Adobe Primetime
Make Every Screen a TV

Adobe Primetime helps operators and programmers 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 video-on-demand (VOD) programming, Adobe Primetime delivers an engaging, personalized viewing experience on every device and desktop.

The Adobe Primetime Approach
Adobe Primetime capabilities are modular and interoperable with third-party publishing, monetization and optimization technologies. By building on top of the Primetime player SDKs, operators and programmers can continue to leverage existing broadcast, cable and satellite workflows and infrastructure, and deploy additional Adobe Primetime components as their business needs evolve.
A common scenario, illustrated below, has infrastructure hosted by Adobe, some by third-party providers and other pieces as on-premise deployments. Whatever your specific configuration, the Adobe Primetime player SDKs help bring it all together in a great viewing experience for the consumer.

**Player SDK**

Players built with the Adobe Primetime player SDKs have access to the key features considered necessary for premium video delivery: content preparation, DRM, ad insertion, variable bitrate selection, hooks to collect engagement and quality-of-experience data, and more. Developers can dramatically shorten ramp time to address new platforms and minimize operational complexity due to the different configurations each platform presents.

**DRM**

The DRM capability of Adobe Primetime, formerly known as Adobe Access, provides the most scalable, efficient workflow for delivering and protecting premium video across desktops and devices. All major studios have approved apps and services that use Adobe's DECE-approved DRM. Adobe Primetime DRM and protected streaming technologies allow operators and programmers to extend audience reach and enable a broad set of business models, including rentals, subscriptions, and downloads, both directly and through syndication and distribution partners.

**Pay-TV pass**

The Emmy-award winning pay-TV pass capability of Adobe Primetime, formerly known as Adobe Pass, is a universal, user-friendly system for unlocking pay-TV content on any device. A pioneer in the concept of "TV Everywhere," Adobe enjoys "gold standard" status by powering over 120 TV Everywhere sites and apps and integrating with over 230 US operators representing 99% of all pay TV households. And the innovation continues with consumer-driven features like auto-authentication where subscribers to both an MSO's broadband and pay-TV offering are authenticated automatically.

For programmers, Adobe Primetime pay-TV pass offers straightforward integration with virtually every MSO in the U.S., providing instant connectivity without the pain of multiple, direct integrations. For MSOs, pay-TV pass helps strengthen relationships with subscribers by providing a secure, multiscreen viewing experience. Adobe Primetime pay-TV pass requires no additional downloads or plug-ins, delivering a seamless, hassle-free viewing experience for consumers. Programmers leveraging Adobe Primetime pay-TV pass today include Turner, Viacom, NBCU, Disney, ESPN, ABC, Fox, NFL, Starz, and dozens of others.
Ad insertion
The ad insertion capability of Adobe Primetime allows for the monetization of TV programming across digital devices by dynamically inserting advertisements into live, linear or VOD content. This allows for dynamic ad execution into any content type 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.

While the seamless consumer experience gets most of the attention, the logic that drives Adobe Primetime ad insertion also includes sophisticated inventory management, ad routing and IAB-compliant impression tracking and reporting capabilities.

Ad decisioning
Adobe Primetime ad decisioning provides campaign management, creative trafficking, forecasting, inventory management, partner management, reporting and TV Everywhere support to improve operational efficiency and visibility.

Built from the ground up for live, linear (simulcast) and on-demand video content in TV Everywhere environments, Adobe Primetime ad decisioning is an optional Primetime enhancement. For companies that use third-party ad servers, Adobe can develop custom integrations that extend the lives of legacy infrastructure, or redirect using industry-standard protocols such as VPAID, VMAP and VAST.

Video analytics
The video analytics capability of Adobe Primetime provides "heartbeat" data about video playback to within 10 seconds, providing high-accuracy video reporting with stream-based pricing.

We'll deliver against this roadmap throughout 2014, but these changes enable us to realize our vision of an integrated data platform that drives higher quality experiences, longer and deeper viewer engagement and better monetization.

Adobe Analytics video essentials provides operators and programmers with one place to measure, analyze, and optimize based on data integrated from all online video across multiple distribution channels. This data measures video-specific performance like audience engagement metrics (e.g., audience average, audience minute, time spent) and ad performance metrics (e.g., ad impressions, pod placement, drop-off). And because the core set of video metrics and dimensions is collected in a standard way, video data behaves like other site data within Adobe Analytics and can be added to non-video reports, useful for understanding how digital strategy is performing for all content types.
Quality-of-Experience (QoE) monitoring

New quality-of-experience (QoE) monitoring in Adobe Primetime enables the collection of real-time analytics for quality-of-service (bitrate, buffers, errors), engagement (concurrent audience, time spent), and ads (impressions, pod placement, ad ID). Data is available within 10-seconds of playback and is updated every 10 seconds so customers can troubleshoot problems as they arise. New real-time dashboards in Adobe Primetime provide audience engagement information across content and ads, giving programmers insight into who’s watching and what’s happening right now, and is especially valuable for live content.

The same real-time data used by the operations team is automatically available in Adobe Analytics for deeper historical analysis, creating an integrated data platform for real-time and historical data and eliminating the traditional siloes between operations and marketing/analyst teams.

Proven Success from a Trusted Partner

In addition to a unified, cross-platform solution, you need a partner you can trust. Adobe Primetime is SAS 70 certified, MRC accredited and IAB compliant, and offers 24x7 QoS monitoring, infrastructure scaled for trillions—not billions—of transactions and real-time fraud detection. Support and engineering teams are staffed around the globe 24/7/365.