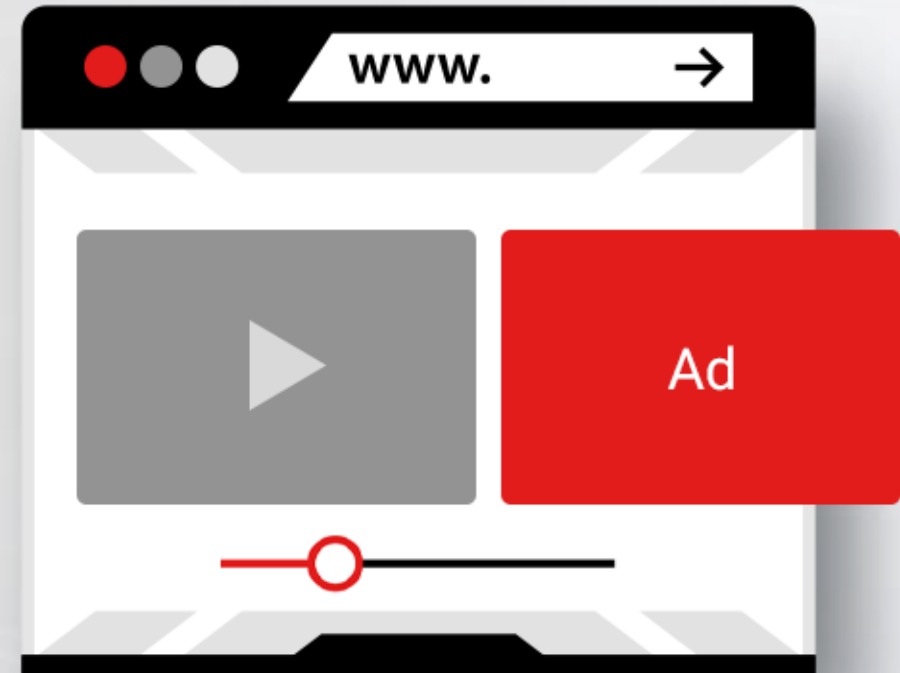


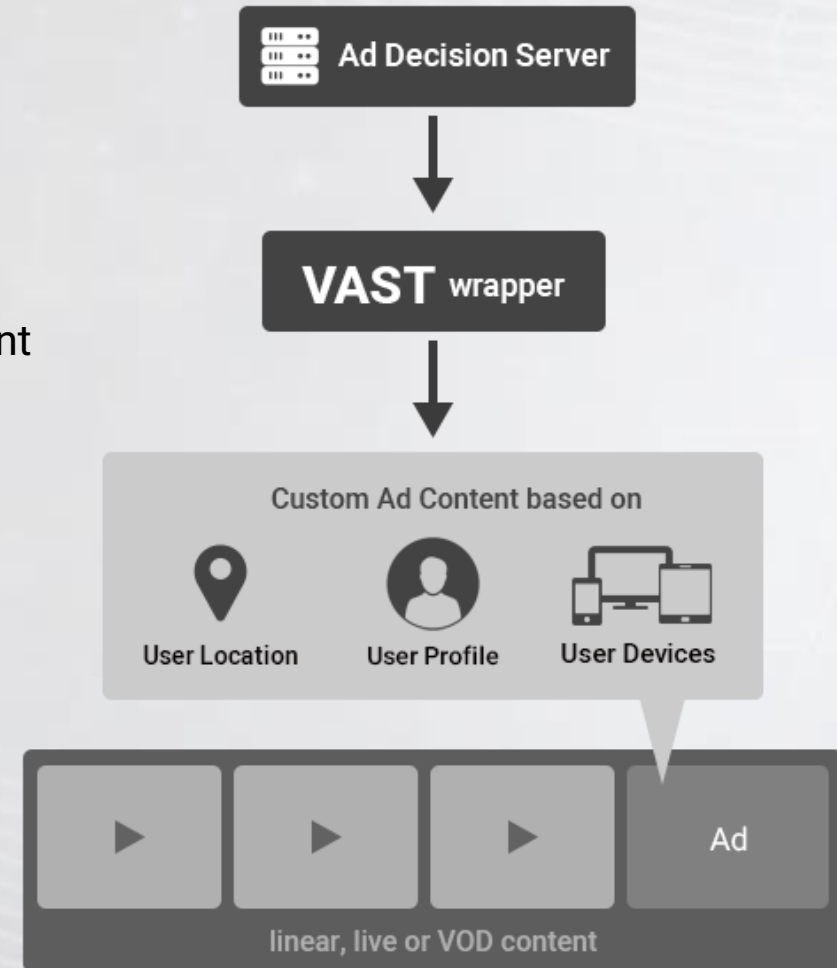
Monetizing Content Streaming

- › Individualized Ad experience
- › Location aware and localized Advertising
- › Replacing static Ads with dynamically selected Ads
- › Adapting Ads to devices
- › Critical to the growth of OTT



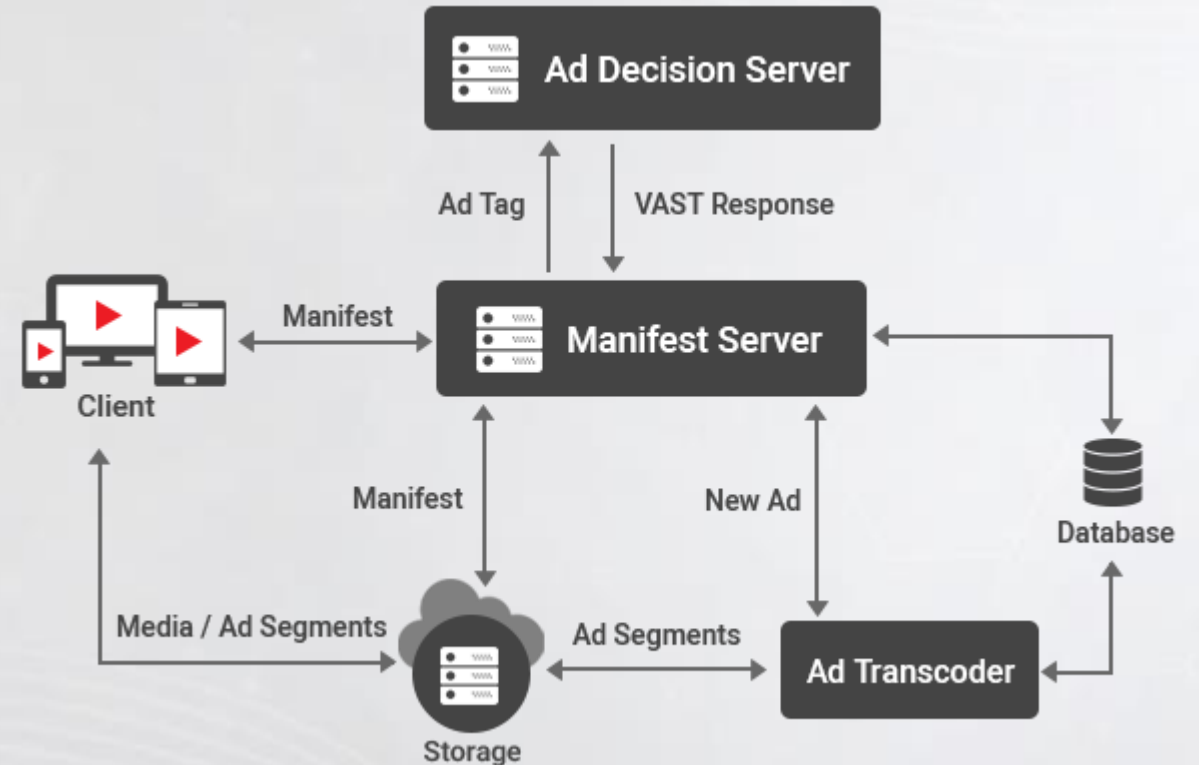
Dynamic Ad Insertion (DAI)

- › Insert Ads either at Streaming (Server) or Playback (Client) endpoint
- › Serve Ads into linear, live or VOD content
- › Manifest manipulation by stitching targeted Ads and content
- › Bypass Ad blockers and deliver personalized Ads
- › Based on VAST (Video Ad Serving Template) standard



