

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:
i4Vu

Industry:
Digital Media Streaming

Technology Service:
OTT Client SDK

Scope:

Client-side Ad Insertion SDK using Google IMA SDK

Challenge:

Player Application controlled Dynamic Ad insertion in the playback sequence

Solution:

1. Vast Ad support for PreRoll, MidRoll, and PostRoll.
2. Support for Ad only companion player
3. Support for Ad Choices and Ad Skipping
4. Support for Ad Analytics

Outcome:

OTT Client SDK with ability to insert client-side Ads with Analytics



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.

Client:

Mediakind

Industry:

OTT

Technology Service:

Video Player



Client:
MobiTV

Industry:
Digital Media Streaming

Technology Service:
Video Streaming (PAAS model)

Scope:

Dynamic Ad Insertion into the Live Segmenter workflow

Challenge:

1. Personalized region or customer targeted Ads
2. Seamless integration of Ads into the target content

Solution:

1. Insert SCTE35 events into DASH and HLS manifest
2. Split segments exactly at Ad boundaries for seamless integration
3. Integrate with third party Ad insertion server

Outcome:

Successfully added the feature for SCTE35 events handling into the Live Segmenter and enabled integration with 3rd Party Ad insertion server.