

ADTH RAS/R Ad Solution

ADTH RAS/R Ad Solution allows broadcasters, media, content or program facilities to deliver relevant and localized content to consumers enhancing their user experience; at the same time helping advertisers to target their message more appropriately, and open up new revenue streams.

With the rise of social media, mobile devices and advance connectivity, consumers have access to content and brands quickly and easily. They are more connected therefore consumers are demanding a more personalized viewing experience. In response to this changing behavior, broadcasters want to deliver relevant, localized advertising and content across different geographic, linguistically diverse regions within their broadcast umbrella. Advertisers will benefit with the targeted messaging capabilities and broadcasters will increase their ad revenue with this new channel method as well as be able to protect themselves from potential copyright infringements by blocking out sensitive material selectively across their broadcast distribution reach.

The RAS/R Ad Solution allows broadcasters to swap any content or insert a targeted ad to an existing content stream. The process will seamlessly localize the alternate content while preserving the quality of the existing content. The system is also able to splice different content with the same standards as the program stream and deliver accurate frame-to-frame insertion. The solution coordinates with the broadcast schedule so that the ad or content insertion operation can be pre-planned and/or scheduled ahead to go live. The entire operation is automated and the substitution history can be logged for future reference.

The solution runs across multiple platforms and network types such as digital television, IPTV, cable and satellite. Unlike traditional broadcasting systems in which all ads are set at the main distribution studio, RAS/R Ad solution has the ability to set specific advertising to suit a smaller region of viewers.

With the RAS/R Ad Solution, advertisers can now adopt a targeted and cost-effective advertising plan; broadcasters can set different revenue streams monetizing content on every mobile device.

