irdeto

Protect. Renew. Empower.

Irdeto Broadcast Addressable Advertising

Precision. Engagement. Optimization.

The landscape of TV advertising has undergone a transformative shift from traditional broadcasting to the era of addressable advertising. Traditional TV advertising, characterized by a one-size-fits-all approach, has given way to a more targeted and personalized model with addressable advertising.

Broadcast addressable advertising provides unprecedented opportunities for broadcasters and advertisers alike. It relies heavily on the ability to gather and analyze data from viewers. Pay-TV operators sit in an unenviable position to make this possible. Many broadcast their own channels which they can monetize better and offer this capability to media agencies earning a share of the expected revenue uplift from targeted campaigns.

Today, most pay-TV operators have a mix of connected and un-connected Set-Top Boxes (STBs) deployed in the field. Irdeto Broadcast Addressable Advertising solution has been purpose-built to address both use cases and addresses the challenge of maximizing the value of both segments independently.

IRDETO BROADCAST ADDRESSABLE ADVERTISING

Irdeto Broadcast Addressable Advertising solution provides a targeted advertising approach that combines the broad reach of traditional broadcasting with the precision of targeted marketing. It allows advertisers to tailor their messages to specific demographics, interests or geographic locations. It relies on data analytics to understand consumer behavior, preferences and trends. Advertisers can leverage these insights to refine their strategies, optimize campaigns and make data-driven decisions, ultimately improving the overall effectiveness of their advertising efforts. As such, it reduces waste by delivering ads only to the intended audience, making campaigns more cost-effective and efficient.

The Irdeto solution is purpose-built to address the fragmentation of connected and unconnected STBs that a pay-TV operator may face in their customer base in order to maximize the reach and value of each. In the case of connected STBs, the system brings the benefits of an ad manager platform (e.g., Google Ad Manager) and addressable advertising on IP Linear to broadcast linear. And in the case of non- connected boxes, many of the same capabilities can also be delivered (e.g., multiple ads, ad pacing, clash management, etc.) using Irdeto Ad Manager Platform.

The overall solution is designed with the specific goal of reusing the pay-TV operator's established video content delivery infrastructure, thereby lowering capital investment needs and maximizing the usage of existing advertisement inventory across IP linear, IP Video on Demand (VOD) and broadcast linear content. With flexibility at its core, it can adapt to various processes, workflows and architectures.

With the Irdeto Broadcast Addressable Advertising solution, you're able to help advertisers with in-depth campaign results analysis and measurable success factors to complete the loop on marketing efforts across all platforms (and in many cases leveraging existing trusted reporting metrics). Viewers benefit from more relevant and personalized content, leading to a more enjoyable and engaging experience. When advertisements align with viewer interests, they are less likely to be perceived as intrusive or irrelevant, contributing to a positive relationship between consumers and brands.

As consumer behavior evolves, with more people shifting to digital platforms and demanding personalized experiences, broadcast addressable advertising allows advertisers to adapt and meet these changing expectations. This adaptability is crucial for staying relevant and competitive in the dynamic landscape of advertising.

