

Regional Ad Insertion

Deliver localised ads dynamically

Generate higher ad revenue and create new inventory by combining the capabilities of Synamedia Iris with the Synamedia Media Edge Gateway. This pre-integrated solution gives broadcasters with diverse regional affiliates or distribution partners the ability to target ads dynamically to different parts of their broadcast footprint, delivering more personalised, relevant, and valuable ad campaigns.



Reduce transport bandwidth with edge insertion

Instead of transporting multiple ad zone feeds, send each targeted ad creative only once, storing it in the Media Edge Gateway for seamless transcoding and splicing.



Unlock demand from local advertisers

Create targeted inventory that will appeal to local advertisers looking to reach their customers with specific offers and campaigns that have a greater brand impact and higher response rate.



Get digital capabilities on all campaigns

Not only can this solution provide regional targeting on broadcast, but it can also be enhanced with digital capabilities like programmatic selling, clash management, and contextual targeting.



Deliver targeted ads on multiple access networks

Once the ad is inserted, it can then be processed by the Media Edge Gateway and redistributed as an adaptive bitrate stream, broadcast channel, or IPTV multicast feed for all your access networks.

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

