

Synamedia Iris

Advertising. Driven by Insight.

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Solutions Engineering

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Solution Overview



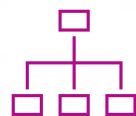
Best CTV Ad Tech 2024



Synamedia
IRIS



Reach highly targeted audience segments



Unify campaign management for all inventory, devices, and deal types



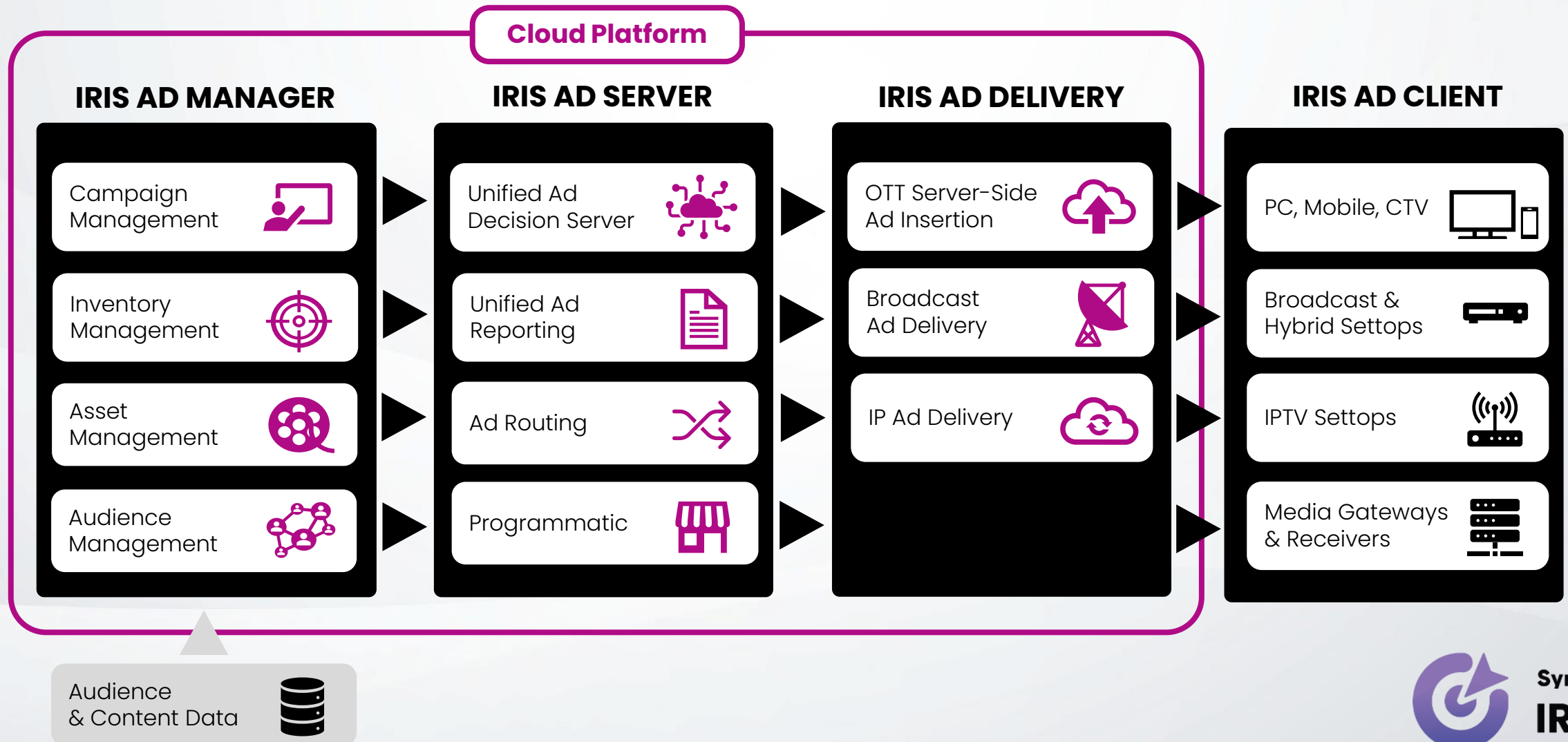
Measure campaign effectiveness to digital levels

