

Ad Routing



Enable targeted advertising with content partners

Synamedia Iris can help you monetise your existing delivery infrastructure by providing configurable ad routing that directs ad requests across multiple servers. By partnering with content providers to deliver targeted ads on their live and on-demand assets, you can benefit from the higher value they generate while driving better viewer engagement.



Generate ad revenue, even without owning ad inventory

Video providers can get into targeted advertising without the complexity of building an entire ad business or Ad Tech stack. Synamedia Iris enables you to work with multiple content providers and their existing ad networks to unlock new revenue and inventory for everyone involved.



Improve viewer engagement with more relevant ads and more content

Not only do more relevant ads improve viewer engagement, but the ability to target ads can make your content proposition stronger by making content acquisition and investment more worthwhile. By sharing VOD inventory you can grow your catalogue and your ad business at the same time.



Configure ad routing with dynamic business rules

Synamedia Iris allows you to configure business rules for directing and allocating ad insertion and replacement opportunities across multiple content providers based on share or type of inventory.



Get valuable data and reporting

Synamedia Iris supports third-party tags and macros for ad measurement and targeting, as well as provides reporting and forecasting that helps your content partners refine their audiences and campaign strategies for better performance.

You can learn more about Synamedia Iris at www.synamedia.com/iris