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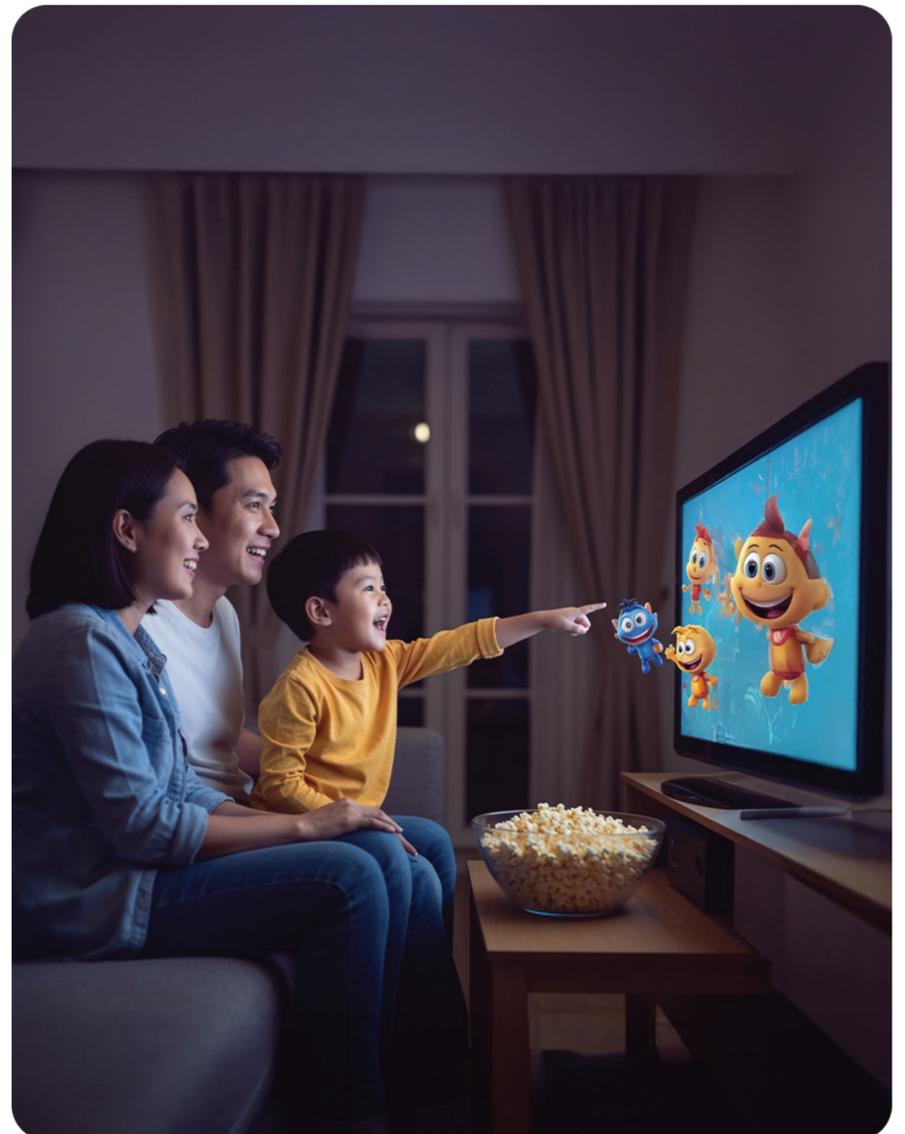
BENEFITS

Maximize your targeted reach
· Addresses both connected and unconnected STBs

Optimize ad inventory value
· Replace traditional ads with targeted ads in real-time to respond to changes in audience demographics or advertiser preferences

· Delivers the granularity capabilities of IP linear to broadcast linear

· Charge higher cost per mille by offering advertisers the ability to target specific households or audience segments

· On unconnected STBs, multiple ad re-placement opportunities using digital video recorder storage on the STB

Enhanced user experience
· Relevant and targeted ads are less likely to be perceived as intrusive or disruptive by viewers

· Manage the frequency and timing of addressable ads more precisely to prevent ad fatigue and viewer annoyance by ensuring that households are not bombarded with the same ads repeatedly

Avoid negative effects that might arise from proximity or overlap of ads
· Ad placement policies (clash management, ad category, genre, etc.) ensure that they do not interfere with each other or create confusion for the audience

Reduce ad wastage
· Delivers ads only to households that fit the specified criteria enables more efficient use of ad inventory and increased overall ad effectiveness

Improved reporting
· Real-time ad impression tracking and rich contextual impressions reporting (by time, channel, genre and location)

· On unconnected STBs, leverage metrics from connected devices to complement reporting
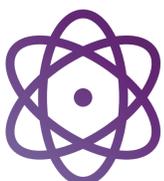
Streamlined internal operations
· Reutilizes the ad ops tools and processes used for IP linear and IP VOD (if used by the operator)

HOW IT WORKS

The Irdeto Broadcast Addressable Advertising solution (Figure 1) is built around two main components: Irdeto Advertising Software Development Kit (SDK) and Irdeto Ad Server.
The Irdeto Advertising SDK, embedded within the STB (running Irdeto Middleware), is responsible for detecting opportunities to replace standard broadcast ads with targeted, addressable ads. It chooses the most relevant ad for the current viewer based on available audience data in real time. If the STB is connected, Irdeto Advertising SDK will communicate with third party Over-The-Top (OTT) ad-servers as (e.g., Google Ad Manager, FreeWheel, Publica, etc.) to fetch and insert the targeted ad. If the STB is not connected, it instead retrieves the ad from the Irdeto Ad Server, using local storage to ensure smooth delivery. In both scenarios, the system performs seamless ad replacement with frame accuracy stitching into the live broadcast stream, maintaining a high-quality viewing experience.

