



THU DO
Multimedia



SSAI SERVER SIDE ADS INSERT

Sigma Solution by Thu Do Multimedia

Server-Side Ad Insertion

SSAI is a server-side technology that inserts ads into the video stream during streaming.

How SSAI works?

- SSAI uses SCTE35 markers in a broadcast feed that indicate the start and end of commercial breaks to stitch personalised ads into a live OTT stream.
- This is achieved by sending an ads request to an ad server and then manipulating the manifest to stitch the ads into the stream on the server.
- The ads video is delivered to the device in a seamless, like Linear Channel experience. Because the ad is stitched directly into the stream, SSAI ensures the ads can be played on the client's device.

FEATURES



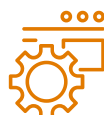
Supports both HLS and Dash standards



Supports SCTE-35 marking and VAST.



Supports mid roll ads



Integration Transcode video



contact us



www.sigma.video



sales@gviet.vn



10th floor, No. 48 Le Van Luong, New Urban Area N1, Nhan Chinh Ward, Thanh Xuan District, Hanoi City.

ADVANTAGE

Viewing experience

Better viewing experience (similar to broadcast experience) as ads are inserted into the stream

No SDK

No SDK integration into multiple players and platforms

By pass Ads Block

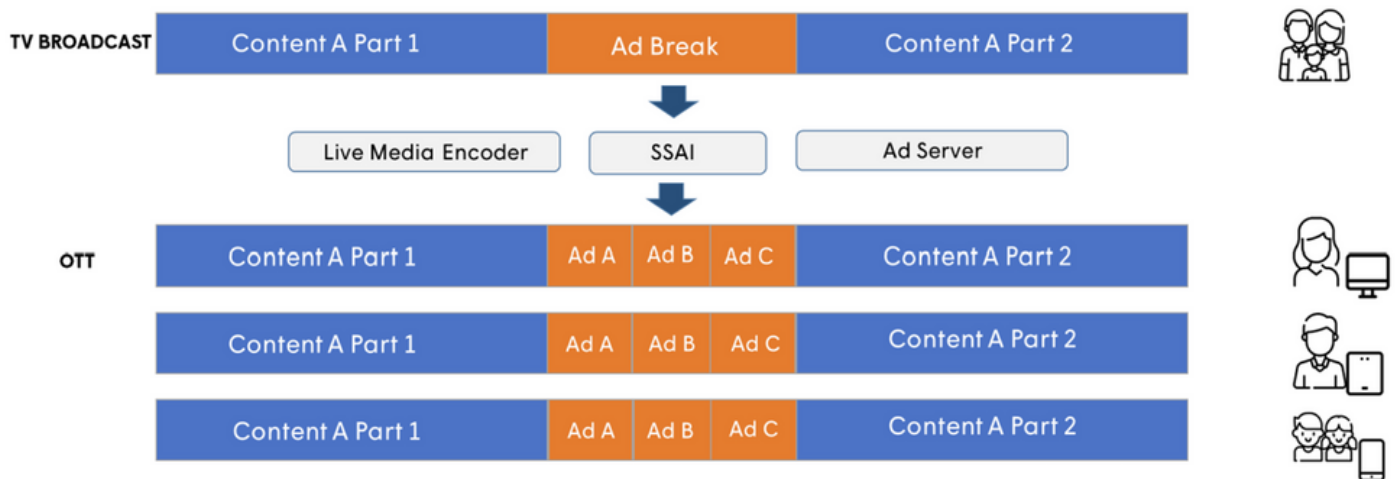
Adblock can't detect Ads from SSAI

Protection

Higher levels of protection against ad fraud

New revenue

Increase inventory and generate higher ad revenues



