Synamedia Iris

Advertising. Driven by Insight.

Content

Market Landscape & Challenges
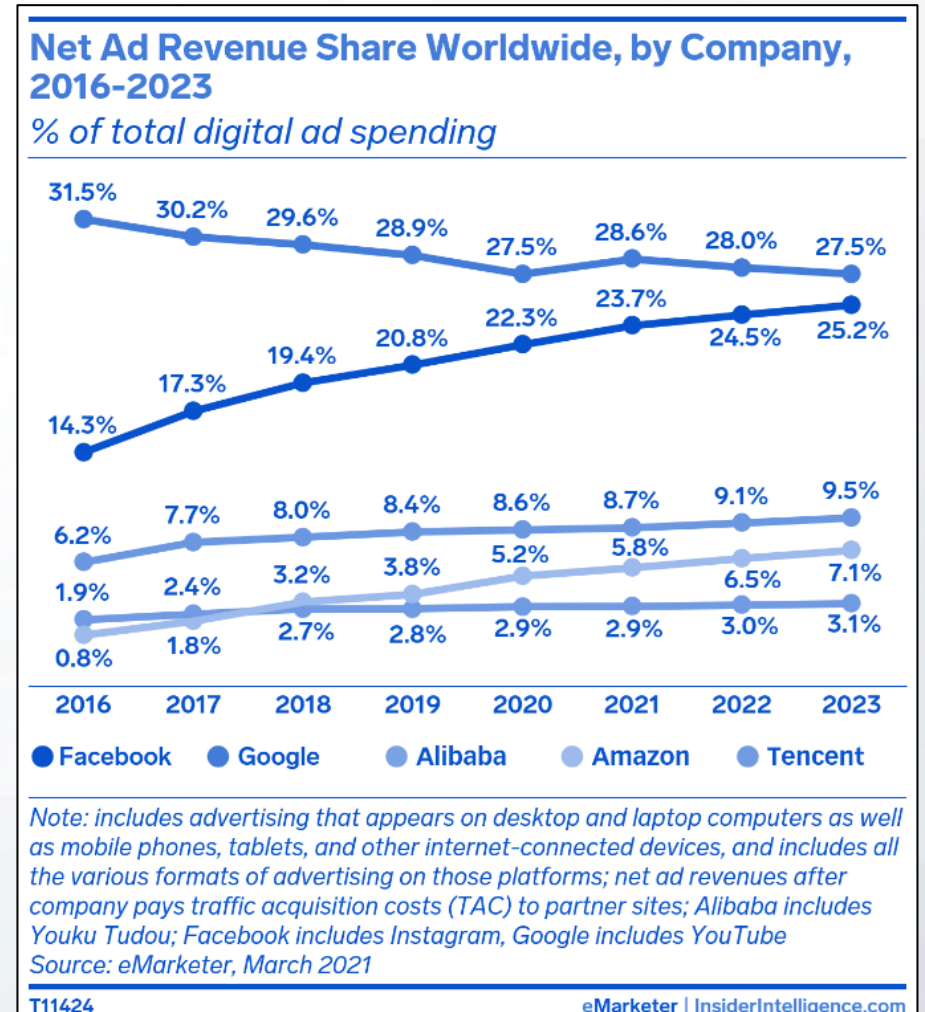
Linear TV Advertising is stagnant in most markets

- The traditional TV advertising market is flattening

- Video consumption migrating online and to FAST

- Linear is slowly eroded by inflation with modest to flat budget increases

- There is a push for brand advertisers to move online

- Opportunity to use existing linear inventory more effectively

- Most campaigns are now mixed linear and digital and multi-platform

Linear TV Advertising Revenue ($M USD)

Legend:
- North America
- Asia Pacific
- Europe
- Latin America
- Middle East & Africa

Years: 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027

Source: Omdia

Digital Platforms are Diverting Ad Spend from TV

- Google and Facebook own 49% of the total Ad market via digital platforms

- Most markets are struggling to advance broadcast ad revenues as marketeers divert more money into digital platforms where they can find highly targeted audiences

- Brands and Agencies are looking for digital led buys coupled with data and targeting

- The ability to execute cross platforms and deliver on KPI's and metrics as opposed to ratings is changing the TV landscape

- Convergence is happening and single measurement metric will come

Net Ad Revenue Share Worldwide, by Company, 2016-2023
% of total digital ad spending

	2016	2017	2018	2019	2020	2021	2022	2023
Facebook	31.5%	30.2%	29.6%	28.9%	27.5%	28.6%	28.0%	27.5%
Google	14.3%	17.3%	19.4%	20.8%	22.3%	23.7%	24.5%	25.2%
Alibaba	6.2%	7.7%	8.0%	8.4%	8.6%	8.7%	9.1%	9.5%
Amazon	1.9%	2.4%	3.2%	3.8%	5.2%	5.8%	6.5%	7.1%
Tencent	0.8%	1.8%	2.7%	2.8%	2.9%	2.9%	3.0%	3.1%

● Facebook   ● Google   ● Alibaba   ● Amazon   ● Tencent

Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after company pays traffic acquisition costs (TAC) to partner sites; Alibaba includes Youku Tudou; Facebook includes Instagram, Google includes YouTube
Source: eMarketer, March 2021

T11424   eMarketer | InsiderIntelligence.com

However, TV isn't dead...

