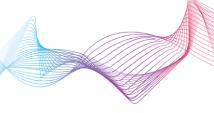
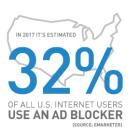
AD BLOCKING



Ad blocking is a major revenue challenge that ad-supported video business face. Ad blockers obstruct all incoming ad impressions being added at the player level through calls to an ad server, and they are on the rise.

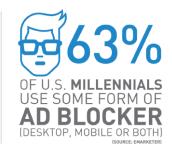
18% OF WORLDWIDE INTERNET USERS USE AD BLOCKERS





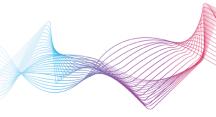






THE SOLUTION

SERVER-SIDE AD INSERTION



Server-Side Ad Insertion (SSAI) addresses ad blockers head-on by inserting ads directly into a content stream before it is delivered to the player.

