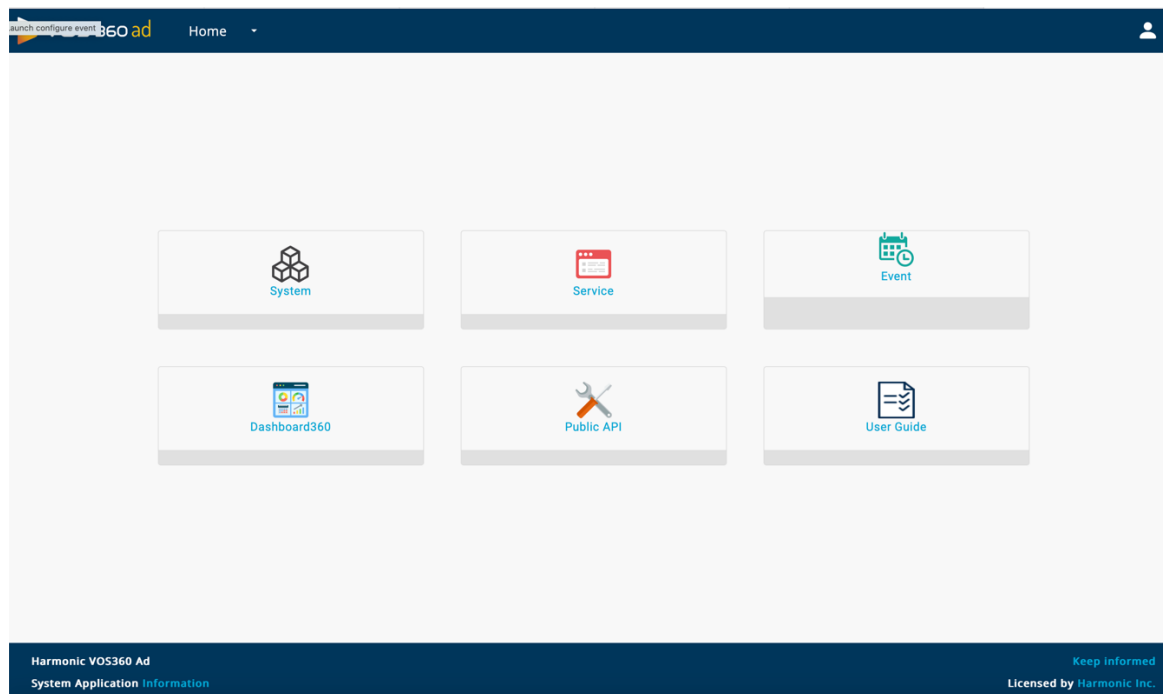
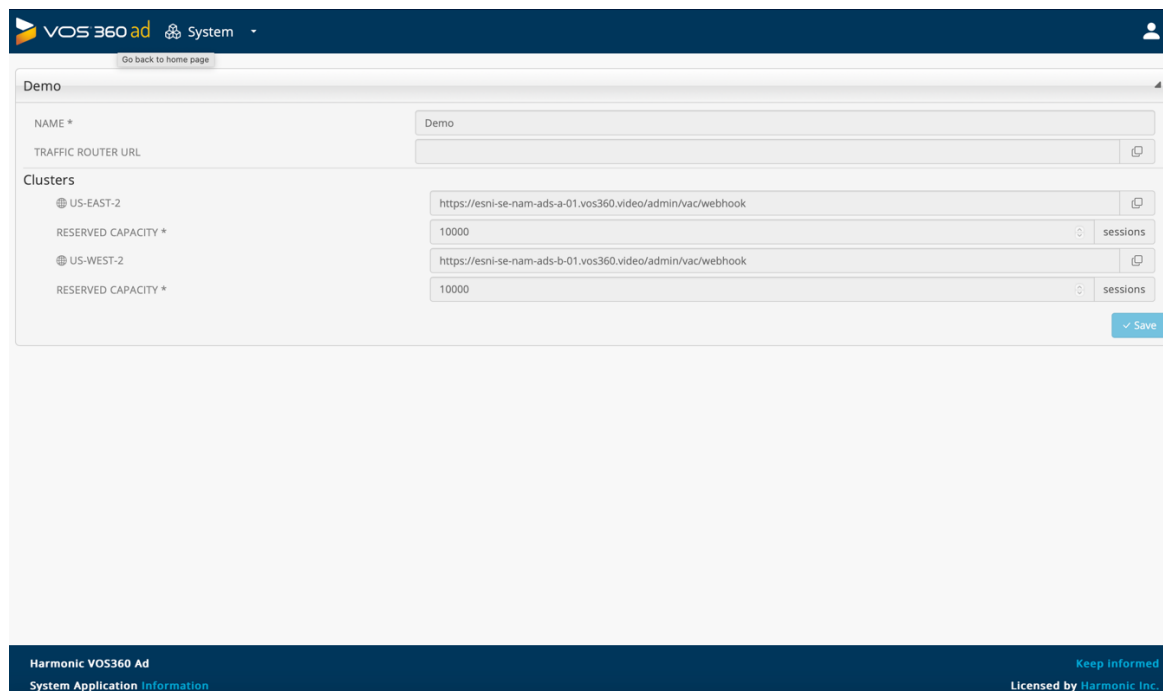


