

Video streaming & OTT testing Client Case Studies

Ad Insertion Expertise



- **Client-side Ad Insertion**
- **Server-side Ad Insertion**
- Client-side Ad Insertion SDK using Google IMA SDK
- Player SDK to support server-side Ad based on the client-side data
- Dynamic Ad Insertion playback support at client side
- Dynamic Ad Insertion into the Live Segmenter workflow



Client:
Mediakind

Industry:
OTT

Technology Service:
Media Technology and
Service provider

Scope:

Development of Player SDK which will support server-side Ad based on the client-side data

Challenge:

1. Integration challenges with client analytics and render the ad data.
2. Implement Ad related events like AD-BREAK, AD-STARTED, AD-END , AD-COUNT.

Solution:

1. Developed a dynamic ad modules which will collect client data and render server-side ads.
2. Implement events based on the AD data.

Outcome:

Successfully developed an SDK which integrates seamlessly with Server Side Ads.



Scope:

Dynamic Ad Insertion playback support at client side

Challenge:

Caching technique of ads information w.r.t position of playback and duration.

Solution:

1. Seamless switching of the playback between Ads and actual content.
2. Calculating the knob position correctly to render the progress of the playback.
3. Tracking and sending the information of the playback in terms of quartiles to the tracking server

Outcome:

Seamless ad playback at post roll, mid roll and pre-roll.

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Video Player