It's evolving to "Total TV"

Why Addressable?

20%
More Active
Attention

10%
Higher
Ad Recall

Addressable TV Advertising:

- Elicits a greater emotional connection
- Boosts a viewer's sense of reward
- Triggers longer-term memory

Source : Finecast

Addressable TV Advertising is a Huge Opportunity

CTV is growing much faster than linear because it reflects the intersection of **data-driven targeting** and **digital measurement** with **premium content** and **engaged viewing**

Global Addressable Revenues by Category
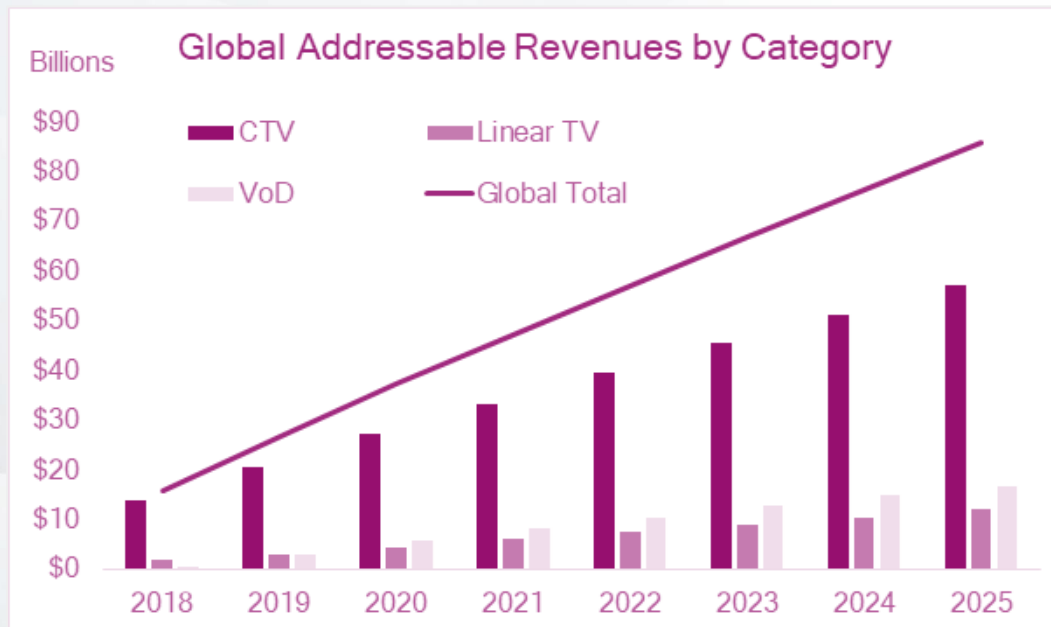
Source : ReThink TV

Advantages of TV advertising

It enables digital led targeting via **brand safe** multi-screen inventory

Content Providers are sitting on **data assets** that have yet to be truly capitalised on

Users in the digital world are moving to opt out whereas users in video are already **opted in**

Where is the Money?

How addressable generates new revenue opportunities

New Demand	New Demand	New Inventory	Higher CPMs
Global Brands who are country restricted in ad placement	Local Brands who want to target specific markets or regions	Replace non-revenue generating promos or target long tail content that doesn't cannibalize linear	Advertisers pay more to reach hard-to-find segments
Geo Targeting	Geo Targeting	Spot Replacement	Audience Targeting

All Roads Lead to Unification and "Total TV"

- Buys will be based on audience and won't specify a "platform"
- Singular campaign booking, monitoring and operations will reduce complexity and cost to deliver

Ad Sales and Operations

- Different models for measurement will converge across Linear and Digital
- Performance will be based on eyeballs achieved or attention gained

Measurement
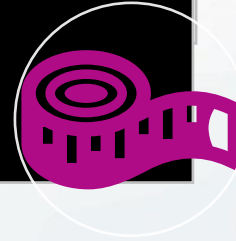
- Players who leverage and add targeting into linear while integrating digital will remain competitive against digital platforms
- Brand safety and quality of content remain the value drivers and differentiators