If no opportunity to replace an ad is detected, the original ad will be played.

Figure 1. Irdeto Broadcast Addressable Advertising Solution
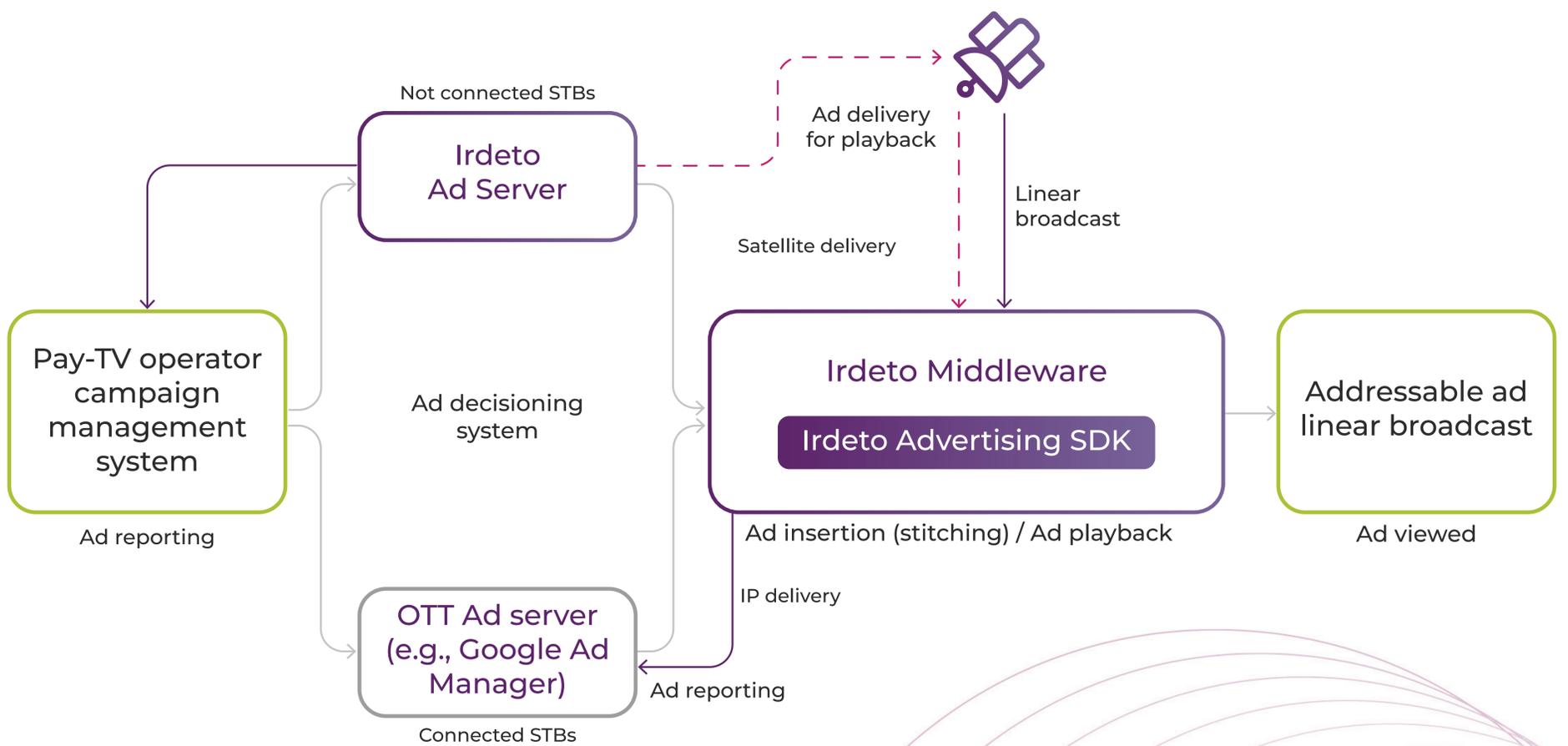
The Irdeto Ad Server provides a campaign management interface for direct configuration and scheduling, while a comprehensive API enables operators with their own systems to fully integrate and manage campaigns externally without relying on the built-in interface (Figure 2).

