



“THE ENABLEMENT OF DYNAMIC AD SERVING IN SKY GO LINEAR, AND THE ABILITY TO EXTEND SKY ADSMART ON SKY GO MARKS A BIG LEAP FORWARD FOR BOTH ADVERTISERS AND VIEWERS”

Jamie West, Deputy Managing Director, Sky Media

DYNAMIC AD INSERTION FOR LIVE & VOD STREAMING

Monetise live and on-demand streaming with a world class technology solution.

In both live and on-demand streaming, yospaceCDS Advanced Streaming technology delivers a seamless mid-roll experience that is consistent across web, streaming set-top boxes, tablets and mobile platforms. Our technology operates as middleware between your existing ad serving infrastructure so you can enjoy the same campaign management and ad performance tracking you are already used to. In live streaming applications, you can benefit from advanced features such as rights-driven program blackout, automated live-to-VOD asset creation, and time-shifted linear playback. For on-demand video, our flexible and customisable client-side SDKs perform functions such as trick-play management, ad clickthrough, overlays, and ad tracking while delivering enhanced telemetry essential for third-party analytics platforms.

KEY FEATURES

Ad insertion featuring user targeting and tracking delivered with a broadcast user experience.

PERSONALISED AD INSERTION

Integrate with your existing ad server, or work with Yospace partners for linear ad scheduling.

GROUP/CHANNEL BLACKOUT

Blackout or replacement for any number of audience segments you care to define.

INTERACTIVE AD UNITS

Enhance the value of each ad with interactive elements such as clickthrough and overlays.

TRICK PLAY MANAGEMENT

Allow users to scrub freely in VOD and Live Start Over content while ensuring unwatched ads are not skipped.

LIVE-TO-VOD WORKFLOW

Create VOD streams from live broadcast with the ads stripped out ready for mid-roll insertion.

FAST TRACK IMPLEMENTATION

We offer an end-to-end encoder-to-player live streaming solution as a rapid and low cost implementation option.

PLAYOUT AUTOMATION INTEGRATION

Our ESAM software integrates with your playout systems for frame-accurate signalling and metadata augmentation.

OVER 300 CHANNELS UNDER MANAGEMENT



CUSTOMER SPOTLIGHT: SKY MEDIA

Sky Media has chosen Yospace to provide a dynamic advertisement replacement solution for Sky Go, the leading 'TV everywhere' service in Europe. In addition to enabling dynamic ad serving on Sky Go Linear for the first time, Sky is now also able to reproduce the key targeting benefits of its highly successful Sky AdSmart technology across connected devices. The expansion of dynamic ad serving is a great advance for advertisers, who are able to overlay ads aimed at selected audiences – whether conventional broad TV demographics, or precisely targeted Sky AdSmart audiences.

Viewers prefer seeing more relevant ads too, with a November 2015 press release from Sky Media reporting that channel switching in Sky AdSmart breaks has reduced by almost half.

With millions of subscribers around the UK, it was vital that the new implementation provide a seamless viewing experience for Sky Go. Yospace is able to frame-accurately splice replacement advertisements in such a way that the viewer is unable to distinguish replaced content from the underlying stream.

FREQUENTLY ASKED QUESTIONS

WHAT PROTOCOLS AND DRMS ARE SUPPORTED?

We support HLS, Smooth Streaming and HDS with Adobe Access DRM. Our support for HLS is compatible with third-party DRM schemes, while our Smooth Streaming solution is designed for Silverlight environments on Web & Xbox 360 utilising PlayReady DRM.

WHAT ABOUT MPEG-DASH?

At NAB 2016 we announced support for MPEG-DASH for both live and VOD playback modes. Many packager vendors have yet to support SCTE-35 signalling for MPEG-DASH, but we expect support to be announced in Q3 and Q4 2016.

WHAT IF I DON'T HAVE IN-BAND SCTE-104/35 SIGNALLING?

For source signals that don't already have in-band SCTE-35 signalling identifying ad breaks, we provide a software component that integrates with live automation data to determine programme and ad breaks which is then injected into the stream for onward processing by your encoding workflow.

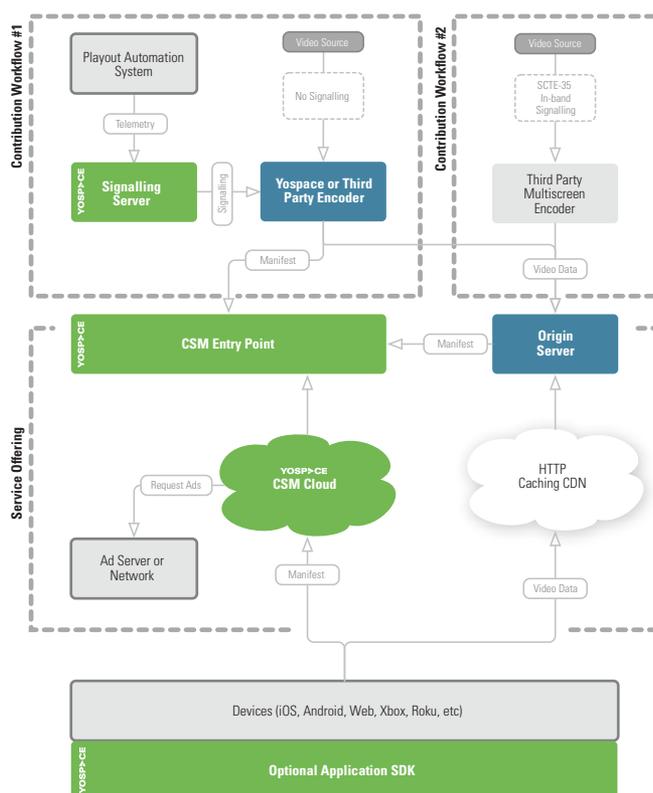
HOW DO YOU DO THE AD TARGETING?

Our solution leverages your existing ad server and audience tracking solutions to perform the user targeting. VAST or SCTE-130 compliant ad platforms are supported. A wide range of configuration options make integration and validation really straightforward.

DOES YOUR SOLUTION HANDLE HIGH TRAFFIC VOLUMES?

Already selected by some of the world's largest sporting rights holders, our geographically distributed ad stitching network scales to support the audience peaks associated with major "event television". It is designed to work alongside your existing single or multi-CDN strategy for the delivery of the binary video data to end users.

LOGICAL ARCHITECTURE



DOES YOUR SOLUTION REQUIRE CLIENT-SIDE SDKS?

SDKs are available, but are optional, for Flash, iOS, TVOS, Android and HTML5 to provide enhanced functionality such as client-side ad tracking, clickthrough and overlays. For VOD, client SDKs are required for scrub management and ad tracking. An SDK is required for Silverlight players for our live Smooth Streaming solution.

PROVEN INTEGRATION WITH INDUSTRY LEADERS