Scale and Growth

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Solution Overview

Best CTV Ad Tech 2025

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Reach highly targeted audience segments
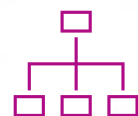
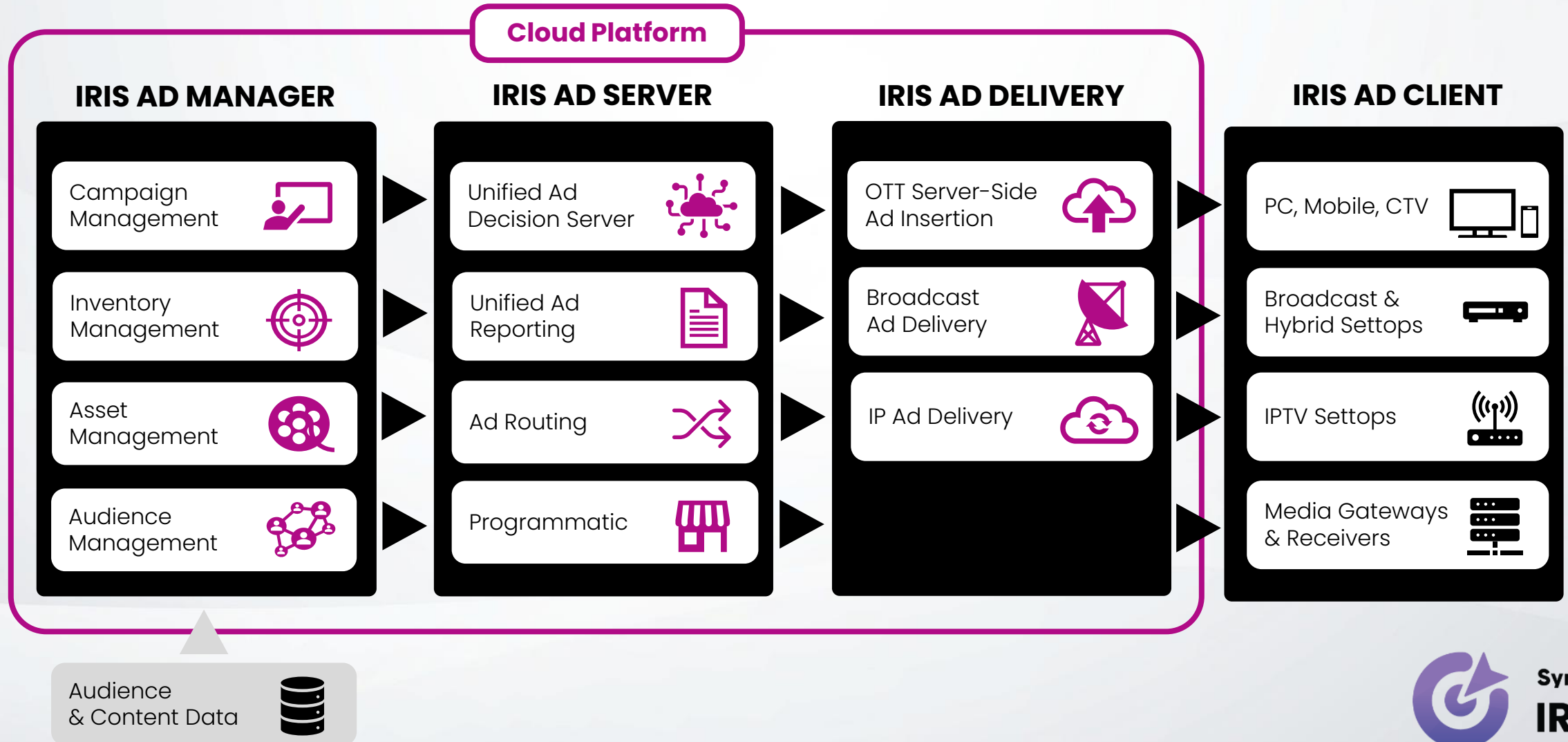Unify campaign management for all inventory, devices, and deal types
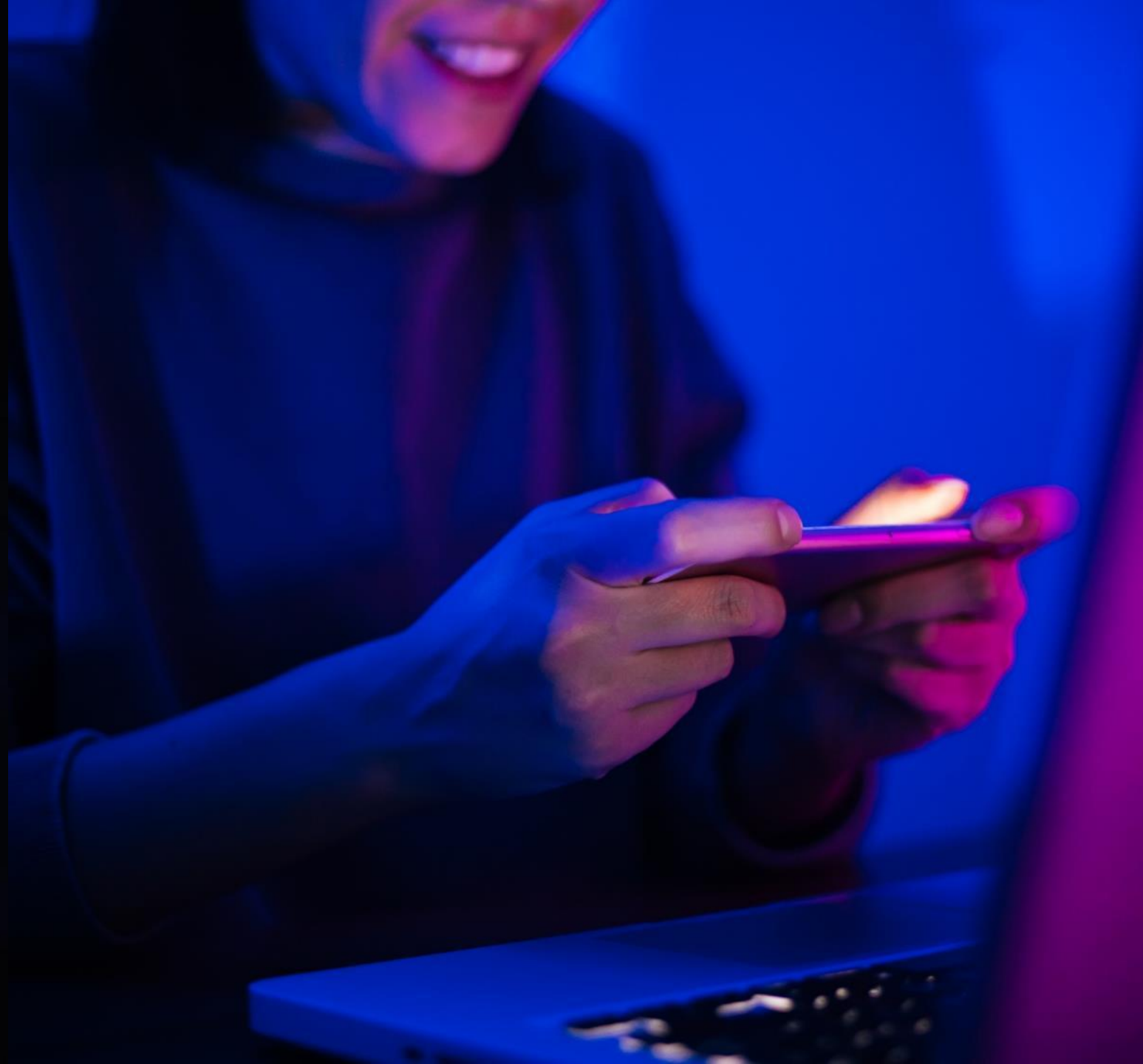
Measure campaign effectiveness to digital levels