Figure 2. Irdeto Ad Server
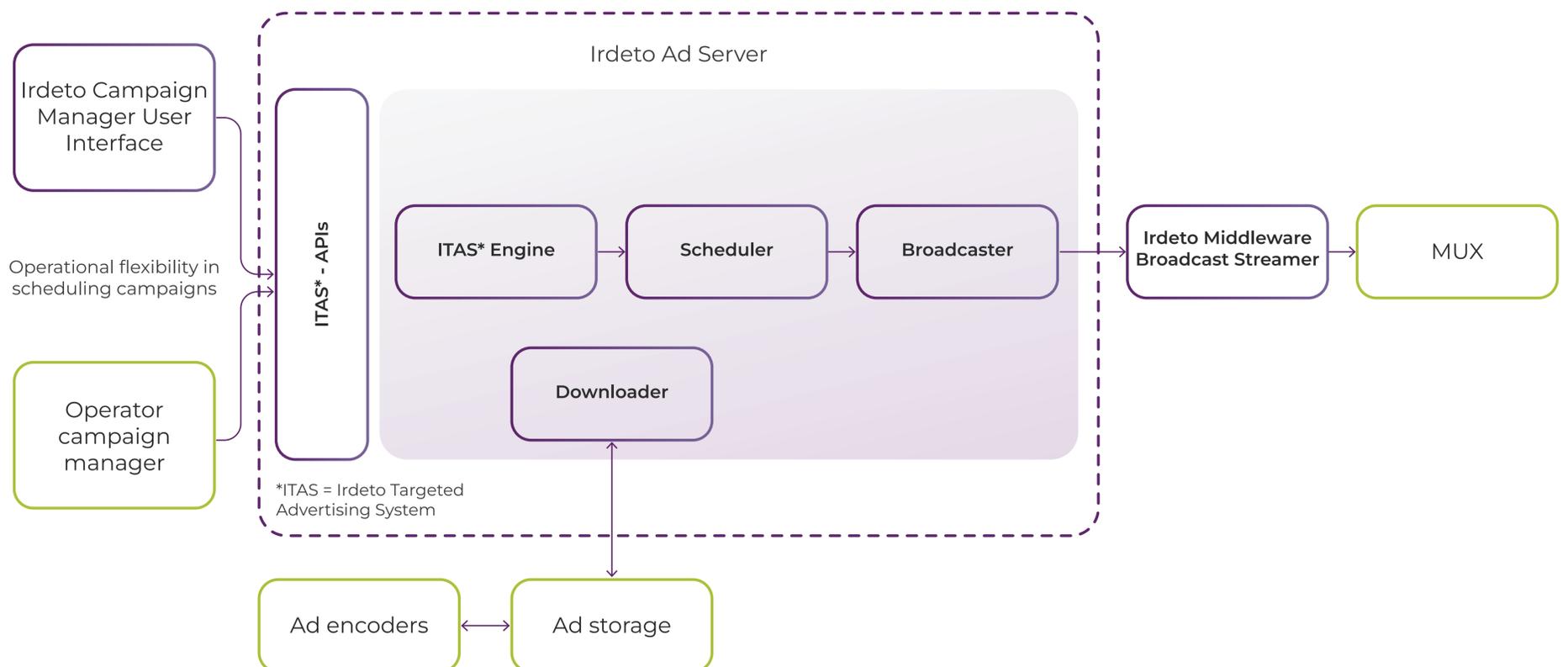
Learn more about Irdeto Broadcast Addressable Advertising

CONTACT US

Irdeto is the world leader in digital platform security, offering solutions and services that enable customers to protect their revenue, create new offerings and fight cybercrime effectively. With more than 50 years of experience, Irdeto is the leading solutions and services provider for content, video broadcast and streaming services, partnering with movie studios, sports rights holders, and OTT and broadcast operators across the content value chain. With a unique pay-TV operator heritage, Irdeto is the preferred partner to empower a secure world where people can connect with confidence.