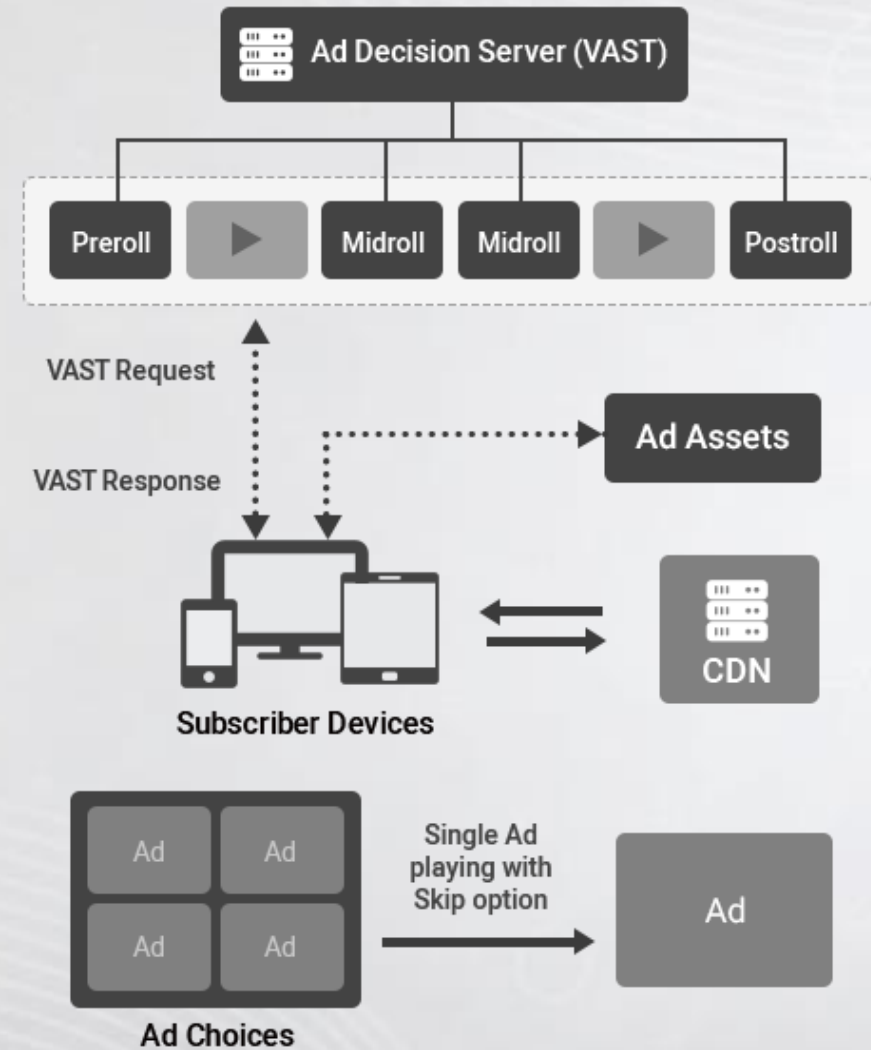
Server Side Ad Insertion

- › Handling of SCTE-35 markers in source content
- › Interfaces with VAST compliant Ad Decision Server with personalized data
- › Ad Assets are ingested, transcoded and conditioned to match content
- › Manifest manipulation to seamlessly insert Ads within the Ad markers
- › Beacons firing, Analytics and Telemetry data for tracking



Client Ad Insertion

- › Insert Ads in the client application based on VAST
- › Support Linear Ads - Preroll, Midroll and Postroll
- › Support Ad choices for user selection
- › Support for Skippable and Clickable Ads
- › Companion Ad as a static image or video
- › Can work with any Ad Decision and streaming server
- › Analytics to track Ad impressions



Rebaca Expertise

End to End SSAI implementation

- › SCTE-35 events handling for DASH and HLS
- › Manifest manipulation and Integration with Ad decision server
- › On-the-fly Ad ingestion, storage and streaming
- › Analytics and Telemetry

Client Side Ad Insertion

- › Based on VAST standard
- › Support Preroll, Midroll, Postroll, Ad choices and Companion Ads
- › Analytics for Ad impressions
- › Cross platform support



Rebaca is a niche player in the Telecom and OTT streaming video domain. We focus on development and test automation of Video Delivery & Consumption, DRM and Ad Insertion solution.

Our Telecom BU offer solutions and services on 4G/5G/MEC software development and test automation.

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