Drive additional revenue through stronger ad yields and performance

Deliver targeted ads across all screens, services, and networks

Synamedia Iris Advertising Suite

Synamedia Iris Features and Capabilities

Synamedia Iris Ad Management Functionality

Campaign Management

A single UI to manage all your campaigns, targeting, and delivery parameters for unified execution

Inventory Management

Manage inventory across every ad opportunity on every service (broadcast, live OTT, VOD OTT)

Audience Management

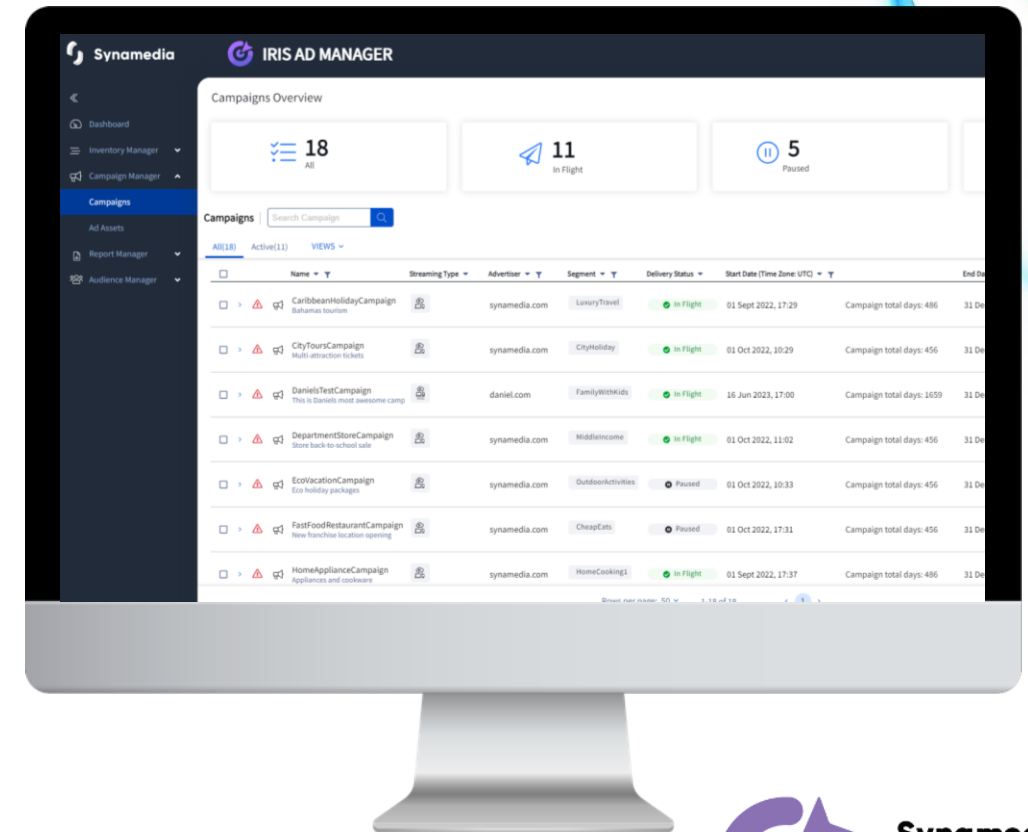Ingest data attributes and build segments for consistent identification and targeting

