SEAMLESS AD DELIVERY FOR LIVE BROADCASTS OVER IP

AD INSERTION PLATFORM'S SSAI INTEGRATES ZIXI SOFTWARE-DEFINED VIDEO PLATFORM (SDVP) TO DELIVER CUSTOMERS THE ADVANTAGES OF TARGETED AD INSERTION USING ZIXI'S LIVE TRANSCODING

AT A GLANCE

AIP SOLUTIONS WITH ZIXI INTEGRATION

- **DAIConnect** ® – a Server-Side Ad Insertion (SSAI) solution dedicated to Live TV, Live Events and VOD - enabling Ad stitching and ad monetization on any video platform. A cloud-based service, it works as a plugin easily in the existing customer's platform and enable SSAI for live streaming or to enable services such as Advertising Video OD.

KEY FEATURES

- DAIConnect ® allows one-to-one replacements and insertions of ad breaks for live streams and on-demand content

- Editable ad break / ad Pod composer

- Supports multi-cluster, cloud deployment models

- Handles high volumes of simultaneous sessions

- Server and client-side tracking enables

- Supports HLS and MPEG-DASH for live or on-demand content

- Optimize ad inventory value with unified Header-bidding auction

- Retrieve and analyze audience and ad performance data

As part of a comprehensive distribution strategy, Broadcasters and pure OTT players require ways to monetize their live channels. Server-Side Ad Insertion (SSAI) combines the advantages of targeted ad insertion with a seamless user experience.

Ad Insertion Platform (AIP) provides ad insertion solutions for broadcast and OTT environments thanks to their own patented DAIConnect® SSAI platform, allowing content providers different ways to monetize live channels. Their SSAI platform is perfectly adapted to live broadcasting. With the integration of the SDVP, AIP users can now leverage Zixi for live transcoding and seamless delivery of broadcast quality content over IP.

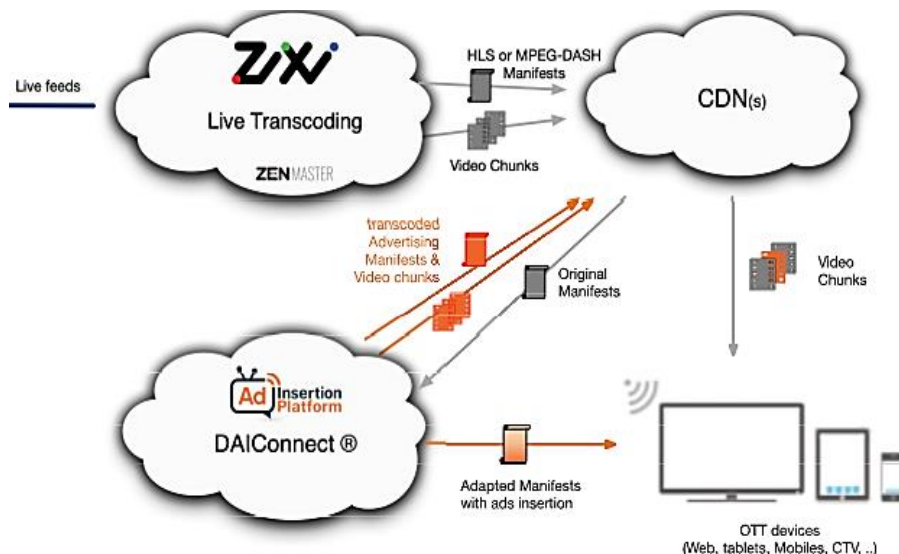### GLOBAL TARGETED ADVERTISING SOLUTIONS FOR BROADCAST MONETIZATION

DAIConnect ® allows one-to-one replacements of ad breaks for live streams as well as one-to-one insertions of ad breaks for on-demand content, allowing the manipulation of the stream manifest without altering customers' video content.

The **Ad Break Composer** is the core component creating a user targeted Ad Pod; built on editable templates, mixing ads coming from one or more ad servers / SSPs, and other type of contents like ad bumpers, promos, etc. Templates are catered to customers' needs. The **AIP Manifest Manipulator** inserts the created Ad Pod at the manifest level for each end user. All ads and contents are transcoded on the same customer video profiles to avoid poor user experiences. The **AIP Optimizer** optimizes value of the ad break inventory enabling unified header bidding auction by connecting multiple demand sources to retrieve the highest revenue for each opportunity. **AIP Insight** enables the customer to see and analyze data about ad sales, viewership, performance, etc.

