

Dynamic Server-side Ad Insertion in Real Time

As more and more advertisers are allocating budgets for video advertising across all four screens - PCs, mobiles, tablets and TVs - publishers are starting to realize the rewarding monetization opportunity. However, Internet video publishers are experiencing technical challenges on every device and cost burdens to meet the complexity of client-side ad insertion. Solbox invites OVP providers, CDN players, and video publishers to insert engaging video ads into video contents dynamically through a server-side ad insertion technology. Solbox Ad Zipper can help Internet video publishers maximize their video ad revenue and enhance ad delivery performance.

For...

- OVP Providers
- CDN Players
- Video Publishers

BUSINESS BENEFITS

Reduce Complexity

- No SDK
- No plug-in
- No JavaScript

Lower Costs

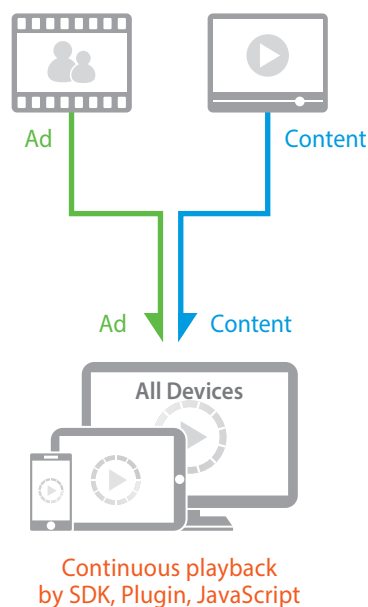
- No personnel investment
- No additional resources to customize each device

Secure Compatibility

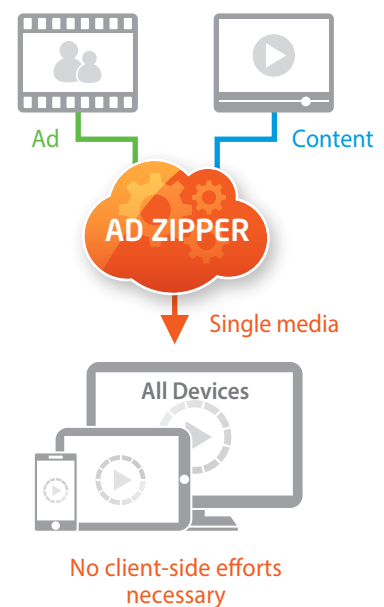
- Support for HTTP Progressive Download
- Support for HTTP live streaming
- Support for MP4 file format

Offers dynamic and targeted ad insertion technology and enhance your business competency

Client-side Ad Insertion



Server-side Ad Insertion



Want to break away from the client-side SDKs and plug-ins for ad serving technologies? Solbox Ad Zipper has the answer!

The traditional approach for delivering in-stream video ads requires dealing with many client-side SDKs, plug-ins, and JavaScript by each device respectively. This results in hiring too many personnel and investing too many resources to overcome technical difficulties for ad delivery and to handle ad blockers with temporary fixes and high costs. Publishers cannot afford to ignore the loss of ad revenue due to the buffering issue, ad system's fragmentation, and use of ad blockers.

Solbox Ad Zipper allows the delivery of video ads without a client-side SDKs or plug-ins, and is offering an alternative to the traditional client-based ad insertion technology. It dynamically inserts targeted video ads into the media content source in real-time at the server and delivers a complete single video file or stream on any device without any client-side changes. Accordingly, it drastically shortens time-to-market ad servicing at a lower cost.

For server-side ad insertion, Solbox Ad Zipper enables OVP providers, CDN players, and video publishers to provide a dynamic and targeted advertising service for their video publisher, bringing a high-quality user experience across all devices. It can provide TV-like ad delivery performance without buffering and is not affected by most ad blockers.

To secure cross-platform streaming, it supports standard MP4 file format widely accepted in PC and mobile devices and the HTTP progressive download with the most compatibility currently. Your ads will automatically work on any platform, and the stream can be accessed with the same URL on every device. Accordingly, Solbox Ad Zipper provides enhanced viewing experience, maximizes your advertising effectiveness, and contributes to revenue growth.

Benefits and Features

Real-time Stitching	Promptly stitch video ads and media content into a file from the requested time for real-time delivery.
Multi-protocol Support	Support the HTTP progressive download that is the most compatible with almost all connected devices currently. It also supports HTTP live streaming for mobile devices and smart TVs and the next-generation streaming protocol, MPEG-DASH.
Pre, Mid and Post-roll Ad Formats	Support the server-side insertion of pre, mid and post-roll ads on any app or website.
External Storage Integration	Access to content source through HTTP 1.1. It also integrates with all types of NAS and cloud storages that support HTTP 1.1. It provides fast response for parallel block access and read-ahead function.
Local Media Caching	Cache the content source before stitching into the local disk. Users can efficiently utilize cache space for access minimization to original storages.
Audio Selection	Select a certain server-side audio in MP4 file that contains multiple audio.
Content Segmentation	Segment certain parts of the video in real time, such as "Preview 3 minutes" or "Show 1 hot minute".
EXT-X-DISCONTINUITY in HLS not in Use	Not-in-use EXT-X-DISCONTINUITY tags in HTTP live streaming to insert server-side ad.
Fast Start Support	Support for fast start by changing dynamically the length of the TS file while some mobile devices start playing right after downloading 3 to 5 TS files.
Integration with the Wowza Streaming Engine	Support legacy streaming protocols such as RTMP, RTSP, and MPEG2-TS by integrating with the Wowza Streaming Engine. Especially if you use the Wowza HTTP Reader plug-in from Solbox, the de-duplicated caching function is activated.

Specification

Service Type	VOD
File Format	MP4
Video Codec	AVC (H.264), HEVC (H.265)
Audio Codec	AAC (AAC-LC, HE_AAC)
Access to Source	HTTP/1.1
Streaming Protocol	HTTP Progressive Download HTTP Live Streaming MPEG-DASH