Ad Asset Management

Ingest and transcode creatives for multi-platform campaigns

Reporting Management

Generate reports for campaign optimisation and accounting

Expand Addressable Reach to More Devices

	UNCONNECTED	HYBRID	CONNECTED
DEVICE TYPE	One-Way Broadcast Device	Two-Way Hybrid Device	Streaming-Capable Device
AD DELIVERY & INSERTION	Broadcast Download	Broadcast or IP Download	Server-Side Ad Insertion
MEASUREMENT	Panel-based	Panel-based or Real-time	Real-time

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Iris Server-Side Ad Insertion

Streaming Ad Replacement and Insertion

Scalable and Robust Cloud Solution
Scale live and on-demand streaming ad delivery to cover a wide-range of devices with high availability and performance

Seamless Playback with No Buffering
Replace or insert spot ads on HLS and DASH seamlessly, even on low-latency, with no client buffering or black screens

Dynamic Ad Routing and Live Program Substitution
Route demand for shared inventory between multiple ad servers and support live program substitution for blackouts and emergency alerts
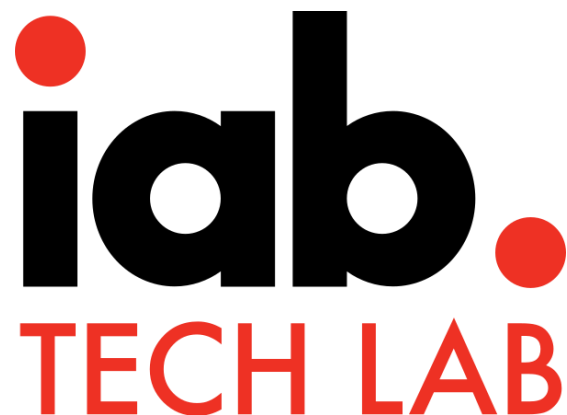
Easy to Deploy and Lower Cost to Operate
Deploy and launch in a few weeks with minimal ad server, CDN, or player integration effort, only paying for the resources you use

Iris Ad Client

Standards-based signaling and measurement

Lightweight, easy-to-integrate client library that conforms with Open Measurement standards

Works with any VAST-compatible video player or application

Supports Android mobile, Android TV, iOS, and HTML/JS based applications

Unlock New Revenue by Enabling Targeting

Synamedia Iris Ad Routing and Server-Side Ad Insertion

- Help your demand partners improve monetization through targeting relevant audiences

- Deliver across all streaming-capable devices with cloud scale and speed with no latency or buffering

- Add value with transparent and aggregated reporting

- Leverage data to improve targeting
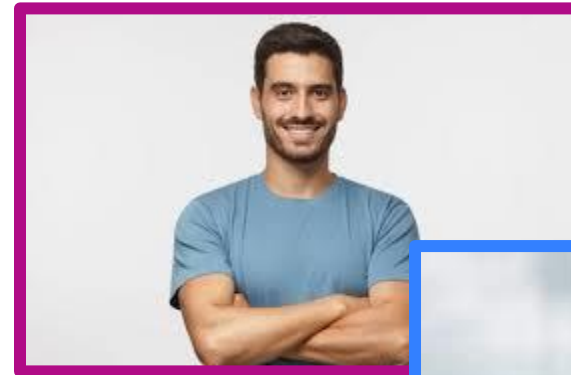
Iris Ad Router

Route Demand Flexibly and Dynamically

Single or Multiple Demand Sources
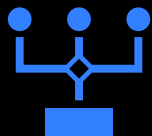
Integrate with one or more Ad Servers using their APIs for ad requests and placement

Dynamic Rules-based Routing

Configure business rules to route ads based on share and type of inventory

Support 3rd Party Tags & Macros

Deliver targeting information and measurement data

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Sales Methodologies

Selling Methods, Inventory, & Demand

Factors to evaluate when launching an advertising business:
- How we will sell our inventory?
- Who we will sell it to and in what format?
- How should we classify our inventory between "Premium", "Mid", and "Long Tail"?
- What planning needs to be put in place to connect Demand?
- What organizational, technical and contractual changes need to take place to support Ad Sales?