INTEGRATION WITH ZIXI SDVP FOR LIVE TRANSCODING

AIP customers can ingest distribution feeds into the Zixi SDVP, control the SCTE-35 markers and leverage Zixi live transcoding for OTT distribution in HLS or MPEG-DASH, easily enabling ad insertion and monetization of these feeds.

Combining DAIConnect® with the SDVP allows the customer to have an OPEX model subscription that includes additional OTT services to answer broadcasters and operator's needs – a crucial component for live OU events.

PROVIDING BROADCAST-QUALITY DELIVERY OVER IP NETWORKS

ABOUT AD INSERTION PLATFORM (AIP)

Ad Insertion Platform Sàrl delivers for more than 14 years the technology and services to enable monetization in the streaming and broadcasting industry and supports business growth in the rapidly changing media technology landscape. AIP is an independent partner for dynamic ad insertion into live or video-on-demand content, while improving advertising profitability. AIP's patented platform facilitates the communication between the different head-end technical equipment and the Adtech stack and can be integrated within any existing ecosystem or infrastructure. Their wide range of broadcast and OTT services work seamlessly together to create and simplify the monetizing capabilities of content with optimized ad pods and adapted workflows to deliver an exceptional, targeted user experience on virtually any player or connected device.

ABOUT ZIXI

Zixi provides a cloud based and on-premise software Platform enabling the management, orchestration, monitoring, and delivery of broadcast-quality live and live linear video over managed and unmanaged IP networks to broadcasters, enterprises, over-the-top video providers, and mobile service providers around the world. Over 10+ years, the Zixi Enabled Network of partners has grown to over 300 OEM and service providers with whom Zixi serves well over 700 media customers around the world with 20,000+ channels delivered daily.

Contact: sales@zixi.com

END-TO-END PROTECTED CONTRIBUTION LEVERAGING ZIXI

With the industry leading Zixi protocol, the **Software-Defined Video Platform (SDVP)** is the only solution that can provide five nines availability utilizing patent pending sequenced hitless and bonded hitless failover over mixed IP networks such as internet, fiber, satellite and cellular.
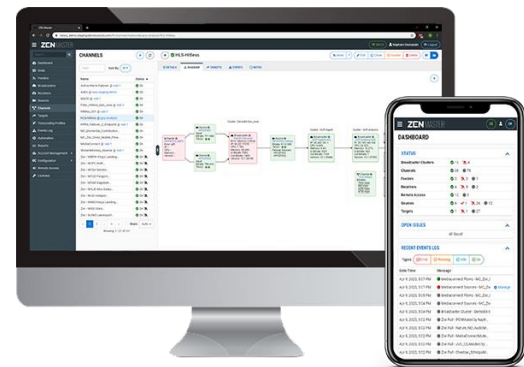
The **Zixi Protocol** is a resilient congestion and network-aware protocol that adjusts to varying network conditions and employs patented, dynamic Forward Error Correction techniques for error-free video transport over IP with 99.999+% uptime at minimal latency. With minimum overhead to physical bandwidth, the Zixi protocol removes jitter, recovers and re-orders packets, smooths video delivery enabling the streaming of broadcast-quality video over any distance, while overcoming the varying network conditions of unmanaged networks.

Zixi's **Video Solutions Stack** provides essential software tools and core media processing functions that allow for transcoding, auto-slating and time-shifting over multiple transmission paths and bitrate adaptation to ensure reliability over any IP network and any protocol.

SIMPLE STREAM CONFIGURATION, ORCHESTRATION AND MONITORING AT SCALE WITH ZEN MASTER

To orchestrate, monitor and manage live streams at scale, AIP users can choose to leverage ZEN Master, Zixi's cloud-based control plane that allows for the simple configuration, orchestration and monitoring of the devices and appliances that are part of the video transport network.

Zixi's ZEN Master enables advanced monitoring and administration of markers such as SCTE-35 that are crucial to SSAI with DAIConnect ®.

Zixi's ZEN Master UI

KEY ZEN MASTER BENEFITS

- **Multi-Cloud Support** – Integration with multiple cloud infrastructures (AWS, GCP, Azure) allows for agile scalability

- **Root Cause Analysis** – Detection and isolation across streams and environments

- **Automation** – Schedule a set of tasks and run them with a single click

- **Enhanced Reporting** – Granular reporting provides key data, including usage reports, status summaries, and up-time and outage reporting

- **Monitor Global System Health** – Confirm QoE and QoS – ZEN Master offers TR101, Content Quality Analytics, Business Impact Analytics, AI Quality Scoring

- **Access to Zixi's Intelligent Data Platform** – Use advanced analytics, AI and ML to digest historical + real-time data and alert on stream health before issues occur