

Anevia Adds Full Dynamic Ad Insertion Capabilities to its End-to-End OTT Video-Delivery Offering

Anevia, a leading provider of OTT and IPTV software solutions, announces the launch of its Dynamic Ad Insertion solution. Anevia's end-to-end OTT video-delivery offering already included ad-enabling and ad-preparation components. With the addition of ad-stitching and ad-routing capabilities in the Anevia NEA-CDN, the end-to-end video-delivery offering now comes with a complete, pre-integrated DAI solution – reducing the need for testing, and making deployment faster and simpler.

A report by the US-based Video Advertising Bureau estimates that 71 per cent of internet users access an OTT service at least once a month, nearly one third of subscribers possessing three or more means of accessing OTT content (an eight-fold increase in just two years). Advertising is estimated to comprise 45 per cent of all online video revenue and is forecast to grow to almost 60 per cent in the next 10 years.*

"We are seeing a major growth in demand for dynamic ad insertion facilities right across the OTT video market," comments Anevia CEO Laurent Lafarge. "Advertisement revenue forms an important element of the OTT funding structure, but content publishers are still experiencing a huge level of waste in the form of valueless advertising. DAI creates an immediate new revenue potential. As an example, TV operators can derive two separate revenue streams from commercials shown on TV and those shown on multiscreen."

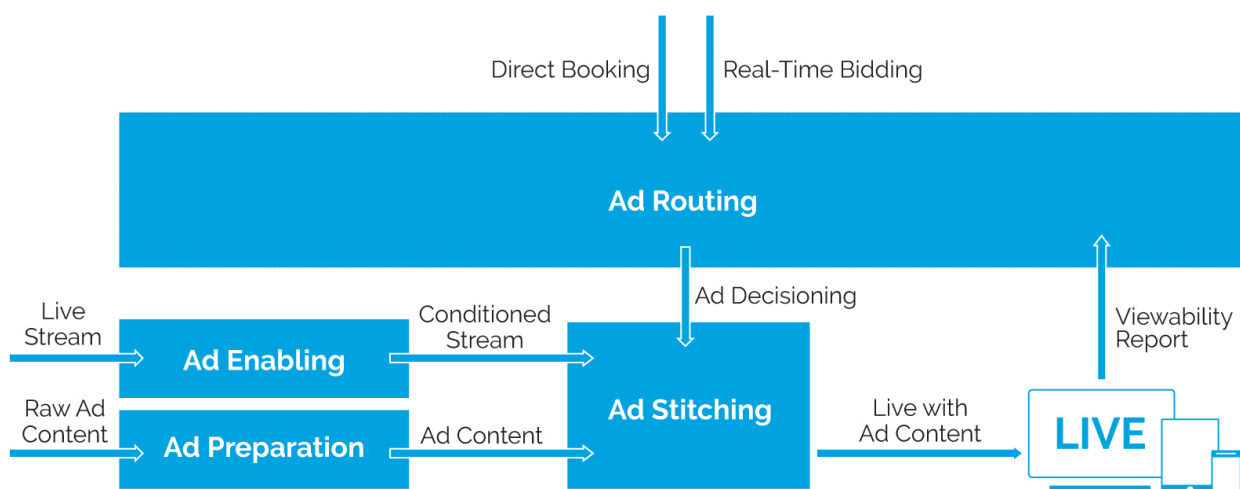
"Anevia has already deployed its DAI solution with five of our customers using our OTT video-delivery infrastructure," adds Anevia cofounder and CTO Damien Lucas. "We now offer a complete server-side solution that is able to defeat ad blockers and ensure a smooth user experience. It can also prepare ads offline by using the resources made available during low traffic peaks thanks to Anevia's elastic CDN solution, which can scale down when demand is low."

Learn more about Anevia's offer in Dynamic Ad Insertion by viewing the replay of a webinar by Damien Lucas on *Dynamic Ad Insertion – Made Easy!*

<http://events.streamgo.co.uk/advanced-television-dynamic-ad-insertion-made-easy>

* www.thevab.com/wp-content/uploads/2018/03/OTT-Ecosystem-Overview-Final.pdf

The accompanying diagram shows the core components of Anevia's Dynamic Ad Insertion.



About ANEVIA

Anevia is a leading OTT and IPTV software provider of innovative multiscreen solutions for the delivery of live TV, streaming video, time-shifted TV and video on demand services. The company offers a comprehensive portfolio of video compression, multiscreen IPTV head-ends, Cloud DVR and CDN solutions to enable viewers to enjoy a next-generation TV experience – anywhere, anytime and on any screen – including 4K UHD content. The solutions have been widely adopted by globally renowned telecom and pay-TV operators, TV broadcasters and video service providers in hospitality, healthcare and corporate businesses.

Founded in 2003, Anevia has a track record of being first to market with advanced video technologies. The company is a member of and active contributor to several TV, media and hospitality industry associations. Headquartered in France, with regional offices in the USA, Dubai and Singapore, Anevia is listed on the Paris Euronext Growth market.

For more information please visit www.anevia.com.

Contacts

ANEVIA

Silvia Candido
Field Marketing Director
Tel: +33 1 81 94 50 95
Email: scandido@anevia.com

StylusMedia

David Kirk
Senior Account Manager
Tel: +44 1342 3119834
Email: stylusmedia@gmail.com