Direct Sales
Sales team directly sells campaigns and ads to Agencies and Brands

- Typically attached to "Premium Inventory"
- Sales team lead with technical execution after deal competition

Programmatic Sales
Automated trading of Digital Inventory via marketplaces and technical integrations

- Automated trading via SSP directly integrated into IRIS
- Using RTB for trading via Private Marketplace / Deal ID

Addressable Segments and Campaign Examples

LOCATION & DEVICE
- Country, region, city
- Postal code
- Device type, brand, model
- OS, Browser

BEHAVIOUR
- Service – Live, VoD, TSTV
- Time of Day
- Day of the Week

DEMOGRAPHICS
- Age
- Gender
- Income
- Household Type

CONTEXTUAL
- Channel
- Programme genre
- Parental ratings
- Keywords

HIGHLAND GOLF LINKS SCOTLAND

CAMPAIGN OBJECTIVE
Target out of region, high affluence males with Sky Sport subscription in areas with access to flights to Inverness airport

RESULTS
- +225% increase in page views
- 184% increase in new website users
- +31% new website users persisted

McDonald's

CAMPAIGN OBJECTIVE
Promote the launch of a new Signature Menu at selected branches, targeting nearby households within a specific age-group.

RESULTS
- +15% lift in awareness of the new menu
- Increase in positivity and trust towards the McDonald's brand
- Improvement in spontaneous recall

Southampton FC

CAMPAIGN OBJECTIVE
Create awareness for Saints retail products during Christmas shopping season. Improve ROI by targeting new customers by location and age range.

RESULTS
- 1,182 unique household purchases
- 674% ROI on targeted ad campaign
- 53% new customer acquisition

Supported Deal Types in Synamedia Iris

Mechanism	Market	Buying Model	Also Known As	Seller : Buyer Inventory	Transaction Type
Programmatic — RTB	Private	Private Marketplace (PMP)	Private Auction Closed Auction Invite-Only Auction	One : Some Unreserved	Rev Share + Price Floor
		Preferred Deals	Private Access Unreserved Fixed Rate First Right of Refusal	One : One Unreserved	Fixed Rate
Programmatic Direct		Programmatic Guaranteed	Programmatic Reserved	One: One Reserved	Fixed Rate
Direct		Insertion Order	Direct Sold	One: One Reserved	Fixed Rate

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Synamedia Iris: DSPs Supported

Over 50 Top Demand Sources

theTradeDesk xandr Display & Video 360 MOLOCO CRITEO AMOBEE

BEESWAX amazon Adobe SAMSUNG Ads adgear Basis BY CENTRO ROKU

- advanced store
- Zebestof
- InMarket
- Cognitiv
- RTBiQ
- AcuityAds
- Digital East
- Simpli.fi

- Adot
- Adform
- Hawk by Tabmo
- Pelmorex
- Zemanta
- Demandbase
- RTB House
- Taboola

- PowerLinks
- Bidtellect
- Emerse
- StackAdapt
- eyeReturn
- NativeAds
- Zeta
- Adelphic by Viant

- mediasmart
- Knorex XPO
- Quantcast
- Adloop
- Vizury
- Remerge
- **and more!**

Synamedia IRIS

Why is Iris Programmatic right for you?

- Preserve the value of your inventory while maximizing revenue potential

- Reach more devices and audiences with targeted ads

- Streamline your advertising operations with unified reporting and campaign management

Manage Direct-sold and Programmatic Campaigns

Configure Brand and Clash Management

Get Access to 50+ Demand Partners

Support Programmatic Guaranteed and PMP Deals

Leverage Audience & Contextual Data

Enable Programmatic for STB, OTT, and CTV Apps

Deliver ads over streaming or IP networks

Generate Comprehensive Reports and Forecasts

Transcode Creatives Just-in-Time in the Cloud

Synamedia Iris Features

Synamedia Iris is an addressable advertising platform that unifies broadcast and digital on all devices, services, and campaign types. A cloud-powered SaaS offer, Synamedia Iris is modular and flexible, with standard APIs that allow it to integrate with any application, player, CDN, or other ad servers.

Devices Supported
Android and iOS mobile
Connected TV
Web browser
Android TV settop (CSAI)
Linux OS settop (CSAI)
Media Edge Gateway

Asset Management
HLS, DASH, and TS format support
Just-in-time transcoding
Slates
Creative rotation (even, weighted)

Delivery Options
IP or broadcast ad delivery
Server-Side Ad Insertion (SSAI)
Client-Side Ad Insertion (CSAI)
Frequency capping and spacing
Weighted campaign pacing
(even, ASAP, front/back loaded)

Campaign Types
Direct-sold or programmatic
Private or preferred auctions
Programmatic guaranteed

Targeting Options
Audience segments
Device type
Device manufacturer, model
Browser, OS version
Geo Targeting
Contextual: Metadata, User Pref.
Dayparts
Priority tier and level

Inventory Management
Channels and lineups
Brand and clash management
Sites and apps
Ad routing
Category and domain blocking

Ad Replacement & Insertion
Linear Broadcast/Multicast (CSAI)
Linear OTT (SSAI)
VOD, TSTV, CDVR OTT (SSAI)
VAST, VMAP protocols
SCTE-35 signaling
Pre, mid and post-rolls
Ad pod templates
Support for Spot and Break

Reporting
Real-time measurement (connected)
Panel integration (unconnected)
Open Measurement / External Trackers
Campaign and inventory forecasting
Reach reporting (unique viewers)

Other
Multi-currency support
3rd party VAST tags, URL, and macro support
GDPR (TCF2.2) compliant
Live program substitution

