



PAUSE AND FAST-FORWARD ADS FOR CONNECTED TV

08-Apr-2011 by John Moulding

Having introduced some innovative advertising concepts to the 'traditional' TV industry at IBC last year, justAd.TV is now helping content owners to monetize free content on connected TV devices. The company's new software development kit (SDK) means content owners can easily introduce VOD-friendly formats like interactive banners that display when viewers press 'pause', 'stop' or 'fast-forward' on Samsung and LG connected TVs and the Apple iPad. Support for Philips connected TVs and Android based devices will follow shortly.

justAd.TV is pioneering the concept of advertising during natural breaks in viewing, like when viewers press pause, stop or fast-forward when they are watching non-linear content. The company's advertising platform supports traditional formats like the 30 second spot but CEO Yariv Erel thinks it is hard to monetize non-linear content with pre-roll or post-roll advertisements. As he told Videonet last year: "A lot of people are talking about pre-roll advertising for VOD but one hour of broadcast TV contains 20 adverts and that does not make sense for pre-roll VOD."

The justAd.TV advertising system already enables both Pay TV providers and broadcasters harnessing hybrid broadcast broadband capabilities (including HbbTV, DVB-MHP or MHEG-5) to apply Internet-style advertising to non-linear entertainment. The ads can be fully interactive if a set-top box has a browser.

The move into Connected TV, on multiple proprietary platforms, makes a range of potentially attractive ad formats available in another environment where much of the viewing will be non-linear, including for catch-up TV. If the SDK is as easy to implement as justAd.TV says, even small online content owners could benefit as they move their content onto the Internet-enabled TV screen.

Whatever their size, the content owner can harness the justAd.TV SDK to make advertising part of their video app for the connected devices. They can then serve targeted advertising and make use of a cloud based ad server and campaign manager, which enables access to all stages of the advertising value-chain. They gain immediate access to a private zone in the campaign manager that includes a full set of tools for the definition of formats, the creation of the ads and the scheduling of campaigns. The cloud-based solution, which was demonstrated at MIPTV in Cannes this week, requires no additional integration.

“Most of the content and platform owners we talk to face two main issues,” says Erel. “The first is the proliferation of connected devices and the associated costs of supporting each one. The second is the business case for non-linear TV content, as most people skip 30 second ads. This solution addresses both issues.

“Once implemented, our SDK ensures that ads can be displayed on multiple devices, making integration costs obsolete. The fact that we offer pause, fast forward, stop, ‘Red Button’ and many more ad triggers maximizes consumer interaction and ad viewing opportunities, increasing ad revenues and ROI for our customers.”

Erel says justAd.TV can predict the advertising inventory content owners can expect in their content from the use of pause, fast-forward and rewind type advertising prompts, thanks to intelligent algorithms and experience of different content types. He says advertising agencies are looking for new formats like this. This kind of advertising is falling within digital budgets today, he adds, but he is hopeful that it will migrate into the TV advertising budgets.

justAd.TV is making sample applications available for each of the connected devices now supported. Once registered to the justAd.TV website (www.justad.tv) content and platform owners can download a chosen application, like an application compatible with Samsung TV, and view the company’s new advertising formats on their TV.

[You can see some examples of the new ad formats justAd.TV supports here.](#)

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