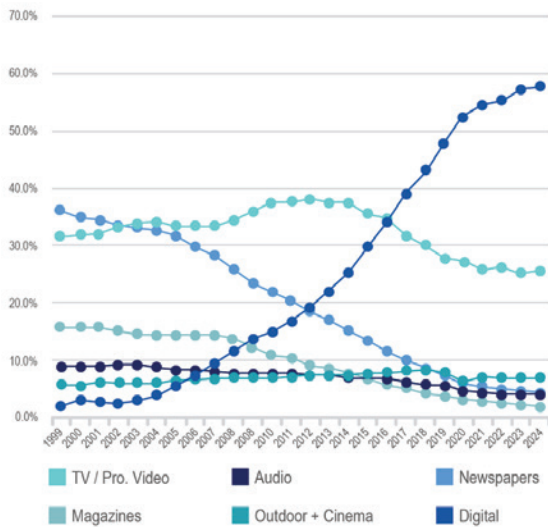# iWedia

Targeted Advertising

Ideal solution for new revenue streams

Our mission is to help our customers to differentiate and add value to their OTT services in an increasingly crowded digital TV market.

One of the biggest opportunities for operators currently is targeted advertising. Global advertising spend is set to surpass $650bn within the next year, with digital advertising accounting for 52% of the total. Demand for ad-funded video on demand (AVOD) is also growing, and the attractive data-led targeting capabilities of digital advertising offers high ad recall and high reach among young audiences. In 2021, digital video advertising was expected to attract 80.1 billion U.S. dollars in spending worldwide with the projected expenditure that would increase to 120 billion by 2024.


Legend:
- TV / Pro. Video
- Magazines
- Audio
- Outdoor + Cinema
- Newspapers
- Digital

Targeted advertising enables operators to distinguish themselves from competitors and to create lucrative new revenue streams.

Introducing iWedia's Ad Insertion Platform

Implementing a targeted advertising platform can be a highly complex technical undertaking, but iWedia's cloud-based Ad Insertion Platform vastly simplifies the process.

With the choice of client side ad insertion (CSAI) or server side ad insertion (SSAI), the solution seamlessly replaces ads in live, catch-up and archived linear TV broadcasts, using individual targeting profiles and WEB-advertising technologies including real time bidding and return-path data.

iWedia acts as an integrator at every level of the project implementation, speeding up time to market and lowering the cost of entry.
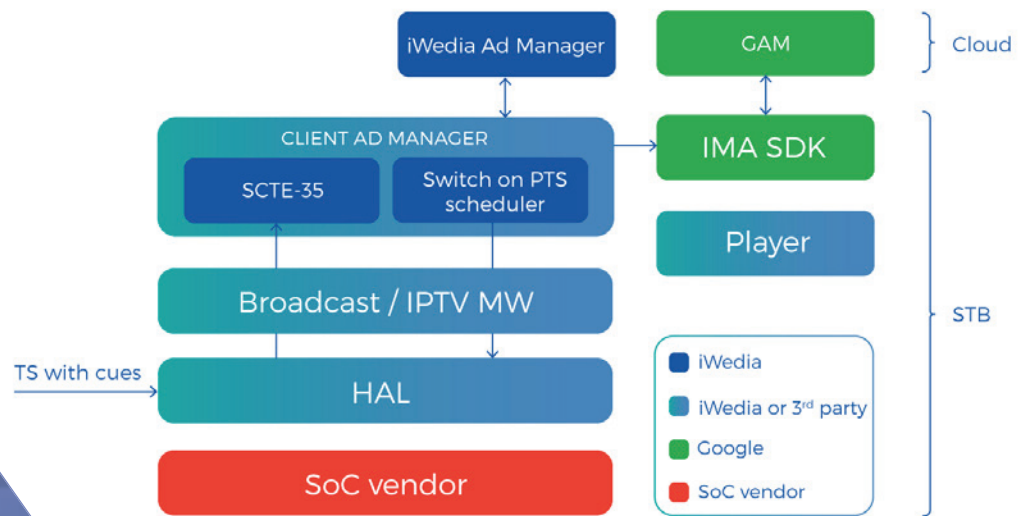
Buy, don't build

Building a bespoke ad insertion solution from scratch can be done; however, it is incredibly complex with multiple devices, formats, standards, suppliers and ecosystem partners to deal with, and is likely to take well over a year to develop and longer to get to market. iWedia's Ad Insertion Platform is available and ready to be tailored to each customer's unique needs.

Flexibility / Independence

iWedia's Ad Insertion Platform is pre-integrated to multiple ad platforms and has the ability to use multi-vendor environments to maximise inventory sales

It is the only solution on the market that that will work with hybrid set-top boxes (linear ad insertion), which must be implemented from the client side (CSAI)

It can be deployed on multiple OS and platforms, including ATV, AOSP, iOS, etc

Low barrier to entry

Deployment costs are low and potential benefits high, minimising the risks inherent with a new technology
iWedia offers a scalable business model to include maintenance in CPM after a certain threshold

Speed to market

Deploying the iWedia's Ad Insertion Platform can take as little as three months, depending on the complexity of the necessary integration
Third party involvement is minimised as iWedia provides simple APIs for integration
iWedia's expert system integration team will guide the entire end-to-end implementation

Market proven

The Ad Insertion Platform was a key element of a major iWedia installation for True Digital, a Tier-1 Thai telecommunications operator, facilitated by iWedia. The premium OTT experience of its TrueID universe included a cutting-edge Android 4K STB and multi-device UX. The Ad Insertion Platform was deployed for linear TV ad insertion in OTT and broadcast (pre-roll and mid-roll); the system manages variable ad block lengths and provides frame-exact switching between ads and live TV. The full project was completed within three months, and the launch met with major market success

Why iWedia Ad Insertion Platform?

iWedia has ten years of experience in providing world-class software solutions for connected TV devices. We have pioneered end-to-end solutions for STBs, OTT, IPTV and application frameworks in the pay-TV operator market. Our media solutions are deployed by major telecom operators, pay-TV operators and top tier automotive OEMs around the globe, a testament to our reliability and scalability as a partner in managing TV projects.

The iWedia Ad Insertion Platform is among the first systems available to provide operators with the flexible functionality they need to diversify their offerings and monetise their valuable advertising space; even the most complex scenarios can be enabled quickly and cost-effectively, thanks to iWedia's expertise.

Want to find out more?

For more information, contact an iWedia representative at info@iwedia.com and www.iwedia.com.