SoundStack LIVE 365

HLS Interstitial

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Hosting &
Delivery
Advertising &
Monetization
Full-circle audio.
One platform.
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Insights &
Reporting

We make
audio simple.

Agenda

1. Dynamic Ad Insertion challenge
2. What is this about?
3. Why so awesome?
4. Player support
5. Q&A

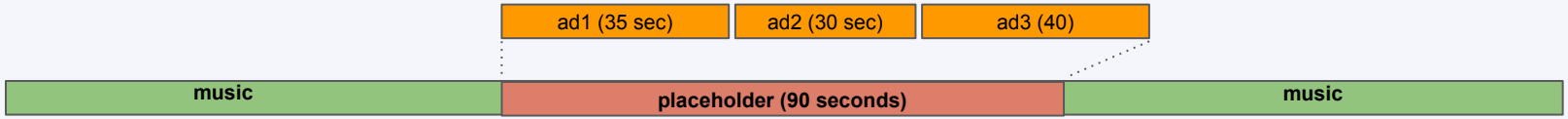
Dynamic Ad Insertion challenge

server side

client side

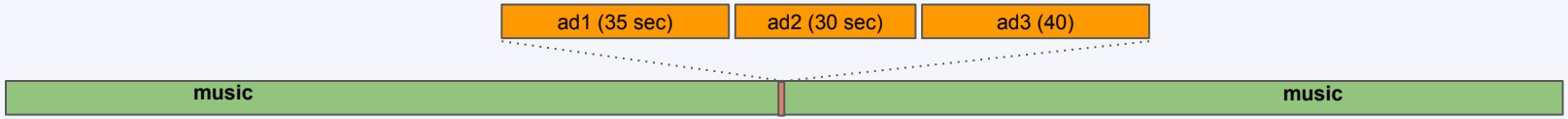
Dynamic Ad Insertion challenge - server side

- Session management
- Ad impression and inventory reporting
- Nice fit management: dynamic delay from real time
- **... do this for XXXXX listeners in real time**



Dynamic Ad Insertion challenge - client side

- VAST Protocol support - with custom implementation
- Ad impression reporting
- Buffer management
- Ad break detection



We believe that every publisher should have access to every ad tech solution possible to monetize their incredible content.

What is this about?

