

MULTIBRAND SET TOP BOXES



Advertisement cut-ins

Purpose: Context advertisement delivery.

Main goal: Delivery of context advertisements by means of Live TV broadcasting and VoD content.

Provided services:

- Preparing media content for regional ads cut-ins.
- Delivery of the media content with advertisements

General description:

The solution ensures media content conversion and preparation for the advertisements cut-ins.

Media stream is designed to include several commercial breaks during the broadcast. When a commercial break begins, people from different regions see different commercial playlists.

During the transcoding process, ads markers are inserted into the Live media stream. A regional media server detects these markers, then determines the specific user profile and distributes ads accordingly.

All advertisements are also adapt to the specifics of a particular mobile device.

That way, the solution ensures not only ads delivery but also configurable distribution (personalization) of said advertisements.