



Deliver Scalable, Cost-Effective, Cloud Ad Replacement and Insertion

As streaming becomes the default method of video delivery for many households, the desire to reach those audiences has inevitably driven advertising money towards those services that are delivering premium content at a large scale.

However, many of the web-based solutions in place today weren't designed to keep up with the demands of primetime live TV, where ad breaks are more frequent, longer, and the stakes are higher. All the while, the number and variety of client device types and players continue to increase, making it more difficult to ensure a pristine ad viewing experience that doesn't result in latency, buffering, or black screens during viewership peaks.

With Synamedia Iris Server-Side Ad Insertion (SSAI), you can boost your ad delivery capabilities with a dynamically scalable cloud solution created specifically for the TV business.

Scale Your Advertising Solution for a Growing Business

Synamedia Iris SSAI brings unprecedented value as a cost-effective solution for streaming ad delivery.

A cloud SaaS offering, Synamedia Iris SSAI lets you replace or insert ads into Live or VOD services and reach all devices decoding HLS or DASH HTTP streams.

SSAI works by manipulating the manifest files presented to client devices, which informs them of the location of streaming content including ads.

By redirecting clients to the appropriate ad content at precisely marked times, streaming content providers can deliver highly targeted ads without the viewers experiencing black screens, latency, or buffering.

Plug-and-Play Simplicity

With Synamedia Iris SSAI, you can deploy quickly and begin testing your clients and data plane workflows almost immediately, without spending significant effort to integrate your existing ad server or CDN.

All signaling is based on industry standards like VAST and VMAP, and you can also implement the Iris Ad Client for Open Measurement compatible reporting.

Get Additional Functionality When You Need It

Use Synamedia Iris SSAI manifest manipulation capabilities to replace live OTT content for sports event blackouts, emergency alerts, or localised content substitution.

Replacement behaviour can be signalled using standard SCTE-224 markers for scheduled replacements and SCTE-35 markers for triggered or unscheduled events.

Highlights

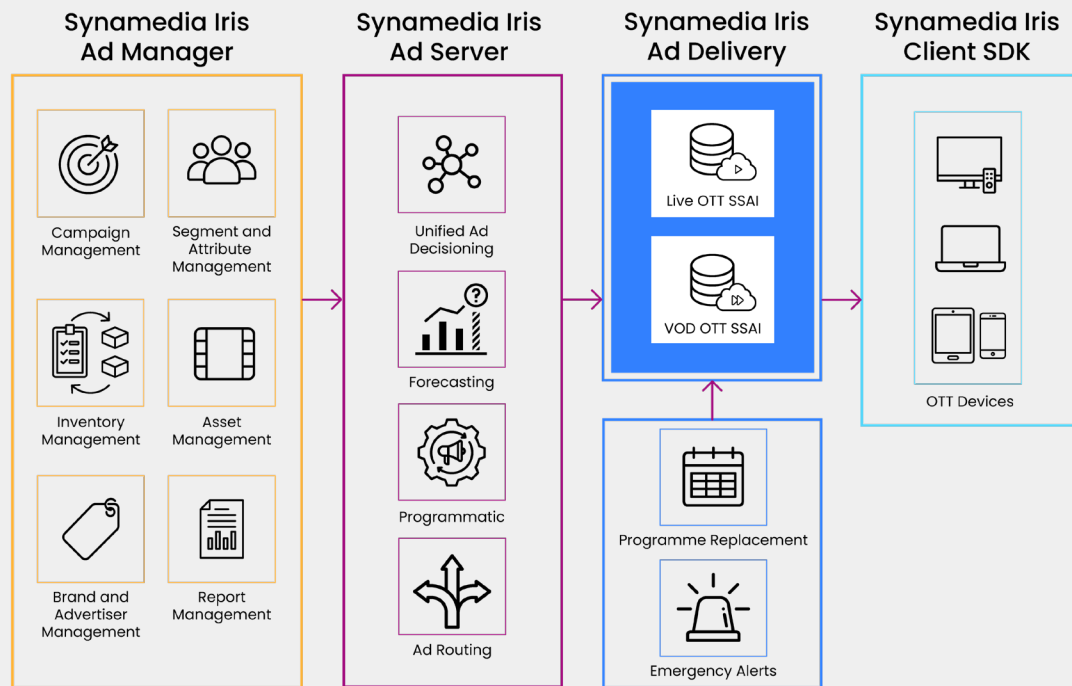
- Replaces and inserts ads into Live and VOD streaming services by manipulating HLS and DASH manifests
- Leverages cloud services and management UI for rapid deployment, configuration, and scaling and scaling
- Avoids ad blocking software and works with any standard client player
- Maximises your ROI with minimal integration effort allowing you to use any ad server, CDN, or client player



**Connect
the right
audiences**



Synamedia
IRIS



Features and Benefits



Deploy, integrate, and scale quickly

- Leverage dynamic cloud scaling and resiliency anywhere in the world to ensure a robust solution
- Integrate with any ad server, content delivery network, or client player
- Implement with the Iris Ad Client to get Open Measurement compatible reporting
- Support low latency live OTT workflows as well as spot and break replacement



Preserve premium viewing experiences

- Support low-latency and high-availability workflows for premium live streaming content
- Transition from between ads and live feeds without black screens or buffering
- Replace spot ads or full breaks seamlessly, and use just-in-time transcoding to ensure format and bitrate continuity
- Configure time-outs so that viewing is not impacted by an unresponsive or latent ad server



Support first and third-party ad servers

- Use with the Iris Ad Router to route demand for inventory across multiple ad servers according to configurable business rules
- Enable clickthrough and click-tracking URLs for enhanced interactive campaigns

About Synamedia's Iris Addressable Advertising Solution

Synamedia Iris is transforming advertising across the video industry. Leveraging groundbreaking technology we developed for the market-proven AdSmart solution, Synamedia Iris offers a unified platform for running programmatic and direct-sold campaigns, managing inventory and assets, and reporting across all screens and networks. Content providers can now leverage data-driven targeting to capture new valuable audiences with relevant ad experiences that generate additional revenue opportunities.

Next Steps

To learn more about the **Synamedia Iris advertising solution** or to book a demo, **contact us**.