Synamedia Iris in Action: Customer Case Studies

How Sky AdSmart Became the Benchmark in Addressable Advertising

Business Objective

- Leverage partnership to jointly develop a first-in-kind targeted advertising solution using existing delivery infrastructure and devices

Solution

- Synamedia-powered Broadcast Ad Delivery and Ad Decisioning on PVR settops

Outcome

- Launched in 2012, it now reaches over 30 million subscribers, targeting over 4000 different audience segments
- Of the 1000+ companies purchasing AdSmart campaigns, 75% were new advertisers
- AdSmart now represents 51% of all addressable TV revenue in Europe

How Sky used Iris to extend AdSmart for Sky Glass OTT Devices

Business Objective

- Extend AdSmart capabilities to streaming on next-generation Sky Glass OTT devices

Solution

- Synamedia Iris Ad Decision Server

Outcome

- Integrated ad stack for all addressable devices, including broadcast and streaming
- Single decision point for audience and segments wherever they appear
- Designed for large scale decisioning for 8M subscribers

How Astro Launched a Unified Addressable TV Advertising Solution in Malaysia

Business Objective

- Attract new brands with innovative ad propositions across broadcast TV that increase the customer base and revenue
- Build a new revenue stream by boosting performance and conversion rates with data-driven targeting & measurement

Solution

- Synamedia Iris end-to-end solution, including ADS, SSAI, Broadcast Delivery, Ad Manager, and Clients

Outcome

- Unified campaign management, execution, and measurement across broadcast & OTT
- Expanded addressability that incorporates a broad range of legacy broadcast set-tops
- Seamless and scalable ad insertion
- Improved customer engagement and viewing experience by delivering targeted ads that resonate with audiences

How Vodafone used Iris to deliver VOD Advertising to Streaming Devices

Business Objective

- Monetise ads on RTL Video-On-Demand content
- Deliver ads to subscribers using RDK and AndroidTV set-top boxes

Solution

- Iris Server Side Ad Insertion (SSAI) for OTT VOD service to streaming-capable set-tops

Outcome

- Seamlessly inserts ads for streaming clients as pre-, mid-, and post-roll advertisements in VOD
- Leverages a cloud-based, scalable architecture that delivers a seamless viewing experience
- Supports multiple bitrates, formats, and resolutions
- Creates new ad inventory which can be monetised by selling to local and regional advertisers

How OSN enabled advanced CTV advertising on broadcast settops
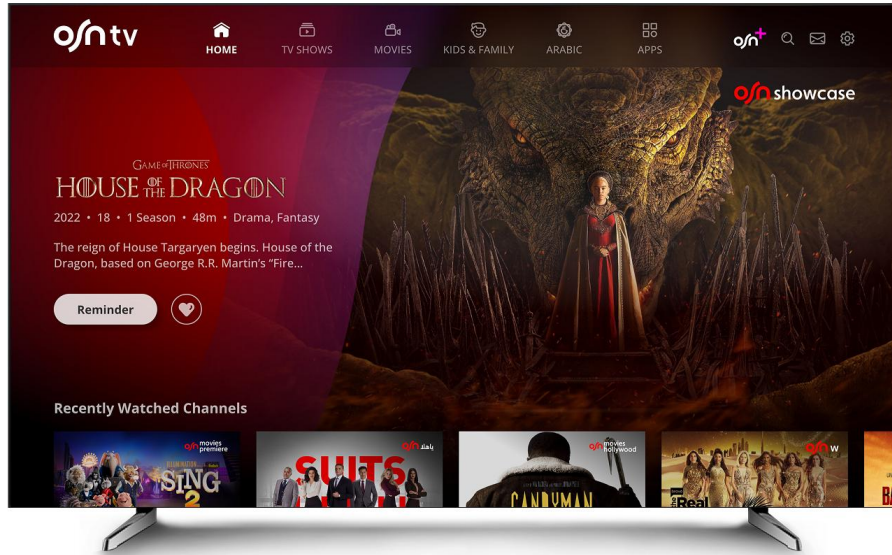
Business Objective

- Bring advanced CTV advertising to IP-connected broadcast settops to increase their inventory supply, raise CPMs, and reduce ad waste

Solution

- Synamedia Iris IP Ad Routing, IP Ad Delivery, and Broadcast Client SDK

Outcome

- Enabled targeted ads to be delivered and stored on limited resource settops with no impact on performance or stability
- Integrated modular cloud services into their existing CTV ecosystem using Magnite SpringServe, giving them full digital and programmatic capability on all screens

How AYOZAT manages their campaigns to unlock new monetisation opportunities

Business Objective

- Provide campaign management, decisioning, and reporting for their live and on-demand OTT service and deliver data-driven targeted ads

Solution

- Synamedia Iris Ad Decision Server and Synamedia Iris Ad Manager

Outcome

- Integrated with their deep-tech product to enable joint solutions using their existing workflows and applications
- Standards-based cloud architecture led to less integration effort and quicker time-to-market
- Improved campaign delivery, reporting, and inventory management

