MediaKind PRISMA Edge

Personalizing the viewing experience

As **consumers continue to embrace over-the-top (OTT)** video services, Content Providers and Video Service Providers are eager to provide engaging viewing experience and **monetize the advertising inventory**, while simultaneously meeting contractual and legal obligations:

- Monetize with **Dynamic Ad Insertion**

- Contractual obligations with **Audience-based blackout** or **mandatory program substitution**

Combined with the intimate knowledge of their OTT subscribers and the addressability down to the user permitted by unicast delivery, PRISMA Edge provides a comprehensive solution to personalize viewing experience in an holistic fashion.
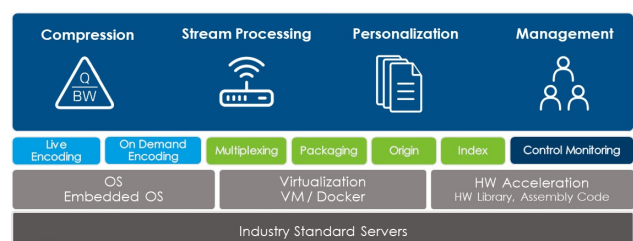
Increase your revenue

PRISMA Edge is designed to connect a content owner's ad inventory to advertisers via an Ad Decision Server, or Server-Side Platform integration. Its server-side architecture allows content owners and distributors to monetize multiscreen video ad inventory regardless of the delivery protocol, and TV service (live, non-linear) via user-based manifest manipulation.

Reach your audience

Content providers and government regulations bodies mandate operators **to enforce delivery restrictions such as blackout and alternate content switching**. Those restrictions are generally on a per geo-location basis and/or based on the type of device.

PRISMA Edge provides a **convergent platform** to enable both monetization of your ad inventory and blackout/alternate management from the same software solution.

Server-side Ad Insertion

PRISMA Edge personalizes advertising delivered on a per audience basis for linear and non-linear media services (VOD, Catchup, N-PVR) in all major streaming protocols: HLS, DASH and Smooth Streaming.

Upon placement opportunity detection (ad break, VOD start etc.), **it connects the audience with the ad decisioning entity such as Ad Decision Servers (ADS) or SSP** (Supply-Side Platform), and customizes the manifest delivered.

Protect the audience value

PRISMA Edge protects the audience value, and behaves as an audience shield against data leakage.

Its server-side architecture gives **content distributors and inventory owners full control** over the type of data being distributed to inventory buyers: ad impression tracking URL proxy, control over targeting criteria passed to the Ad Decision entity.

Audience-based alternate content and blackout

As content becomes available on any device, media delivery becomes increasingly more complex, especially when managing viewing restrictions such as blackout in an audience-based fashion.

PRISMA Edge provides a comprehensive solution for **managing audience-based use cases such as blackout, program substitution and regional window programming** enabling a more personalized experience for the viewer.

PRISMA Edge also implements an alternate content decisioning module, enabling blackout/alternate content manifest manipulation based on connected audience (type of device and/or geo location), and reconcile with the applicable viewing restrictions (from ingest schedule available using SCTE-224).
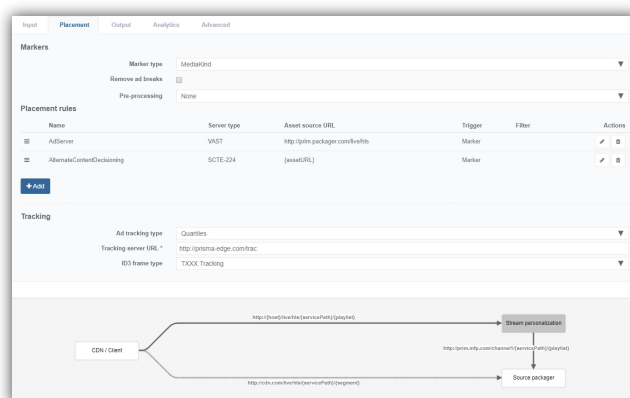
Placement Request Routing

PRISMA Edge implements **placement routing capabilities** to route your audience to the right decision entity, depending on the applicable viewing restrictions (blackout, alternate content) or inventory ownership:

- **ADS routing:** Upon advertisement placement detection in the conditioned manifest, PRISMA Edge checks routing policies and sends the request, decorated with audience parameters and ad break information to the Ad decisioning entity.

- **Alternate Content decisioning**: upon blackout or program substitution detection (via program start, or specific tags within the manifest), PRISMA Edge routes the decisioning to its built-in alternate content decisioning module, and manages content substitution.

Deployment and scalability

PRISMA Edge is available as a docker container to ease deployment of additional processing capacity, and to meet the requirements of variable distribution of the audience. It is integrated into the MediaKind deployment framework.

General

Streaming Protocols	Server-side manifest manipulation for **HLS**, **DASH** and **HSS** Microsoft Smooth Streaming (patented)
Workflows	**Live**, near-live (**time-shifting, restart-TV**), non-linear (**VOD, catch-up, NPVR**)
Analytics	Interface to third-party analytics system
Plug-ins architecture	**Enhance PRISMA Edge capabilities and interoperability** with packager via plug-ins: • New Analytics interface • Proprietary in-manifest SCTE-35 signaling • URL source parameters

Dynamic Ad Insertion

Use cases	**Pre-Mid-Post roll** ad insertion/replacement Compose insertion/replacement with **commercial broadcast bumper**
Placement Management	Integration with lead **Ad Decision Servers** (ADS) and **Supply-Side** Platform (SSP) Configure-able placement request using template
Routing policy management	Multiple ADS/SSP support with **configure-able routing policies** (type of inventory, ownership etc.)
Viewability	Impression or quartile-based **impression tracking URLs**
Communication interfaces	**VAST**, **VMAP**, **SCTE-130-3**
Commercial ADS supported	Cadent/BlackArrow, Freewheel, Google Ad Manager, SpotX

Audience-based Blackout & Alternate Content

Alternate Content Decisioning	Blackout and Alternate content rules provisioning via SCTE-224.
Audience resolution and processing	Audience resolution based on connected audience, and manifest manipulation
Routing policy management	Identify blackout opportunity and routing to PRISMA Edge alternate content decisioning

Monitoring and Control

Control Interface	Control and monitoring via Web GUI. Fully configure-able using REST-API
Service configuration	One-time configuration, shared across all PRISMA Edge processing instances
Redundancy Management	N+M redundancy scheme

Compatible Deployment Models

Software Only	Supported on Linux CentOS 7.3 and 7.6
Deployment	PRISMA Edge is integrated into MediaKind deployment framework as containers