RESULT OF ADS INSERTION

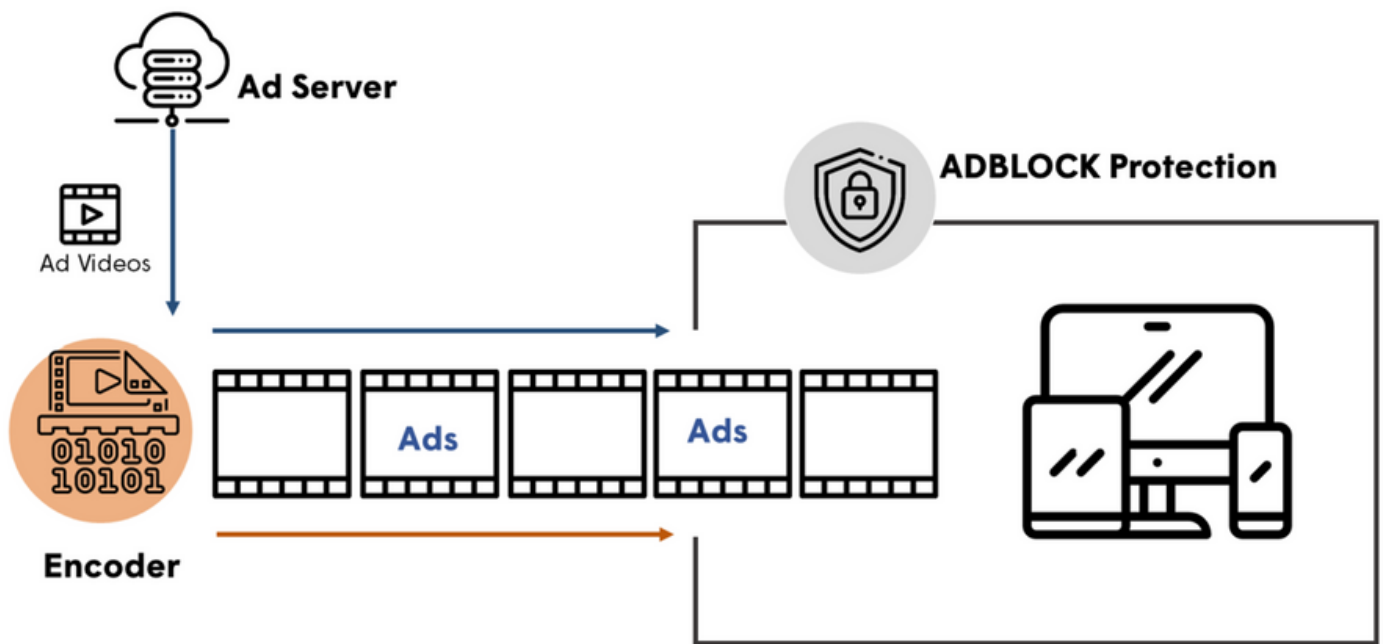
90%

Ads insertion rate

98%

Ads viewing completion

BYPASS ADS BLOCK WITH SERVER-SIDE AD INSERTION



The ad insertion signal SCTE 35 is packaged in the broadcast stream.

01



Video ads got from SSP are transcoded, and seamlessly packaged into the stream to create a complete linear program.

02



"Ads Block" cannot detect any changes from channel content, because SSAI does not affect the client's player.

03



OPTIMIZE REVENUE WITH OTT BUSINESS

Integrated and compatible



Sigma Streaming Platform highly supports integration with OTT platforms: Mobile Application, TV application, Website.



Control the number of successful ad insertions clear and transparent: Quota, Usage, Billing.



The system is deployed according to the multi tenancy or K8S Cloud-Native model, Decentralized according to the RBAC model

User case



Linear Channel

SSAI identifies and inserts ads from Linear Channel. Support for Linear channels with built-in SCTE 35 signals, or the system will help insert these signals via EPG, API or AI detect advertising program



FAST channel

Supports set SCTE 35 into FAST Channel and deploy SSAI.



Livestream

Support insert SCTE35 signal and get SSAI advertisement at desired time in Livestreaming content.



contact us



www.sigma.video



sales@gviet.vn



10th floor, No. 48 Le Van Luong, New Urban Area N1, Nhan Chinh Ward, Thanh Xuan District, Hanoi City.