QUICK SETUP GUIDE – In-stream Advertising

First login to the VOS Ad UI to the “Home” page, see below:





Confirm by selecting the “System” icon that the correct system is being worked on. You can see from this screen that the Clusters that are configured.



Create an SSAI Service

The settings here are unique to your setup instance, the example below was for a demo system and is for visual representation only.

[< EXIT](#) Edit service: demo-service

Main

Description

NAME *
VOS AD *
SOURCE TYPE
URL

demo-service
systemA
LIVE VOD
https://origin-alchemist-demo-01.nebula.video/Content/HLS/Live/channel/

Pre-Roll

ENABLE

OFF

Mid-Roll

ENABLE
AD REQUEST FORMAT
AD REQUEST TEMPLATE

ON
VAST VMAP
url http://mock-ads:4647/vast

Advanced settings

EXPIRED AD BREAK
UNDERFILL AD BREAK
OVERFILL AD BREAK

KEEP SOURCE USE SLATE
RETURN TO LIVE SLATE
NO TRUNCATION TRUNCATE AD

Beacons

SERVER SIDE IMPRESSION
SERVER SIDE BEACON
CLIENT SIDE BEACON

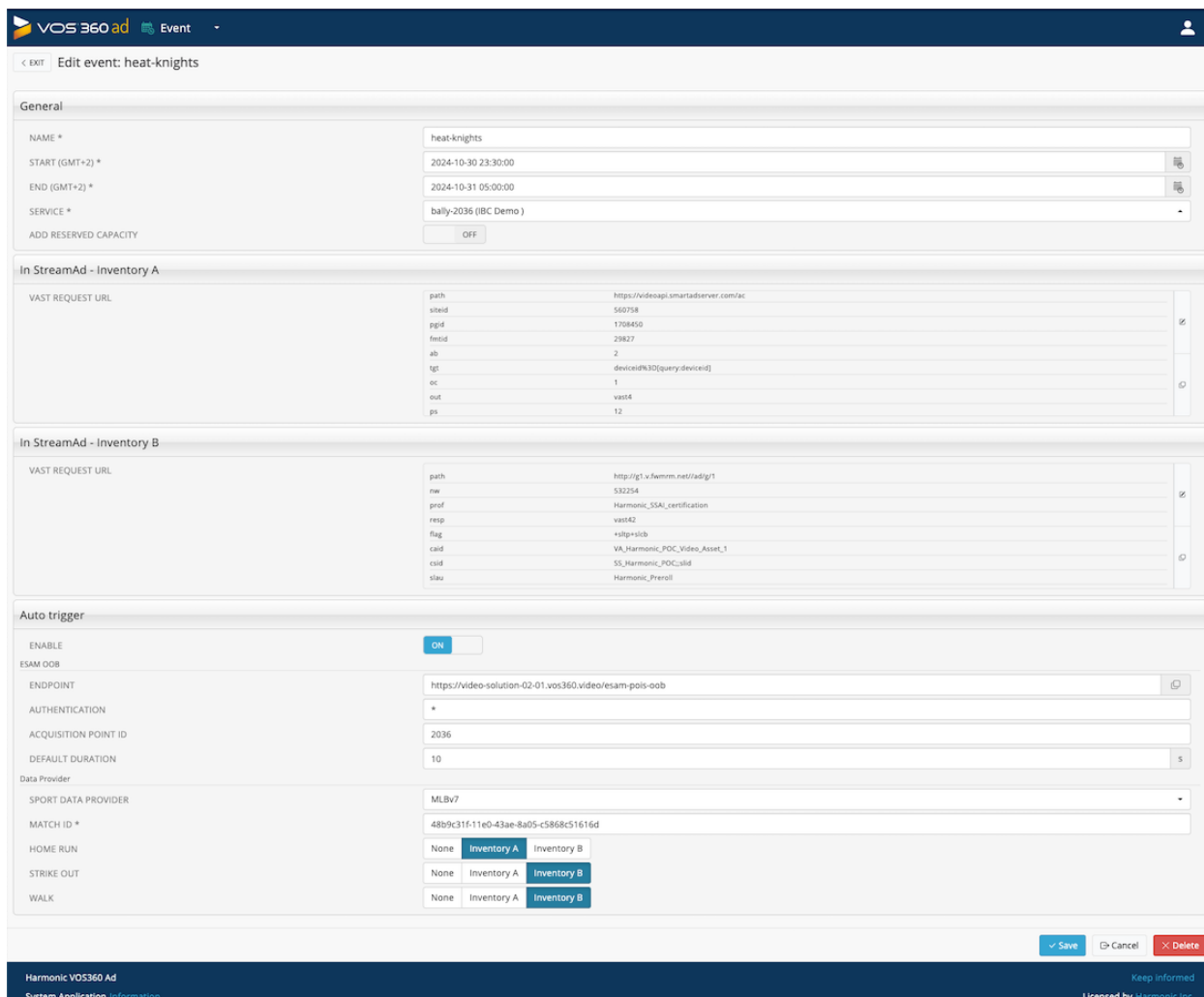
OFF
OFF
DISABLE HARMONIC

[✓ Save](#)
[⌂ Cancel](#)
[✗ Delete](#)

Harmonic VOS360 Ad
System Application [Information](#)

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Once a service is configured it is then possible to create an event for In-stream advertising. From the UI select the “Event” tab so that you see the following below:



