

ir.deta

Protect. Renew. Empower.



**ANYPPOINT
MEDIA**

**Every Screen.
Every Viewer.
Every Opportunity.**



EXECUTIVE SUMMARY

As the media landscape continues to evolve, operators across pay-TV, Over-the-Top (OTT) and Free Ad-Supported Streaming Television (FAST) channels face growing pressure to modernize their monetization strategies. OTT and FAST platforms are scaling rapidly but bring new challenges such as optimizing ad fill rates, maintaining viewer engagement, and delivering consistent experiences across devices. At the same time, pay-TV remains a valuable revenue-generating segment, even as it adapts to changing consumer behaviors and market dynamics.

To stay competitive, operators must deliver advertising that is engaging, measurable and optimized for every screen. The partnership between **Irdeto Experience** and **Anypoint Media's FLOWER platform** delivers a powerful, future-ready solution that combines Irdeto Experience's flexible, modular video delivery infrastructure with FLOWER's advanced interactive ad capabilities. Together, we enable:



Revenue growth
through dynamic ad
insertion, real-time targeting
and cross-platform delivery



Enhanced viewer experience
with seamless, relevant and
interactive ad formats



Operational efficiency
by streamlining ad
management workflows
across Pay TV, OTT and
FAST environments

By simplifying ad operations from planning and insertion to tracking and optimization, this solution helps media companies drive higher returns, reduce complexity and deliver more personalized content experiences across traditional and digital platforms.



BUSINESS CHALLENGES

The global media industry is undergoing a profound transformation.

The expected growth in the OTT and FAST channel space presents a major opportunity but also intensifies the challenge of monetization. As competition increases, OTT and FAST platforms must find smarter, more efficient ways to deliver engaging, revenue-generating ad experiences.

At the same time, pay-TV remains a significant force in the global media landscape, continuing to serve millions of households with reliable, high-quality content delivery. This evolution presents significant room for pay-TV operators to innovate and adapt.

Pay-TV is uniquely positioned to blend the strengths of traditional broadcast with the flexibility of digital platforms. In this environment, modernizing monetization strategies, enhancing viewer engagement and embracing hybrid models are not just necessary; they are powerful levers for growth and long-term competitiveness in a digital-first world.

While their models differ, they face a shared set of challenges that impact monetization, viewer engagement and operational efficiency.

Monetization under pressure

Operators are struggling to fully capitalize on their ad inventory. Traditional ad models lack flexibility and engagement of modern formats, while digital platforms often contend with low fill rates and limited access to premium demand sources.

Fragmented device ecosystems

Delivering consistent, high-quality ad experiences across a wide range of devices, from legacy Set-Top Boxes (STBs) to smart TVs, mobile phones and tablets-remains a significant technical and operational challenge.

Limited ad innovation

Static, non-interactive ads are no longer sufficient. The inability to support skippable, clickable or personalized ad formats reduces viewer engagement and limits advertiser value.

Over 50% of TV households in major regions are now opting for streaming alternatives

(Statista)

Disconnected measurement and attribution

Siloed data systems and inconsistent tracking across platforms make it difficult to measure performance, optimize campaigns and demonstrate return on investment to advertisers.

Operational complexity

Managing multiple delivery workflows, platforms and device types increases overhead and slows the rollout of new services and innovations.