Summary

Why Synamedia Iris is Uniquely Positioned

Execute Cross Platform
Lower the cost of execution while hitting campaigns based on KPI's

Add Value to Legacy Hardware
Converge your targeted platforms across new and legacy devices without stranding investment

A New Agnostic Partner
Synamedia is agnostic and open to working with new partners without conflict of interest

Capitalise on Data Assets
Leverage data from operator platforms, billing, and panels to deliver relevant ads to target audiences

Bringing a New Revenue Stream
Addressable TV is proven to generate higher value for inventory and opens new markets for advertisers

Develop New TV Ad Propositions
Sell direct or work with content partners to deliver new and valuable offers to advertisers

Synamedia
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Synamedia

About   Products   Resources

Let's talk

Home › Iris

Synamedia Iris

Synamedia Iris unifies your addressable advertising business across both broadcast and streaming, increasing the value of your business.

Free trial

Connect a Bigger Audience

Manage your advertising campaigns across all services and screens in a unified solution
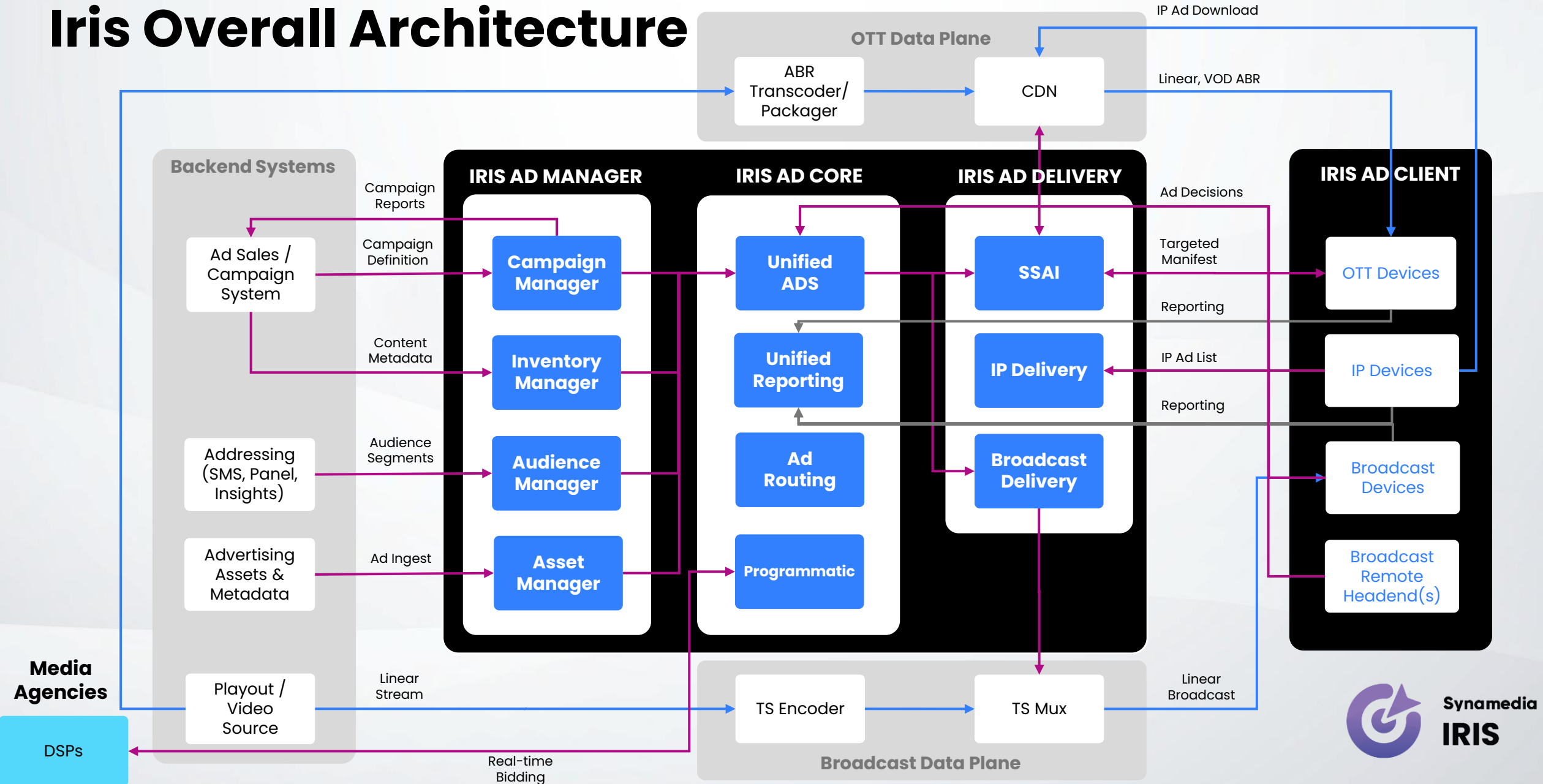
Target audience segments based on data-driven insights

Capture more value for your inventory and attract new advertisers

Synamedia
Connect a bigger audience

Iris Overall Architecture

Iris Ad Routing Architecture