The screenshot shows the 'VOS 360 ad Event' configuration interface. The top navigation bar includes a 'VOS 360 ad' logo and an 'Event' tab. Below the navigation bar, there's a breadcrumb trail: '< EXIT Edit event: heat-knights'. The main configuration area is divided into several sections:

- General:** Contains fields for NAME (heat-knights), START (2024-10-30 23:30:00), END (2024-10-31 05:00:00), SERVICE (bally-2036 (IBC Demo)), and ADD RESERVED CAPACITY (OFF).
- In StreamAd - Inventory A:** A table with columns for VAST REQUEST URL, path, siteid, pgrid, fmsid, ab, tgt, oc, out, and ps. The path is https://videoapi.smartadserver.com/ac.
- In StreamAd - Inventory B:** A table with columns for VAST REQUEST URL, path, nw, prof, resp, flag, cid, csid, and slau. The path is http://g1.v.fwmrm.net/adg/1.
- Auto trigger:** Contains fields for ENABLE (ON), ESAM DOB, ENDPOINT (https://video-solution-02-01.vos360.video/esam-pois-aob), AUTHENTICATION (*), ACQUISITION POINT ID (2036), DEFAULT DURATION (10), Data Provider, SPORT DATA PROVIDER (MLBv7), MATCH ID (*), HOME RUN, STRIKE OUT, and WALK.

At the bottom right, there are buttons for 'Save', 'Cancel', and 'Delete'. The footer contains 'Harmonic VOS360 Ad System Application Information' and 'Licensed by Harmonic Inc.'.

