OTT Ad Monetization With Smaato

smaato

In a rapidly changing landscape, over-the-top advertising (OTT) can help publishers boost eCPMs.

Smaato's Digital Ad Tech Platform makes managing your OTT inventory simple.

The Rise of Over The Top Advertising (OTT)

OTT is defined as video streaming via the internet on any kind of device, including smartphones, tablets, CTVs, and many others.

From an ad format perspective, that means instream video – reflecting the same viewer environment as its traditional TV counterpart.

Get Peace of Mind

Smaato's in-house DAI helps eliminate the high risk of fraud. Plus, we deliver a better UX with far less latency.

Take Full Control

For VOD, determine pod length and composition, plus schedule when and where ad breaks occur.

See the Dynamic Difference

We fill Live TV ad pods dynamically. You pick the length of the break, we take care of the rest.

Monetize with Ease

Marketers can bid on more than one slot per pod, boosting competition – and eCPMs.

Make Better Decisions Faster

Our advanced reporting delivers unparalleled granularity – so you can optimize more quickly.

How Does It Work?

A number of key features and technologies underpin Smaato's approach to OTT advertising:

Dynamic Ad Insertion (DAI)

This is the process of stitching ads into video streaming content on the server before the user begins watching, rather than serving ads on the device while the user watches. Because ads are stitched into specific videos, ad content can more closely align with video content, keeping users engaged. Ad quality also matches content quality, which eliminates buffering to deliver a smoother viewer experience. Publishers can customize start and end bumper cards, and set a maximum amount of time allowed for looping slates if a slot is unfilled.

At Smaato, our DAI is all completed in-house and with far less latency. By cutting out the middleman, we eliminate the high risk of DAI fraud.

Ad Podding

Ad Pods and Slots

VAST video ads are served as a group of sequential ads played back-to-back (just like a commercial break on TV), rather than as an individual ad. Each ad in a pod is referred to as an "ad slot." Like DAI, this provides contextual data that can help ensure more relevant ads. You also get the opportunity to double or triple the value of your commercial breaks with now double or triple the number of ads.

Ad Pod Construction

For Video on Demand (VOD) content, Ad Pods can be constructed manually or dynamically. For Manual Construction, Publishers can choose the duration of the ad break and set time requirements for each ad slot.

Dynamic Construction offers more automation: simply select the length of the ad break and we fill it accordingly.

For Live Content, we fill and serve perfectly-sized dynamic pods into SCTE-35 markers.

Ad Pod Bidding

Ad Pod Exposure

Publishers can choose how the ad pod is presented for bidding. Publishers can offer marketers a chance to bid per pod, or by slot.

With per pod, Marketers are exposed to the whole ad pod, and the slots within it. They have an opportunity to bid on more than one slot in an ad pod, increasing competition to help boost eCPMs.

With per slot, marketers see each slot individually, as separate requests, without knowing the order. They can bid on any or all of them.

We offer **creative deduplication**, to ensure that no two identical ads appear in the same pod. We also include **competitor separation**, to limit ads from the same IAB category from appearing in the same ad pod.

Ad Pod Auction Types

Our publishers are not limited to open auction nor manual direct deals. Whether through private exchange, or programmatic direct deals like preferred or guaranteed, publishers pick how to fill their inventory.

Ad Pod Header-Bidding

All of the functionality we offer for ad pod bidding is available for header bidding, as well. An auction occurs via our Prebid Server Video Adapter + Prebid AdPod Module before the auction with Smaato's demand. This can help boost fill, increase eCPMs, and drive revenue.

Reporting

Smaato delivers reporting granularity that drills deeper than what OTT video has seen so far – from the video content source all the way down to the impression.

Our platform has advanced reporting features on channels, video assets, ad playlists, ad pods, and ad slots, giving you the information you need to make smarter decisions more quickly, and optimize your inventory across your channels, environments, playlists, ad pods, and ad slots.

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Smaato's digital ad tech platform offers an omnichannel, self-serve solution. Our ad server and monetization platform empowers publishers with the tools they need to thrive and enables marketers to deliver memorable audience experiences worldwide – and on any device. Learn how advanced analytics, industry-leading market quality, and total transparency help set Smaato apart. Learn more at www.smaato.com.