



# Adobe Primetime Ad Insertion

Make every screen a TV



Adobe Primetime ad insertion is a scalable monetization solution that can deliver any ad to any platform or device. Adobe Primetime ad insertion features the industry's only format- and delivery-agnostic architecture. The solution is available in both client- and server-side configurations, providing a unique degree of deployment flexibility and effectively limitless concurrency. Engineered from the ground up to support TV Everywhere and IPTV initiatives, the Adobe Primetime versatile ad insertion solution helps monetize television content across screens for the largest and most sophisticated media companies globally.

Adobe Primetime features turnkey integration with Adobe's video ad-decisioning solution to deliver true dynamic ad insertion (DAI) into live, linear, and video-on-demand content across desktops, mobile devices, gaming consoles, and IP-enabled set-top boxes. Adobe Primetime ad insertion is also integrated with Adobe Analytics, letting media companies tie ad and content insights together to inform strategy, identify new sales opportunities, and design new ad products. Adobe Primetime ad insertion can also be integrated with third-party ad servers and sell-side platforms.

Adobe Primetime ad insertion includes sophisticated inventory management, ad routing, and Interactive Advertising Bureau (IAB)-compliant impression tracking and reporting capabilities. By eliminating the buffering caused by a dual-player model, Adobe Primetime ad insertion increases viewer engagement by improving the viewing experience. For linear content, ad break execution must be frame-accurate, which cannot be achieved through existing dual-player technology.

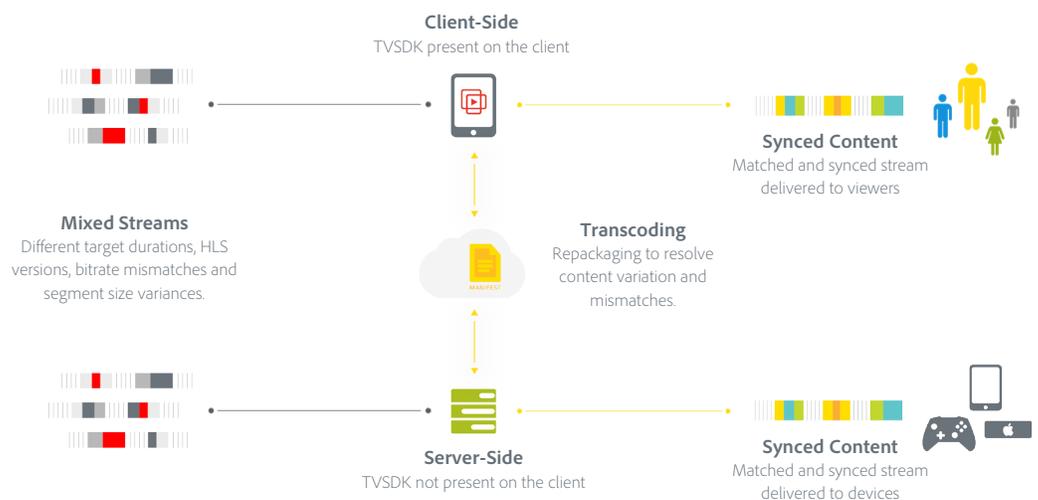
## Unique benefits of Adobe Primetime ad insertion

**Reach and engagement**—DAI capable of reaching any screen with seamless, frame-accurate transitions between content and ads to keep viewers engaged.

**Flexibility, simplicity, and scalability**—Capacity for the largest events and concurrent audiences, with custom ad cue and workflow support, no transcode requirements, and a broad range of player integrations.

**Incremental revenue**—Industry-leading ad delivery optimization technology, creative repackaging to resolve content variations and mismatches, and full integration with Adobe and third-party ad decisioning systems.

### Spotlight: Creative Repackaging



## Key features

### Inventory management

- Define inventory by ingesting metadata from video content management systems (CMS) to create a content library representing each channel, series, episode, and video asset.
- Manage ad breaks and allocate inventory to TV Everywhere partners using business rules that reflect partner agreements.
- Assign ad break inventory as exclusive, by auction, or by percentage allocation.

### Ad routing

- Identify ad opportunities, and route ad calls to appropriate ad server-based inventory rules. Include all necessary targeting parameters in redirected calls.
- Work with industry-standard protocols, such as VAST and VMAP, for interoperability with third-party ad servers and ad networks, which is essential for supporting TV Everywhere initiatives.
- Make individual ad decisions and take advantage of dynamic viewer targeting capabilities.

### Ad stitching and manifest manipulation

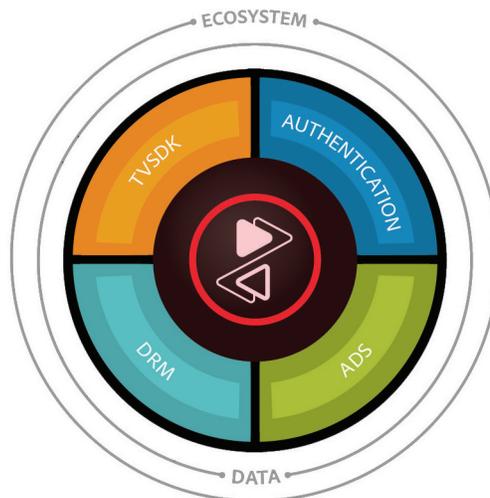
- Provide TV-like ad experiences with seamless transitions between content and ads with no buffering across desktop, mobile, and digital home devices using both client- and server-side manifest stitching.
- Identify commercial breaks leveraging traditional broadcast ad break cues (for example, SCTE 35), markers injected in real-time via a "big red button" interface, or ad timelines stored in the publisher's CMS.
- Skip or replace burned-in advertisements based on viewing windows or regional advertisement agreements.

### Ad tracking and reporting

- Insert IAB-compliant ad impression and ad progress tracking beacons to publisher's and agency's ad servers.
- Generate historical reports and forecasts for available and monetized impressions, including insights into content attributes, viewer segments, and geographic viewership.

## Adobe Primetime

Adobe Primetime is a multiscreen TV platform for live, linear and VOD programming. The solution creates personalized over-the-top (OTT) and TV Everywhere (TVE) experiences on every screen. Adobe Primetime's modular distribution and monetization capabilities include TVSDK for multiscreen playback, DRM, authentication, dynamic ad insertion (DAI) and audience-centric ad decisioning. Customers can deploy Adobe Primetime's modular components in flexible configurations that support a broad range of business models. The results are greater revenue from ad sales and subscriptions, lower operating costs, and loyal, engaged audiences.



Adobe

Adobe Systems Incorporated  
345 Park Avenue  
San Jose, CA 95110-2704  
USA  
[www.adobe.com](http://www.adobe.com)

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