

The future of targeted advertising

As operators roll out multiscreen services they must look beyond traditional ad insertion capabilities, argues **Ramin Farassat**, VP, product marketing & business development, RGB Networks

Opinion



Ramin Farassat: operators can monetise content

Catch-up TV and video-on-demand are fast becoming required complements to the traditional TV experience, with consumers increasingly expecting nothing less than the ability to access content on any device, over any network, at any time. As a result, operators need to bear the cost of delivering the high-quality services consumers want, without eating into their profit.

However, many operators in Europe don't have the infrastructures or the

balance sheets to cope with this explosion in demand, and are struggling with the challenge of how to monetise content in the connected home in ways that expand and complement what they are doing today.

As ever, the challenge is how to deliver these services while at the same time avoiding the well-documented costs associated with offering on-demand services to a mass audience and a growing number of device types. Fundamentally, operators need advanced ad insertion capabilities to stay ahead, as they must deploy seamless personalised services to meet the needs of customers, while delivering highly targeted advertisements to generate revenues from advertisers across all video screens.

For many years, US cable operators have augmented their revenues with local and zoned ad insertion, enabling them to offer subscribers additional services, such as VOD, free-of-charge or at a reduced rate. And of late, targeting has become more granular, allowing for addressability down to the individual home. In contrast, targeted advertising has always been more of an idea than a reality in Europe – however, this looks set to change.

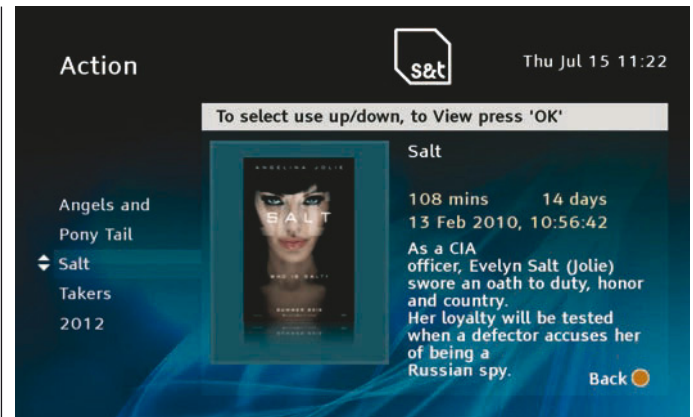
Over the next two years, targeted advertising will become a focal point for the European video service industry, as providers fight to offer consumers the most cost-competitive option. European operators also have the added chal-

lenge of their customers' reluctance to pay extra for any on-demand content or TV Everywhere. This means they urgently need to find new revenue streams if they're going to cover the cost of upgrading their networks to support large scale deployments of both on-demand and linear content delivered to TVs, PCs, tablets and other mobile devices. This will undoubtedly be a key driver in the shift towards deployment of full ad insertion ecosystems for multiscreen IP environments.

For operators the answer lies with adaptive streaming, which allows for the segmentation of content into small chunks of different sizes for flexible delivery. This means operators have all the advantages associated with internet advertising, but over video delivery network infrastructure. This essentially gives operators simpler, cheaper and more scalable ad insertion than offered by traditional methods, while allowing targeting at granular levels down to individual devices and subscribers. Using adaptive streaming ad insertion, operators can therefore take charge of and monetise content in a way they were unable to before.

As operators in Europe accelerate the rollout of TV Everywhere multiscreen services, the investment in new IP infrastructure means they must look beyond the traditional ad insertion capabilities, towards this new 'hyper-targeting' adaptive streaming method, in order to monetise content and off-set costs.

4.C78



S&T Player with back-office integration is an MHEG application for VoD services

Technology solutions for digital interactive TV

Strategy & Technology

By Ian McMurray

S&T (Strategy & Technology) – which specialises in the provision of digital interactive TV solutions using public standards – is demonstrating a digital TV receiver client software product at IBC2011. RedKey3 enables the integration of the NetFront Browser from ACCESS with HbbTV signalling and S&T's DSM-CC client.

The company is also showcasing the S&T Player, an MHEG application for Video on Demand services for both MHEG-IC and CI+ Connected TV platforms, with flexible back-office integration using S&T's Mediator.

Also on show is RedKey2. This MHEG-5 middleware engine offers a modular architecture and sup-

ports all of the current international profiles of the MHEG interactive TV standard, as well as the CI+ browser. It is joined by TSBroadcaster 2, the second generation of S&T's DSM-CC Object Carousel product for DVB (MHEG-5, HbbTV and MHP), OCAP/tru2way and ETV platforms.

The demonstration line-up is completed by: TSMonitor for automatic monitoring of MHEG and ETV interactive applications using scripted test-cases on virtual receivers running on a rack-mounted server; MHEG EPG, which is described as a complete MHEG-5 platform EPG including PVR integration for both Pay TV and Freeview operators; and MHEG Presenter, a general-purpose publishing application for MHEG-5 platforms.

1.C31

Live: now anyway, anyhow, anywhere

Broadcast Networks

By David Davies

Visitors to IBC have the chance to take a guided tour of systems integration specialist Broadcast Networks' new 'go anywhere' live production vehicle: a custom-built Land Rover Discovery with Sony Media Backbone HDXchange with Sony Media Backbone HDXchange server.

The latest collaboration between Broadcast Networks and Sony is designed to help meet the demand for small, durable live production vehicles that can be deployed quickly with minimal crew – in this case, one or two people.

Sony Media Backbone HDXchange offers a collaborative network-editing environment where material can be ingested, stored

and edited 'on the fly'. Once the event has been recorded, the data can be taken to the broadcaster's facility and transferred onto the main post production server for final editing and transmission.

Broadcast Networks' 'live ingest' solution features Media Backbone HDXchange contained within a Land Rover Discovery 4. The rear interior has been stripped

and fitted with a sliding custom-built rack (for ease of use and servicing) and features a 5KVA 240V generator.

The new Broadcast Networks live production vehicle is on show at the Sony stand.

12.A10



IBC visitors have the opportunity to see Broadcast Networks' new 'go anywhere' live production vehicle

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