protects your audience value, and behaves as an audience shield against data leakage. Its server-side architecture gives content distributors and inventory owners **full control over the type of data being sent out to inventory buyers:** ad impression tracking URL proxy, control over targeting criteria passed to the Ad Decision entity.

Targeted alternate content management

As content becomes available on portable devices, Stream Personalization provides a **comprehensive solution for managing audience-facing use cases in a fully targeted manner, down to the user such as** blackout, program substitution, regional window programming.

Routing

Dynamic ad insertion

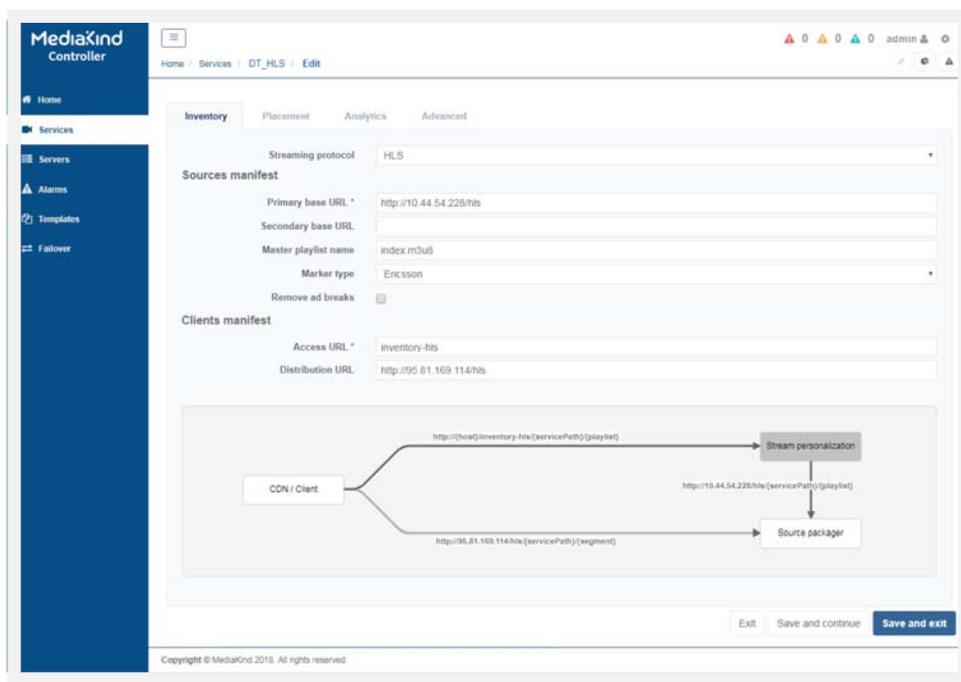
TV networks usually own their Ad Decision Servers. Stream Personalization therefore implements the logic to route the request for ad decisioning to the right endpoint via **multiple routing criteria.**

Targeted alternate content management

Likewise, for alternate content management, Stream Personalization can fetch the viewing policies depending on the channel, and placement opportunity detected (program start, blackout event), and also manage additional use case scenarios such as pre-roll advisory.

System deployment & scalability

Whether deployed in a private, or public cloud, Stream Personalization scales fluidly with a MediaKind deployment framework based on Kubernetes: **load is monitored in real-time, and new capacity is added/removed.**



Stream Personalization | Specifications

General

Streaming protocols	Server-side manipulation for all major streaming protocols: Apple HLS, Microsoft Smooth Streaming (patented), DASH
Workflows	Live, near-live (time-shifting, restart-TV), non-linear (VOD, Catch-up, NPVR)
Analytics	Interface to 3rd party analytics system - Any 3rd party analytics can be added using plug-ins
System	Fixed or elastic deployment strategy using MediaKind deployment framework

Dynamic Ad Insertion

Insertion use cases	Pre-roll, Mid-roll and Post-roll dynamic ad insertion Compose insertion using commercial broadcast bumper Ad break detection using conditioned manifest information from SCTE-35 Ad insertion and/or replacement for VOD (time or SCTE-35 signal based)
Placement Request Management	Integration with leading Ad Decision Server (ADS) and Supply-Side Platforms (SSP) Configure-able placement request using template ADS /SSP interfacing using IAB VAST 3.0/4.0, VMAP 1.0 or SCTE-130-3
Request routing	Multiple ADS/SSP support with configure-able routing policies
Impression tracking	Impression or quartile-based Convey tracking URLs from ADS for all streaming protocols to the players Integration with 3rd party analytics or placement notification towards ADS/SSP

Alternate Content Management

Alternate content use cases	Targeted blackout, program substitution, regional switch-over, linear ad replacement, advisory pre-roll insertion
Placement Management	In-band (manifest) or time-based placement opportunity detection Integration with PRISMA (Placement and Rights Management) for viewing policy ingest

Monitoring & Control

Control & monitoring interface	Configuration and monitoring via web UI or HTTP REST API
High Availability	N+M redundancy scheme, with shared configuration across all instances (deployed on barebone or virtual environment)