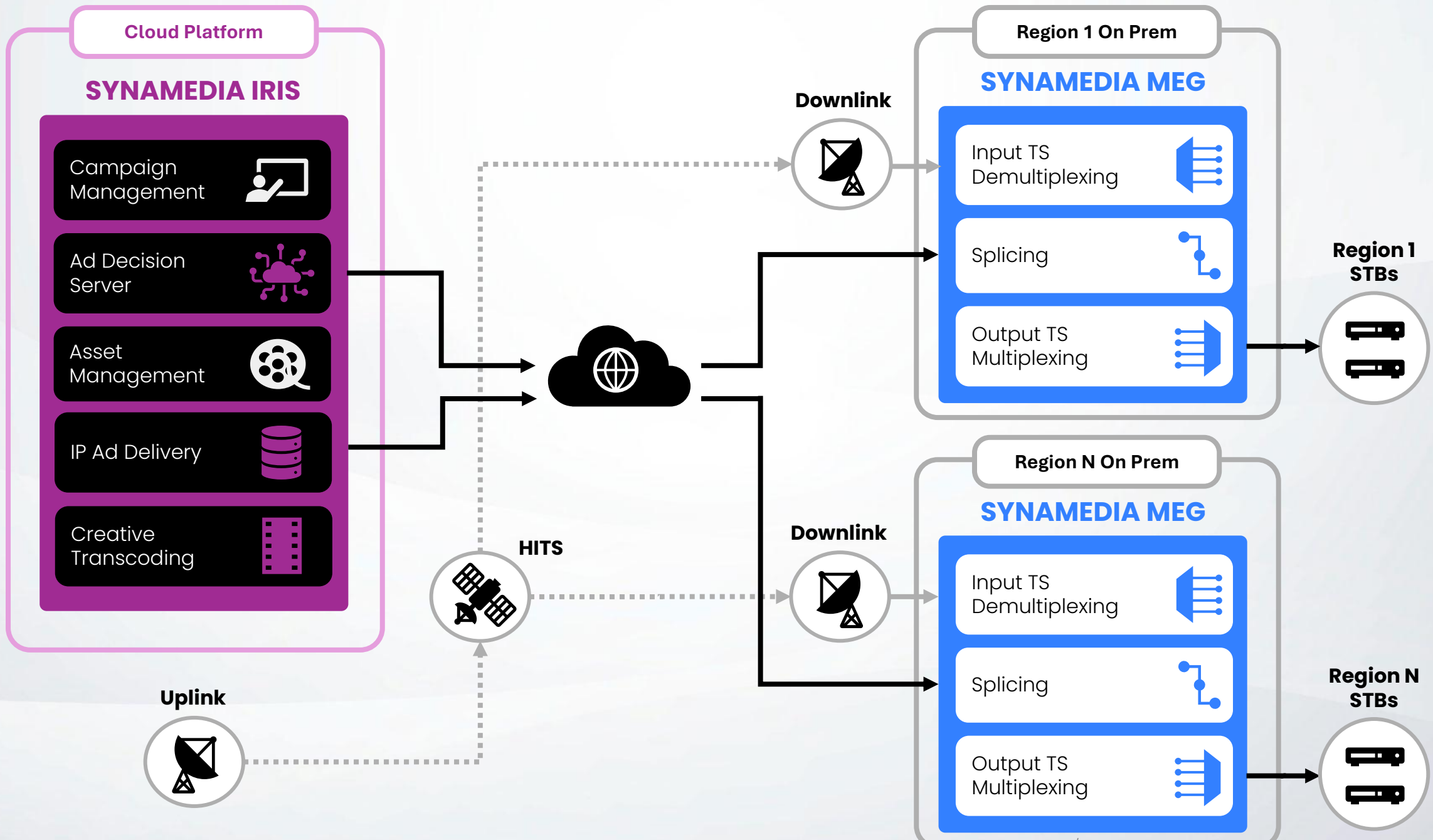


Drive additional revenue through stronger ad yields and performance

