



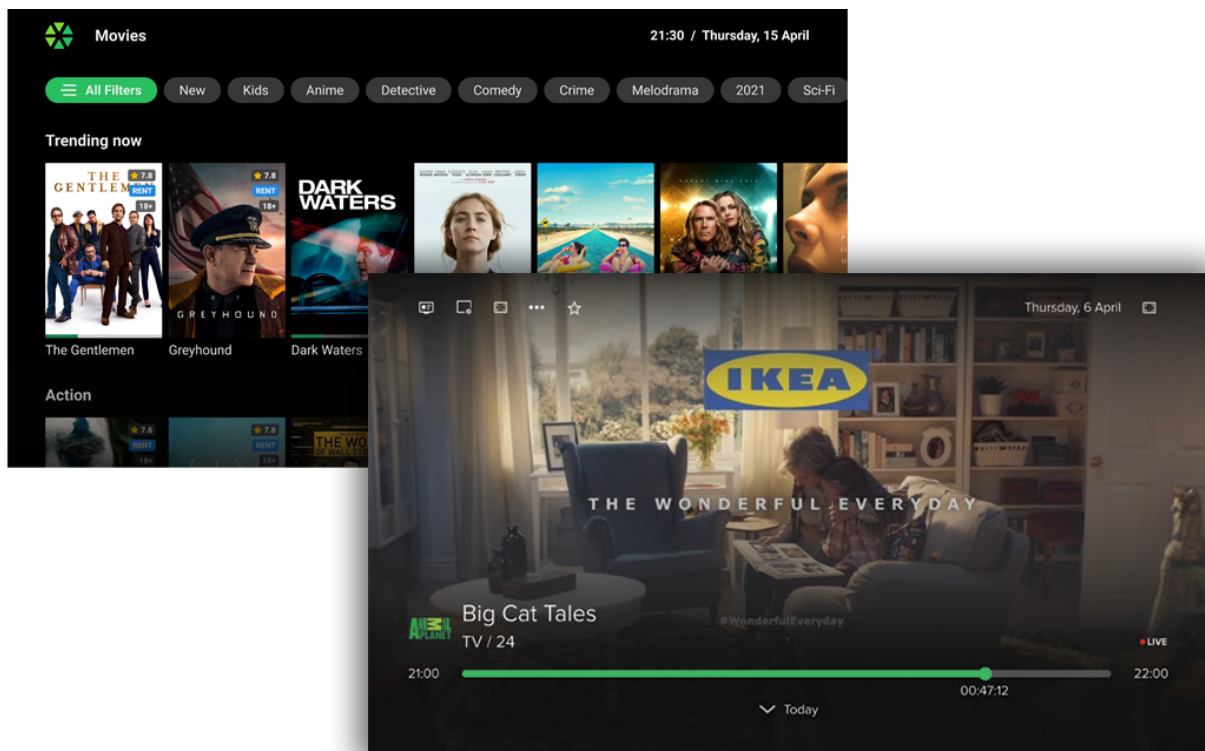
SmartTUBE AVoD Functionality

SmartTUBE fully supports AVoD — a type of VoD allowing subscribers to watch content for free, but with mandatory watching of advertisements.

How it works

The AVoD model is used by most online video platforms (YouTube, Vimeo, etc.) and is well known to Internet users of all ages. The SmartTUBE platform allows you to implement this model in IPTV/OTT services.

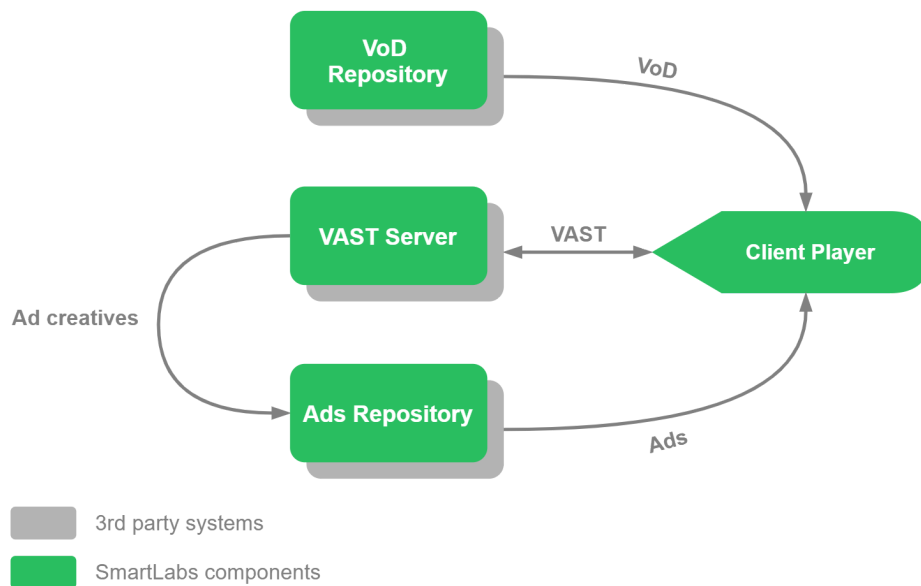
The AVOD essence is simple: the user clicks on the movie and watches the ad block before the movie starts. Also, the ad can be shown during the movie playback or at the end of it.



Screening of IKEA ad before the start of the "Big Cat Tales" documentary



Internally the AVoD feature works the following way:



General diagram of SmartTUBE AVoD Ad Insertion feature

1. SmartTUBE Client Player starts playing a movie and sends two requests:
 - to the streaming server — for the movie playlist, and
 - to the VAST server — for the decision on ad insertion.
2. The VAST server strips out the targeting parameters from the client request and immediately checks in the database it has for campaigns matching this targeting criteria.
3. Once a suitable campaign and creatives are found, the VAST server responds to the SmartTUBE Client Player with a VAST response carrying information about the ad creatives to be inserted.
4. The SmartTUBE Client Player plays the movie with the inserted ad and sends statistics about the ad viewing back to the VAST server.

VAST server manages advertising campaigns, creatives, and statistics collection. It interacts with client players and video servers. You can use a 3rd-party VAST service or the SmartTUBE ADS module, where you can upload creatives, specify its targeting parameters, screening period, age restrictions, and so on.

What you need to do

To launch an AVoD service on the SmartTUBE platform you need to do 3 simple steps:

1. Add movies to the AVoD bundle
2. Specify URL of the VAST server in the bundle settings
3. Configure an advertisement campaign on the VAST server