THEOads

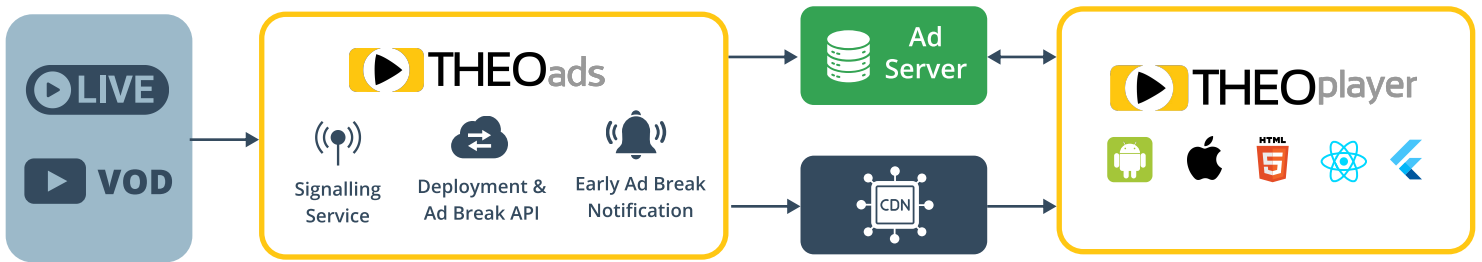**The Future of Viewer Engagement and Monetization.**

What is THEOads?

THEOads is a revolutionary ad-insertion solution using Server-Guided Ad-Insertion (SGAI) to boost viewer engagement and ad revenue. Integrated with THEOplayer, THEOads offers a smooth, engaging, and innovative ad experience with low latency and unmatched scalability.

LIVE
VOD

THEOads

Signalling Service · Deployment & Ad Break API · Early Ad Break Notification

Ad Server

CDN

THEOplayer

The Benefits of THEOads

Elevated Ad Quality & Viewer Engagement

Enhance ad quality and viewer experience to captivate your audience and drive higher user engagement.

Effortless Simplicity

Simplify processes and minimize complexity, reduce risks, and as a result lower costs.

Innovative Ad Formats

Introduce new, less intrusive ad formats, such as L-shape and double-box to unlock fresh revenue streams.

Maximized Efficiency

Achieve greater efficiency with optimal inventory use by increasing rendering and fill rates.

Personalized Ad Experiences

Deliver relevant ads through superior personalization and targeting.

THEO · Dolby

www.theoplayer.com

Key Features of THEOads

Flexible Ad Scheduling

Retain full control over ad break by dynamically adjusting durations and scheduling through API or SCTE triggers.
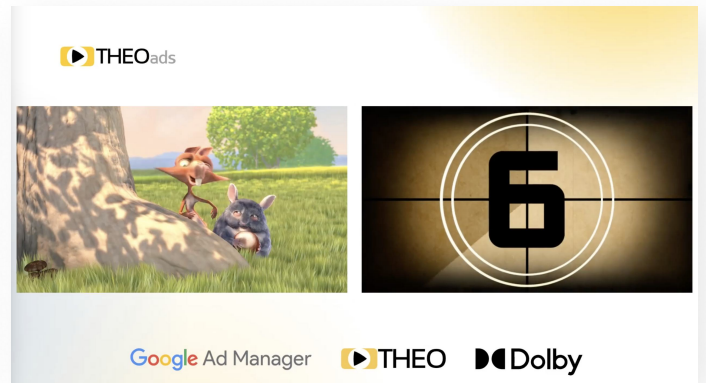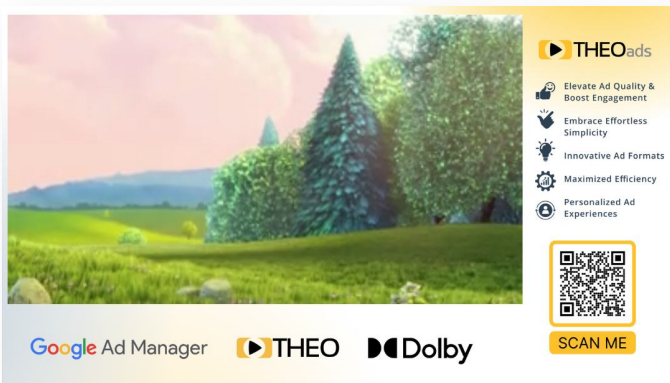
High Scalability

Achieve unprecedented scalability by eliminating the need for a central stitcher or session manager.

Enhanced Ad Analytics

Maximize your CPM value with richer insights into ad performance and user experience through detailed analytics.

Server-Guided Ad Insertion

The technology behind THEOads combines the best of Client-Side Ad Insertion (CSAI) and Server-Side Ad Insertion (SSAI), providing a superior, simpler, and more cost-effective ad experience.

	Client-Side Ad Insertion	Server-Side Ad Insertion	Server-Guided Ad Insertion
Ad Insertion by	*The Video Player*	*The Server*	*Hybrid Player & Server*
Ads & Content	*Separate Streams*	*Stitched Streams*	*Separate Streams*
Cross-platform Support	★	★ ★ ★	★ ★ ★
Scalability	★ ★ ★	★	★ ★ ★