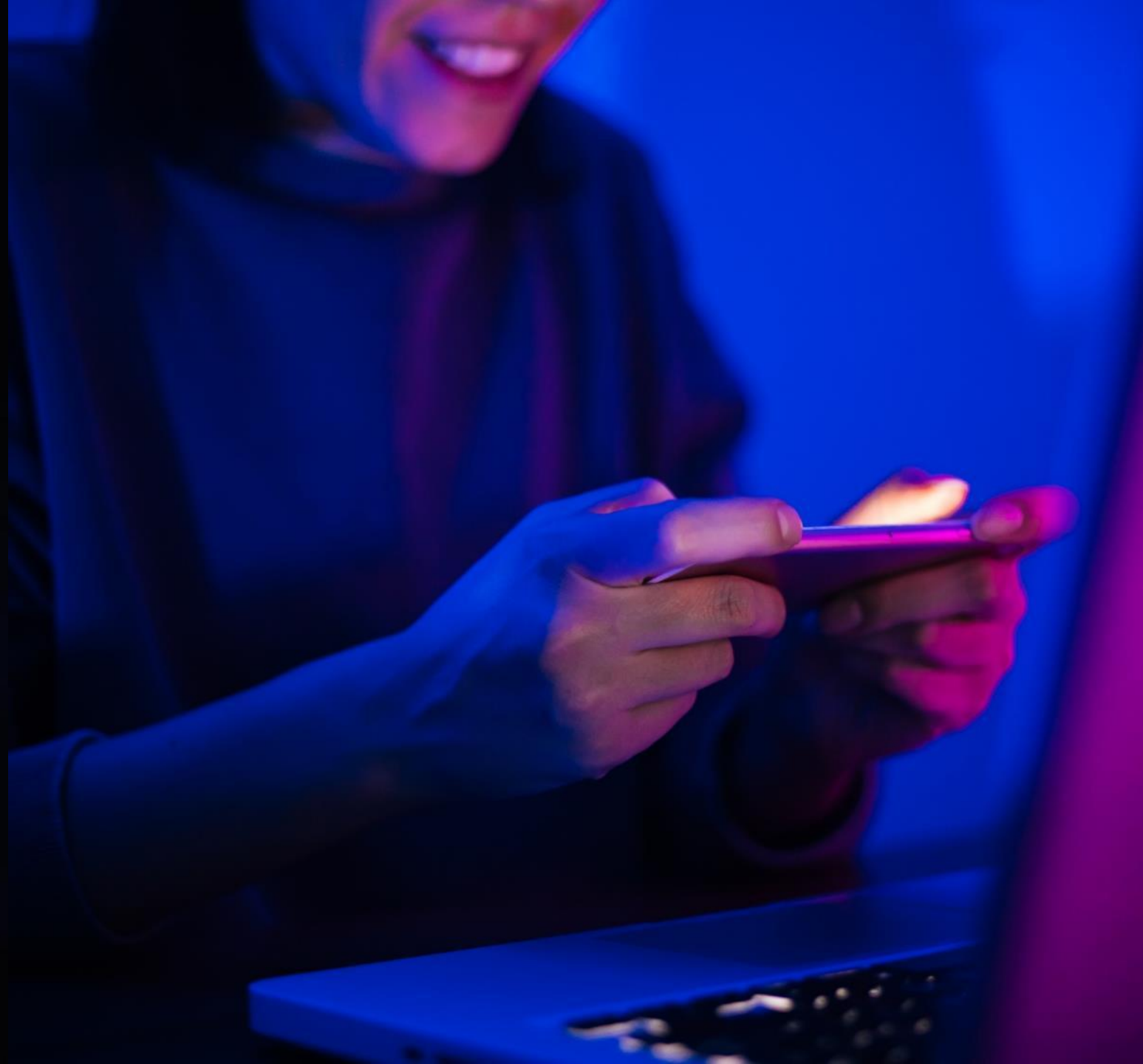
Deliver targeted ads across all screens, services, and networks