HLS
Interstitial

Make it easier to insert content in the normal HLS stream.
Content that can be delivered by another server.

```
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#EXT-X-TARGETDURATION:5
#EXT-X-VERSION:6
#EXT-X-MEDIA-SEQUENCE:24
#EXT-X-PROGRAM-DATE-TIME:2024-05-17T10:46:10.381+00:00
#EXTINF:3.47429,Endless Legend
segment-153.mp3?listeningSessionId=UzI2N1dRUVVISUk2N01QNUlQTFZQTlIMRlFfcG9jazhzLWRhcy1lZGdlMDEtZGFsMDMuY2Ruc3RyZWFtLmNvbTo4MTg2
#EXTINF:6.53061,Endless Legend
segment-154.mp3?listeningSessionId=UzI2N1dRUVVISUk2N01QNUlQTFZQTlIMRlFfcG9jazhzLWRhcy1lZGdlMDEtZGFsMDMuY2Ruc3RyZWFtLmNvbTo4MTg2
#EXTINF:4.98939,Endless Legend
segment-155.mp3?listeningSessionId=UzI2N1dRUVVISUk2N01QNUlQTFZQTlIMRlFfcG9jazhzLWRhcy1lZGdlMDEtZGFsMDMuY2Ruc3RyZWFtLmNvbTo4MTg2

#EXT-X-DATERANGE:ID="ad1",CLASS="com.apple.hls.interstitial",START-DATE="2024-05-17T10:46:37.183+00:00",DURATION=30,X-ASSET-URI="http://pock8s-das-edge01-dal03.cdnstream.com/interstitial_insertion/interstitial_playlist.m3u8?sessionId=S267WQQUHII67MP5IPLVPNYLFQ&adBreakId=interstitial-mid-roll-3-1715942794362-30000",X-RESUME-OFFSET=0
```
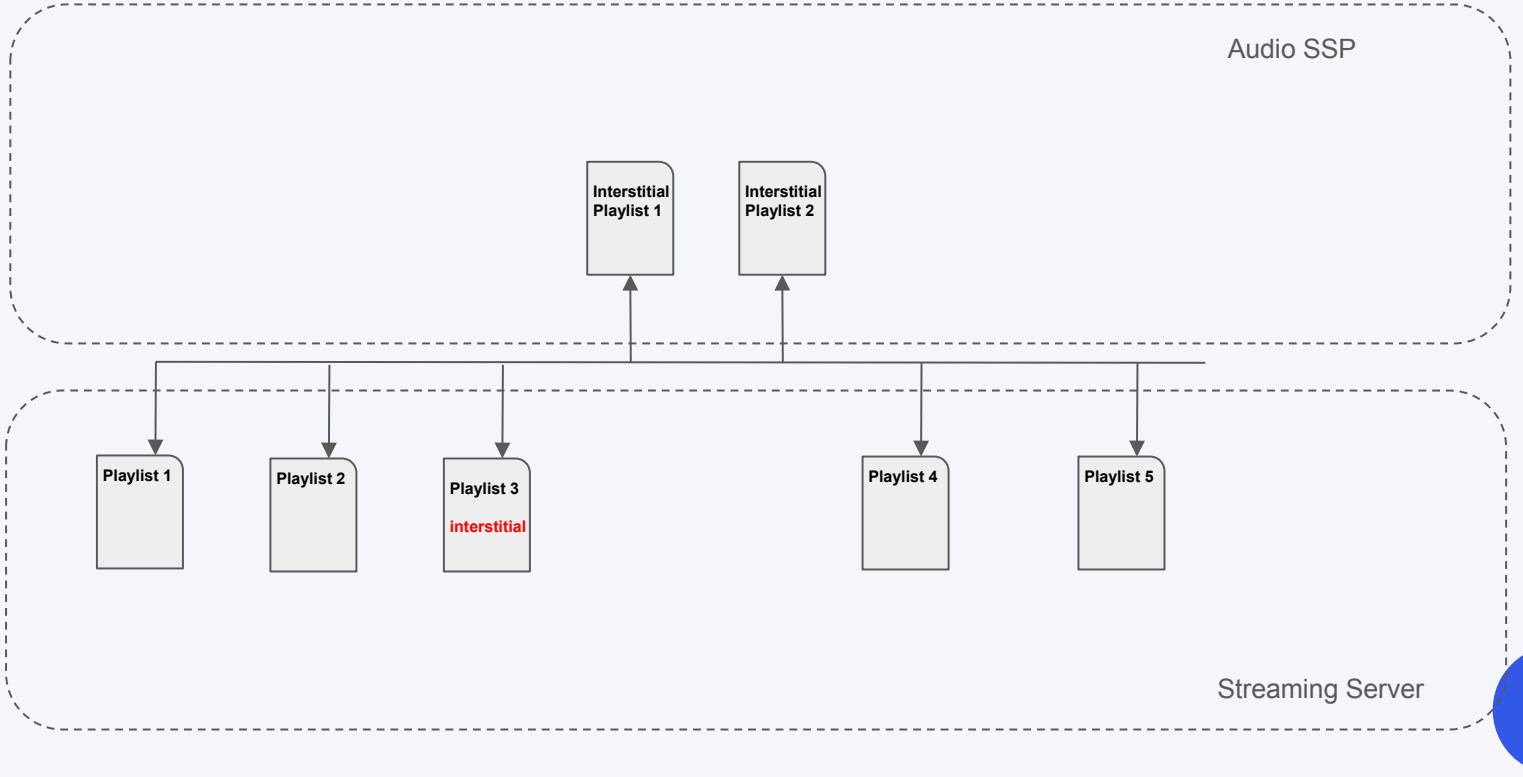

NO VAST
NO DAI Streaming Server

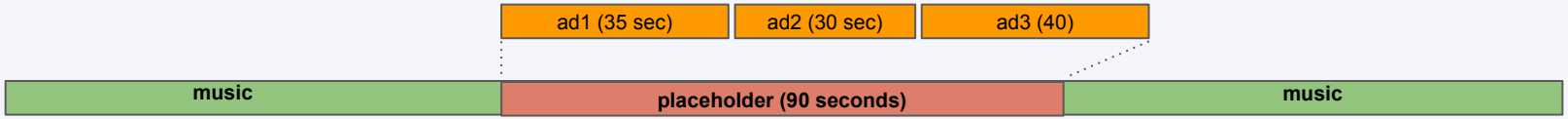
What is this about?



