THE PROBLEM
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
(SOURCE: EMARKETER)

IN 2017 IT'S ESTIMATED
32%
OF ALL U.S. INTERNET USERS
USE AN AD BLOCKER
(SOURCE: EMARKETER)

IN 2016
$20.3 BILLION
WILL BE SPENT ON BLOCKED ADS
(SOURCE: FORRESTER)

US MOBILE AD BLOCKER SHARE
IS PREDICTED TO RISE TO
11%
(SOURCE: TBD)

63%
OF U.S. **MILLENNIALS**
USE SOME FORM OF
AD BLOCKER
(DESKTOP, MOBILE OR BOTH)
(SOURCE: EMARKETER)

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.

VIEWER

1 CONTENT REQUEST

5 SERVER SIDE AD BEACONS

3 HLS MANIFEST PLACEMENT

MPX SERVER

VIDEO & ADS M3U8

CDN

AD AD

4 UNIFIED AD AND MAIN CONTENT DELIVERED

2 AD PAYLOAD CALL

VAST

6 CLIENT AD BEACONS

3RD PARTY VAST/VMAP AD SERVERS