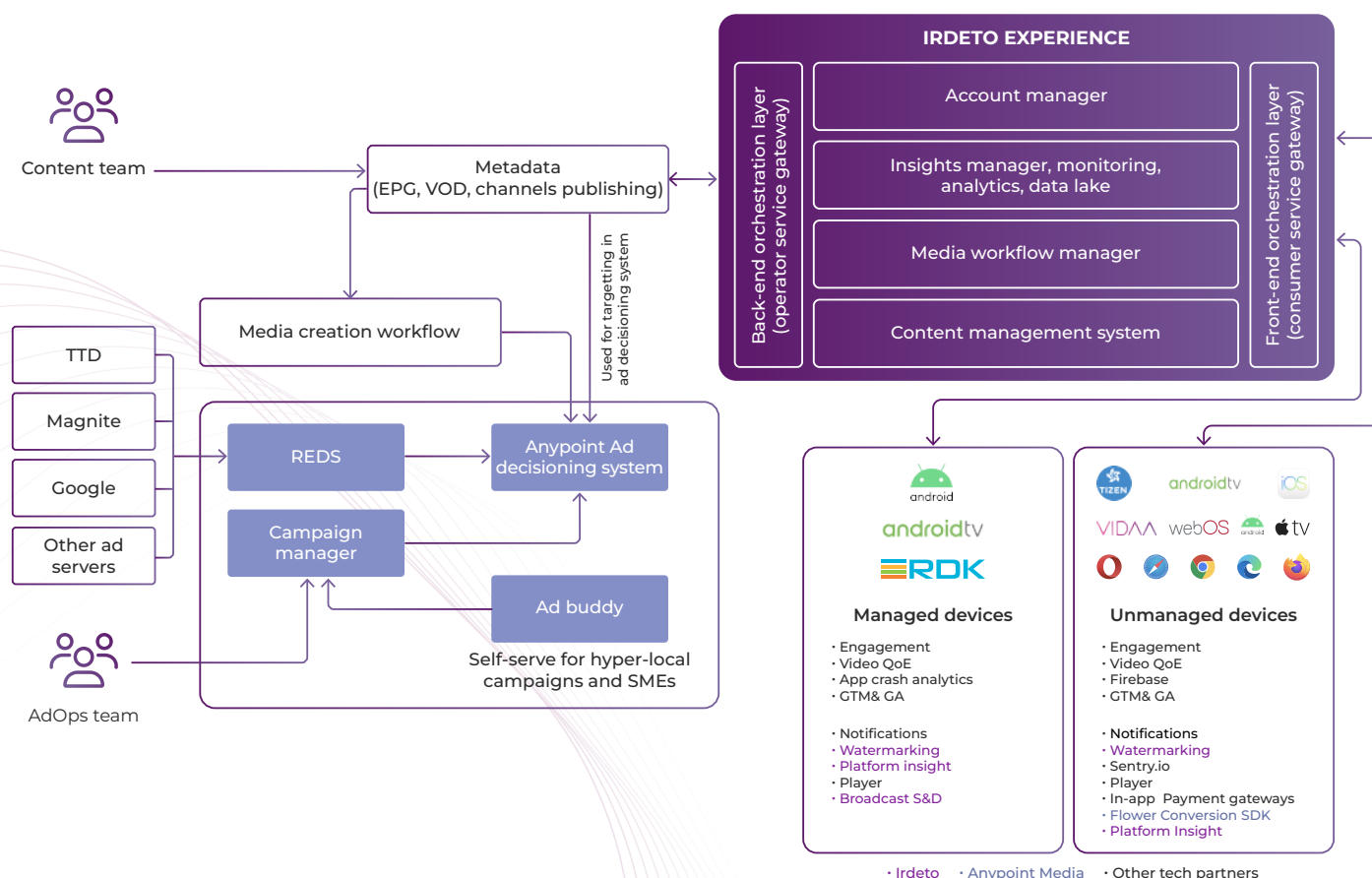
Evolving viewer expectations

Audiences now demand seamless, interactive and personalized experiences regardless of whether they're watching via cable, app or smart TV. Meeting these expectations is critical to retaining viewership and staying competitive.

THE JOINT SOLUTION

Irdeto Experience and Anypoint Media's FLOWER together provide a comprehensive solution that addresses these challenges head-on.

Irdo Experience is a unified, modular video platform designed to help pay-TV operators, OTT platforms and FAST channel operators to create, monetize and secure next-generation content experiences. FLOWER is a next-generation hybrid ad solution that combines a cloud ad server with a client-side SDK, enabling skippable ads, clickable overlays and real-time second-screen experiences.



Irdeto Experience and **Anypoint Media's FLOWER** come together to deliver a powerful, end-to-end solution that transforms how pay-TV operators, OTT platforms and FAST channels engage viewers and drive revenue. This joint offering combines a unified, flexible content experience with next-generation ad technology thus maximizing monetization while enhancing operational efficiency.

UNLOCKING REVENUE GROWTH AND ENGAGEMENT ACROSS SCREENS

The integration of **Irdeto Experience** with **Anypoint Media's FLOWER** platform offers a comprehensive, future-ready solution that empowers operators to monetize effectively and deliver consistent, high-quality ad experiences across pay-TV, OTT and FAST environments.



Integrated monetization across channels

By combining Irdeto Experience's advanced video delivery capabilities with FLOWER's flexible ad monetization models, operators can unlock new revenue streams ranging from interactive ads on OTT, to dynamic pods on FAST, to precise, frame-accurate insertions on pay-TV.

Personalized and engaging ad experiences

The joint solution supports seamless, personalized ad delivery across screens. Interactive formats such as skippable spots, clickable overlays and second-screen engagement tools help increase viewer attention and improve satisfaction.

Operational agility and scalability

From legacy STBs to connected TVs and mobile devices, the platform simplifies ad and content delivery workflows. This reduces complexity, improves time-to-market and supports deployment at scale across diverse infrastructure.

Unified measurement and performance insights

Real-time analytics and centralized data management enable a holistic view of ad performance across platforms. This facilitates smarter campaign optimization, more accurate attribution and better business decisions.

Built for future adaptability

Designed to evolve with shifting audience behaviors and market needs, the integrated solution provides a robust foundation for long-term innovation. Whether scaling digital ad strategies or enhancing linear TV capabilities, operators are positioned for sustainable growth.



CONCLUSION: A PATH TO FUTURE-READY SUCCESS

As the media landscape evolves, the partnership between Irdeto Experience and Anypoint Media's FLOWER delivers a powerful, flexible solution for pay-TV, OTT and FAST channel operators. By combining cutting-edge ad innovation with a scalable video platform, operators can unlock new revenue streams, enhance efficiency and deliver personalized content experiences across every screen. Whether modernizing legacy systems or expanding digital-first services, Irdeto Experience and FLOWER provide the agility and tools to drive success today and in the future.

ABOUT IRDETO EXPERIENCE

Irdeto Experience is an end-to-end modular video streaming platform that allows content service providers complete control over how content is delivered, discovered and monetized. Irdeto Experience enables them to create a seamless user experience across devices, boost revenue through flexible ad and subscription models and streamline operations to reduce time-to-market and complexity. It's secure, scalable and ready for the future.



Unlock the power of Irdeto Experience

Boost engagement, drive growth and streamline operations.

[Contact us](#)

irdeto

Last modification: 11-09-2025 / 05:38 pm GMT+01:00

© 2025 Irdeto. All Rights Reserved.