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



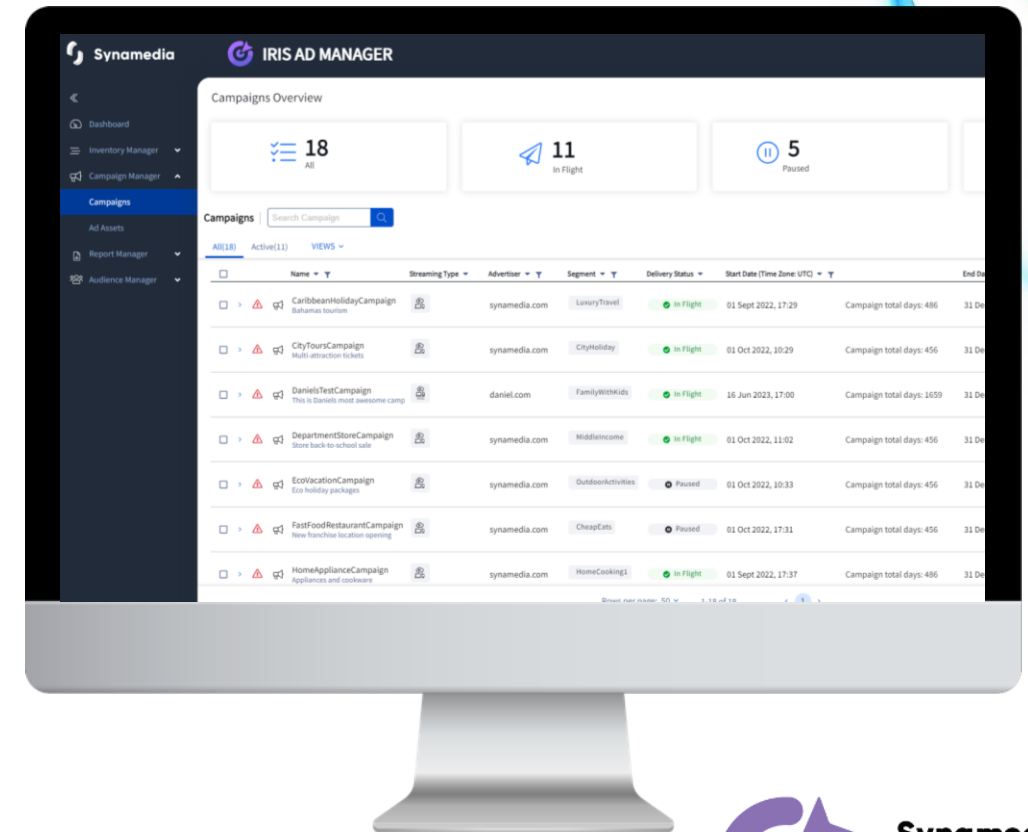
Ad Asset Management

Ingest and transcode creatives for multi-platform campaigns



Reporting Management

Generate reports for campaign optimisation and accounting



Synamedia
IRIS

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

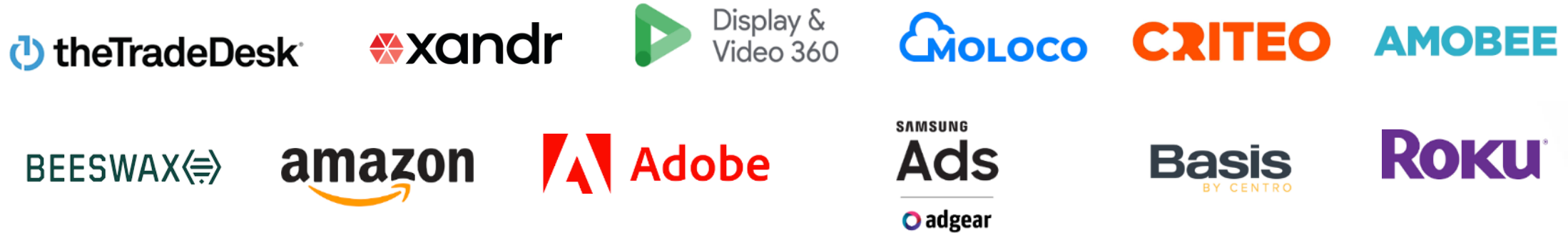


Easy to Deploy and Lower Cost to Operate

Deploy and launch in a few weeks with minimal ad server, CDN, or player integration effort, only paying for the resources you use

Synamedia Iris: DSPs Supported

Over 50 Top Demand Sources



- 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!**



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)



