Adobe Primetime Ad Insertion
Make Every Screen a TV

The ad insertion capability of Adobe Primetime allows for the monetization of TV programming across digital devices by seamlessly inserting advertisements into live, linear or video-on-demand (VOD) content. This allows for dynamic ad execution into video content on any IP-connected device, creating an engaging, buffer-free ad and content experience for viewers. Flexible, scalable, simple monetization capabilities can be delivered in either client- or server-side implementations, and with turnkey integrations across third-party ad servers.

Adobe Primetime ad insertion enjoys seamless integration with the other capabilities of Adobe Primetime including robust ad decisioning, quality-of-experience monitoring, and video analytics. Indeed, Adobe Primetime’s online video distribution technologies enable the majority of video streaming today, which gives publishers and advertisers enormous reach.

The logic that drives Adobe Primetime ad insertion includes sophisticated inventory management, ad routing and IAB-compliant impression tracking and reporting capabilities, but the seamless consumer experience gets most of the attention. Decreases in buffering (caused by a dual-player model) can drive increased engagement which has been proven to lead to increased revenue. And for simulcast content, ad break execution must be frame-accurate, which cannot be achieved through existing dual-player technology. Without a capability like Primetime ad insertion, publishers have been forced to forgo ad monetization and revenue opportunities.

Inventory Management
- Define inventory by ingesting metadata from video content management systems 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.
- Ad break inventory can be assigned 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.
- Supports industry-standard protocols, e.g., VAST and VMAP, for interoperability with 3rd-party ad servers and ad networks, which is essential for supporting TV Everywhere initiatives.
- Supports individual ad decisions that allow dynamic viewer targeting capabilities.
Ad Stitching

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

Ad Tracking & Reporting

- IAB compliant ad impression and ad progress tracking beacons to publisher’s and agency 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 helps programmers and operators reach viewers on any IP-connected screen, creating more value for pay-TV service and strengthening brand affinity for content owners. 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 player SDKs, programmers and operators can continue to leverage existing broadcast, cable and satellite workflows and infrastructure, and deploy additional Adobe Primetime components as their business needs evolve.