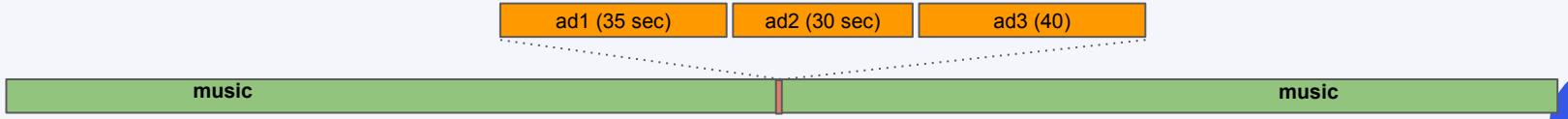
What is this about?

Both, insertion and replacement are supported.

#EXT-X-DATERANGE:ID="ad1",CLASS="com.apple.hls.interstitial",START-DATE="2024-05-17T10:46:37.183+00:00",DURATION=30,X-ASSET-URI="http://pock8s-das-edge01-dal03.cdnstream.com/interstitial_insertion/interstitial_playlist.m3u8?sessionId=S267WQQUHII67MP5IPLVPNYLFQ&adBreakId=interstitial-mid-roll-3-1715942794362-30000",X-RESUME-OFFSET=90



#EXT-X-DATERANGE:ID="ad1",CLASS="com.apple.hls.interstitial",START-DATE="2024-05-17T10:46:37.183+00:00",DURATION=30,X-ASSET-URI="http://pock8s-das-edge01-dal03.cdnstream.com/interstitial_insertion/interstitial_playlist.m3u8?sessionId=S267WQQUHII67MP5IPLVPNYLFQ&adBreakId=interstitial-mid-roll-3-1715942794362-30000",X-RESUME-OFFSET=0



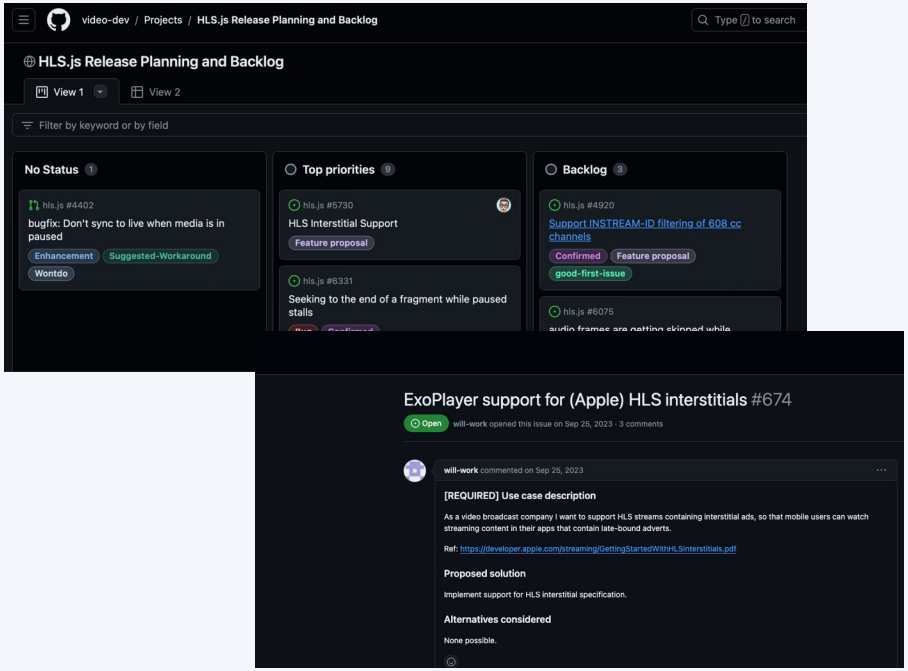
Why so awesome?

Why so awesome?

- Streaming server does not have to care about ad insertion
- Client player does not have to support VAST
- No one should care about impression reporting
- All ad insertion functionality is isolated into one component (SSP)

https://developer.apple.com/streaming/GettingStartedWithHLSInterstitials.pdf

Player support



Apple AVPlayer is fully supporting this.

... and probably many others

Q&A