Configure the event Description:

- **Name** – This is the Unique event name
- **Service** – This is the service that In-stream event is being inserted on
- **Start** – This is the start time for instream events to be Triggered
- **End** – This is the end time for in-stream events to be Triggered

Configure Inventory A and Inventory B fields

- **VAST Tag URL** – This is the end point for the ADS where the VAST Tag will be sent. The ADS will then make a decision on which In-stream creative to respond with in the VAST Tag to VOS Ad.

There are 2 inventory types available for configuration, these could be both using the same ADS or configured as 2 totally different ADS if required.

A note about Inventory types – in this release **each Inventory types can support up to 5 different creatives**. There are no constraints as to what type of a creative is used, for example:

- 3 different creatives - L shape, Double Box and Box Squeeze
- 5 different creatives - L shape, Double Box, Box Squeeze, Bottom Banner and side Bar
- 5 Same creatives with different ad content – L Shape 1, L shape 2, L shape 3, L shape 4, L shape 5

In the event that there is a need for more than **5 creatives of the same type** then it is possible to configure inventory A and B with the same ADS end point to serve 6 to 10 creatives, for example:

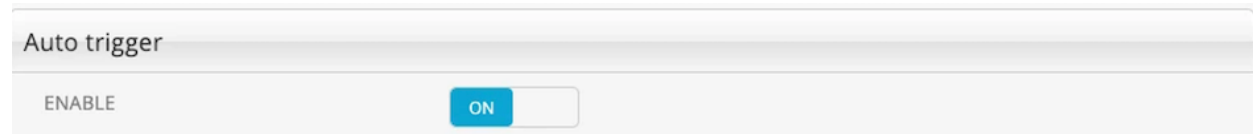
- 6 or more of same creatives with different ad content – Inventory A (L Shape 1, L shape 2, L shape 3, L shape 4, L shape 5) Inventory B (L Shape 6, L shape 7, L shape 8, L shape 9 and L shape 10).

As per above, the creatives can be mixed and there is no requirement that they are the same

Rotation rules for the creatives are managed by the ADS on a per device or session basis, along with functions such as frequency capping, spacing rules etc.

Configuring Auto triggering.

To enable Auto Triggering move the “enable” slider to “on.”



Next configure the ESAM OOB, This is the endpoint of the encoder or transcoder that will receive and OOB ESAM message and where a SCTE 35 message is inserted.

- ENDPOINT – URL of the Encoder or transcoder that will receive ESAM message
- AUTHENTICATION – This is a key to ensure that the only messages sent to the encoder or transcoder from the correct source is processed
- ACQUISITION POINT ID – This is a unique identifier that identifies the insertion point within the content stream
- DEFAULT DURATION – This is a hard limit to return to the content (default: 30 seconds)

Configuring the Data Provider

This is where you set up the data provider that has been selected (in this release the integration was with Sports Radar) and the sport type being used, along with the events that will be inserted on.

- SPORT DATA PROVIDER – Each sport has a unique API that must be selected, e.g. MLB v7
- MATCH ID – Sport Radar Match Id

Depending on which sport is selected will change the subsequent boxes below:

SPORT DATA PROVIDER	MLBv7		
MATCH ID *	48b9c31f-11e0-43ae-8a05-c5868c51616d		
HOME RUN	None	Inventory A	Inventory B
STRIKE OUT	None	Inventory A	Inventory B
WALK	None	Inventory A	Inventory B

From here you can select where you want each event that is selected to be triggered from. In the example above With MLB, home runs are coming from Inventory A, strike out from Inventory B and a WALK also from Inventory B.

SPORT DATA PROVIDER	NBAv8		
MATCH ID *	48b9c31f-11e0-43ae-8a05-c5868c51616d		
DUNK	None	Inventory A	Inventory B
FREE THROW MADE	None	Inventory A	Inventory B
FREE THROW MISS	None	Inventory A	Inventory B
SHOOTING FOUL	None	Inventory A	Inventory B
TEAM TIMEOUT	None	Inventory A	Inventory B
THREE POINT	None	Inventory A	Inventory B

In the example above when NBA is selected you can configure triggers such as Inventory A for “Dunk” and Inventory B for “team timeouts”.

Once complete, select “Create” and the configuration is finished.

+ Create
Cancel