Adobe Primetime Ad Decisioning

Bridge linear and digital TV advertising models with audience-centric ad serving and ad experience management across devices while eliminating inventory waste, reducing advertiser risk, and boosting revenue.

As the lines between the Internet and television blur, broadcasters, cable networks, and pay-TV providers face challenges in preserving business models that have existed for decades. Adobe Primetime ad decisioning capabilities power the pay-TV ecosystem by supporting traditional advertising models in IP-delivered video while allowing for experimentation with new models enabled by IP delivery. Adobe is a trusted, global, independent service provider handling trillions of transactions monthly, with robust protections against channel conflict.

Adobe Primetime ad decisioning includes powerful inventory, opportunity, and campaign management capabilities for linear TV, live streams, and video on demand (VOD) across every IP-connected device. The solution is the industry’s first audience-centric ad server, with the ability to customize ad experiences and ad targeting while enabling de-duplication and frequency capping of audiences across devices.

Adobe’s audience-centric ad decisioning combines the best of certified, census-based measurement and optimization with industry-standard, panel-based audience measurement systems. Adobe Primetime ad decisioning minimizes inventory waste, reduces advertiser risk, and boosts revenue.

Adobe Primetime ad decisioning benefits include:

**Ad technology to enable digital transformation**
- Manage directly sold campaigns with precision while optimizing programmatic demand
- Enforce TV Everywhere rules with sales rights between networks and operators
- Craft ad experiences for content or individuals that maximize revenue and viewership
- Move beyond the cookie with server-side state tracking

**Audience-centric ad decisioning to drive action**
- Understand and de-duplicate your audience across unique devices
- Enable frequency cap ads and experiences by individuals across devices
- Enhance the value of your inventory by layering in your own audience data via turnkey integrations with digital media platforms, including Adobe AudienceManager
- Combine your census-based data with panel-based audience measurement systems, such as Nielsen, to enhance forecast accuracy and reduce inventory waste via ad decisioning
- Automatically personalize ad experiences to the individual
Comprehensive forecasting and reporting, regardless of ad targeting
- Report and forecast by any combination of audience segment, device, key value, content, site, time, and more, regardless of how your ads are targeted
- Leverage Adobe’s powerful forecasting simulation engine, which uses all data to find high-value targeting permutations that sample-based forecasting systems cannot find
- Combine your data with third-party audience measurement systems, such as Nielsen
- Synchronize ad data with content and viewer data in Adobe Analytics for advanced analysis

Audience reach across IP-connected devices for linear, live and VOD programming
- Manage inventory, experiences, and campaigns across devices and distributors with one system
- Leverage Adobe’s unparalleled ad insertion solution to easily monetize across desktop, iOS, Android, AppleTV, Roku, Xbox, and other devices. Turnkey integrations with Adobe Primetime ad insertion (available in server- and client-side configurations) and the Adobe Primetime TV software development kit (TVSDK) for client-side stream stitching, or leverage traditional dual-player SDKs
- Seamlessly integrate with the ad technology ecosystem via VAST, VMAP, and VPAID with full MRC accreditation

Flexibility to integrate into operator existing workflows
You can use Adobe Primetime ad decisioning as a standalone service or integrated with the other Adobe Primetime capabilities, including the TVSDK, ad insertion, digital rights management, and entitlement. You can also integrate Adobe Primetime ad decisioning with Adobe Analytics.

Adobe Primetime
Adobe Primetime brings TV to every IP-connected screen. It enables programmers and pay-TV service providers to capitalize on the rising consumer interest in watching TV online. With a unified, highly secure workflow for live, linear, and VOD programming, Adobe Primetime delivers an engaging, personalized viewing experience on every device and desktop. Adobe Primetime capabilities are modular and interoperable with third-party publishing, monetization, and optimization technologies. By building on top of the Adobe Primetime TV SDK, programmers and operators can continue to leverage existing broadcast, cable, and satellite workflows and infrastructure and deploy additional Adobe Primetime components as business needs evolve.

For more information
www.adobe.com/primetime