

ADVERTISING PARTNERSHIP OPPORTUNITY

TO INTEGRATE THE MOST ADVANCED OTT TV TARGETED ADVERTISING PLATFORM INTO YOUR WORKFLOW



TRADITIONAL vs INTERACTIVE TARGETED ADS

TRADITIONAL TV AD SALES

- Sells conventional TV spot advertising in its linear TV channels.
- Everyone sees the same advert.
- Ads are scheduled and played out at server side, on TV channel head-end playout automation which requires linear TV content license which is typically more costly than VOD content playlist licence alone.
- No ad sales automation in place to seamlessly engage sub-agency resellers via dynamic ad exchange mechanism.
- Price per TV ad spot is single level with price breaks dependent on day part, channel ratings and popularity of the show in which advert is located.



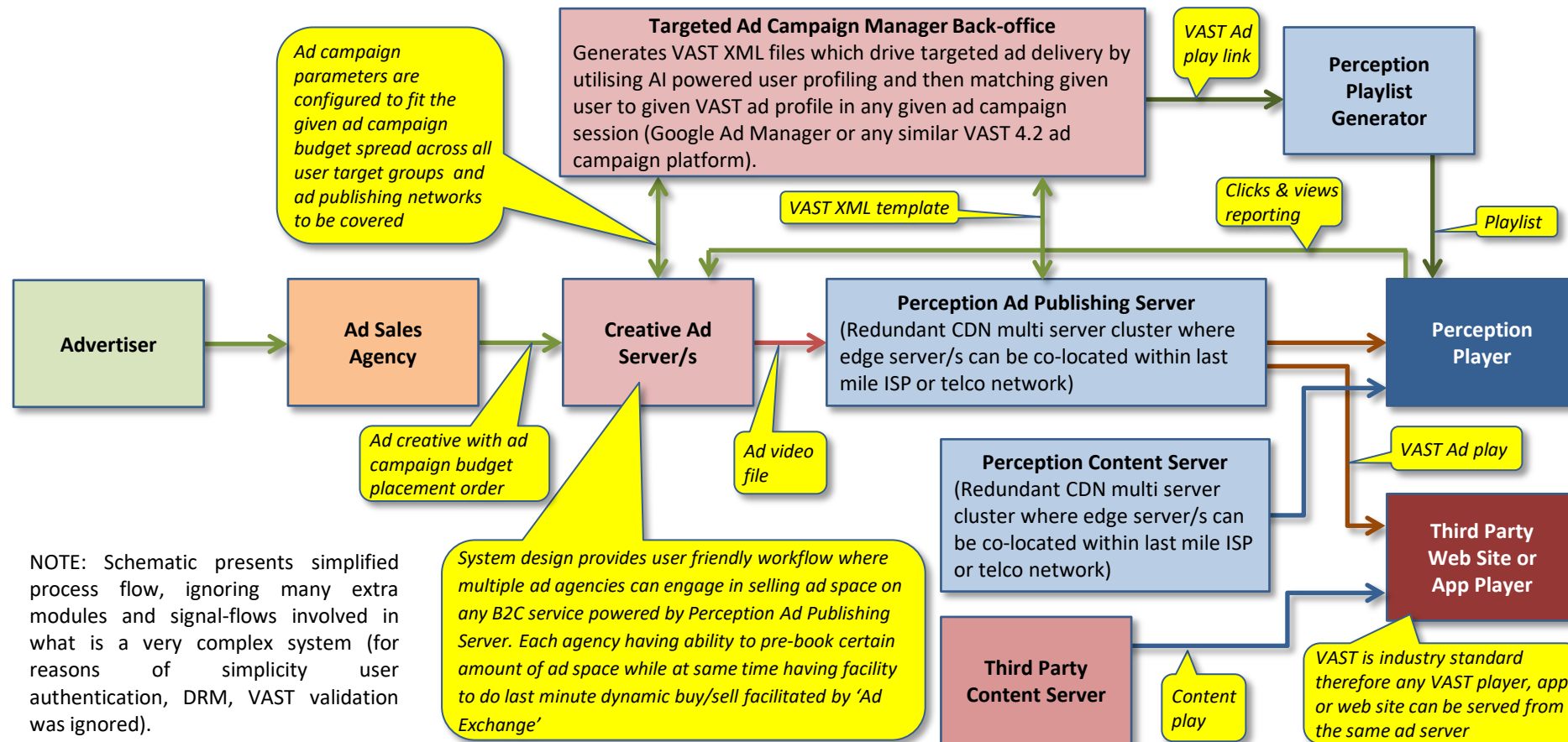
TARGETED INTERACTIVE DIGITAL AD SALES

- Can automate the scheduling of multiple interactive linear TV channels from ingested VOD content – more channels, more ad space.
- Perception platform serves dynamic per user targeted video adverts into programs.
- Each viewer sees different advertising whilst watching the same content.
- Ads are scheduled on the client side, i.e. OTT app player executes the playlist, therefore linear channels can be delivered utilising VOD content which typically is licensed as standard with permit to schedule VOD into client side playlist (for server side playlist content licence typically needs to be upgraded and commanding a higher price).
- Ad sales automation in place to seamlessly engage sub-agency resellers via dynamic ad exchange mechanism .
- Internet ad pricing model on cost per thousand views (CPM) basis can be configured as multilevel pricing:
 - non-skip targeted ads priced per day time slot;
 - instant skip targeted ads priced per day time slot;
 - 5 sec delayed skip targeted ads priced per day time slot;
 - sponsorship add pricing - traditional non-targeted delivery where all audience sees the same ad at the same time; pricing based on sponsorship package; and
 - premium priced CTA ads (call to action interactive CG video overlays).
- In case agency operates their own video app then Perception platform can power it with the most advanced features like live rewind etc. App port is simple due to developer friendly unified API which provides complete set of OTT functionalities in a single API. Perception commitment to industry best price should also reduce the operational CDN and forward development costs.

AD SERVING BLOCK SCHEMATIC

Simplified description of the workflow:

- Live channels and VOD files should have SCTE-35 ad placement markers in TS stream/VOD file so that ad break is in some logical position and not cutting important action scene or sentence (alternatively time counter can be used as is the case with most of the content on YouTube).
- Creative server creates VAST TAGs which are pushed to ad server together with ad video files.
- VAST tags are inserted into playlist, aligned per SCTE-35 markers (or per specific time interval in case there are no markers available), and Perception video player, at the point of ad break, will switch to YouTube CDN and request ad from DoubleClick ad server and after ad break is over it will switch back to our TVCDN and seamlessly continue content playback served from our CDN edge streamers.



NOTE: Schematic presents simplified process flow, ignoring many extra modules and signal-flows involved in what is a very complex system (for reasons of simplicity user authentication, DRM, VAST validation was ignored).

System design provides user friendly workflow where multiple ad agencies can engage in selling ad space on any B2C service powered by Perception Ad Publishing Server. Each agency having ability to pre-book certain amount of ad space while at same time having facility to do last minute dynamic buy/sell facilitated by 'Ad Exchange'