Adobe Primetime Player SDK
Make Every Screen a TV

Players built with the Adobe Primetime player SDKs bring together all the key capabilities required for premium video at massive scale: content preparation, DRM, variable bitrate selection, ad decisioning, ad insertion, hooks to collect engagement and quality-of-experience data, and more, all delivered in an incomparable viewing experience.

The Adobe Primetime player SDKs dramatically reduce operational complexity with a single HLS workflow that targets all platforms with the most responsive, content-protected HD experience available. With support for the desktop, mobile (Android and iOS), and the digital home (Roku, Xbox), developers can dramatically shorten ramp time to address new platforms and meet new regulatory requirements. Additional highlights that help developers meet their engagement, monetization and data goals include:

**Engagement**
- Built-in support for studio-grade content protection and business-policy enforcement using Adobe Primetime DRM
- Massively scalable content protection using Adobe Primetime protected streaming
- Selectable output control and key rotation for linear, live, and VOD content
- Highest-quality multiple bitrate (MBR) video playback
- Trick play for familiar fast forward and fast rewind functions
- CVAA-compliant closed captioning with support for CEA-608/708 and WebVTT caption formats
- Late binding audio support, using multiple audio tracks against a single asset for multiple languages
- Robust failover and retry logic that safeguards viewers from interruptions
- Bitrate capping specifies the initial, minimum, and maximum bitrates for any session, which enables MSOs to save bandwidth, lock a session to the highest profile, or exclude certain bitrates from certain devices
Monetization

• Flexible capabilities for profitably monetizing content with Adobe Primetime ad decisioning
• Seamless ad insertion across all devices using either client- or server-side methods

Data

• Integration with Adobe Analytics video essentials for advanced error and quality-of-experience (QoE) data collection
• Real-time dashboards in Adobe Primetime provide audience engagement information across content and ads, giving operators and programmers insight into who’s watching and what’s happening now

Adobe Primetime
Adobe Primetime helps MSOs 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. 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 MSOs can continue to leverage existing broadcast, cable and satellite workflows and infrastructure, and deploy additional Adobe Primetime components as their business needs evolve.

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.