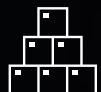
Campaign Types

- 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

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

[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

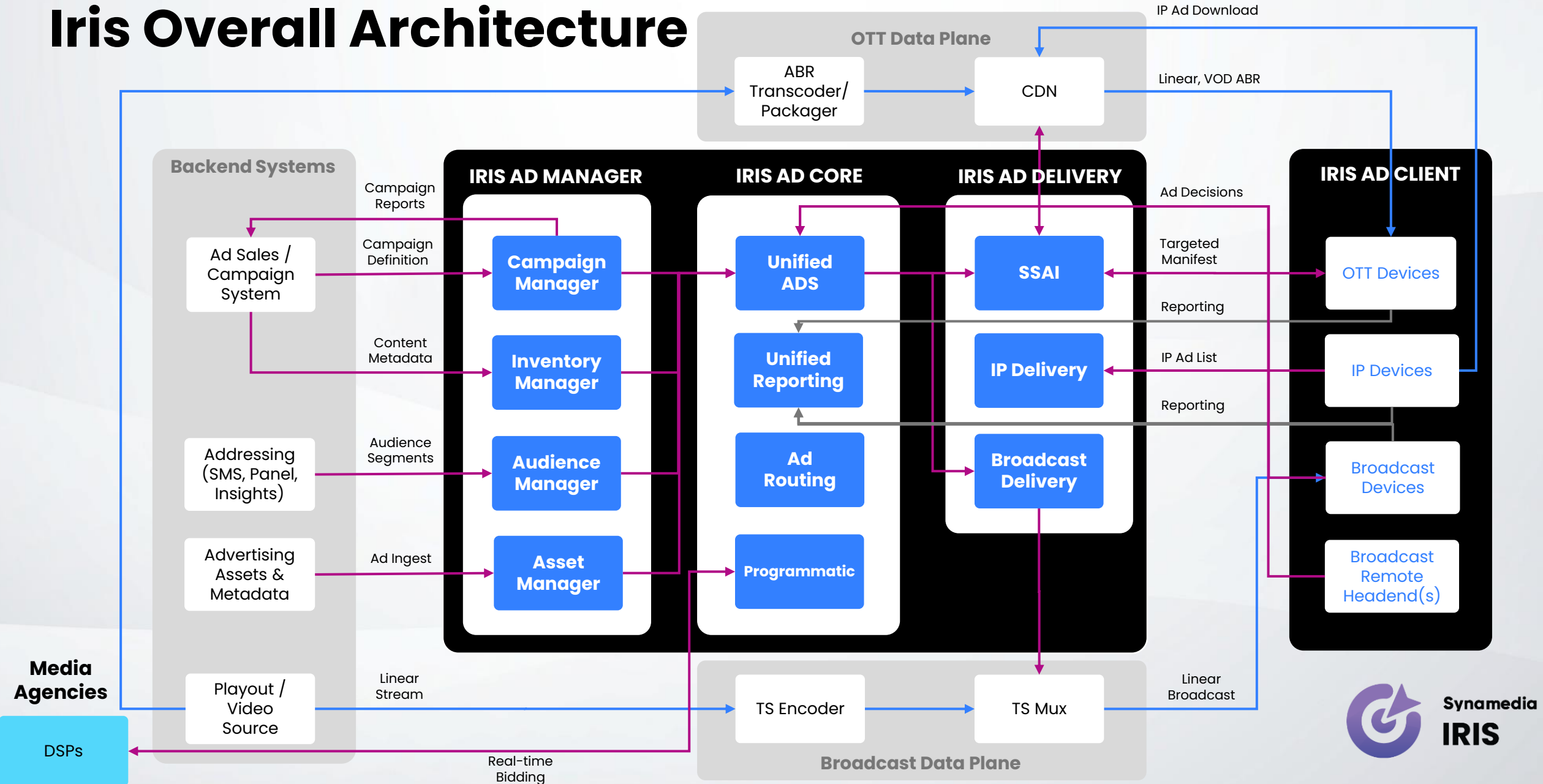
Target audience segments based on data-driven insights

Capture more value for your inventory and attract new advertisers



Synamedia
Connect a bigger audience

Iris Overall Architecture



Iris Ad Routing Architecture

