Monetization and Personalization

Maximizing Ad Revenue OTT with ucfunnel and AWS Media Services

Increasing competition in the video space means that consumers have more choice than ever before. Paid subscription services remain popular: Netflix reported a gain of 15.8 million paying subscribers in the first quarter of 2020 and recent research from Parks Associates shows that almost half of US households subscribe to at least two OTT services. However, at the same time, many consumers are also subscribing to Advertising Video on Demand (AVOD) services, as highlighted in a recent TIVO survey, which noted that the number of subscribers to AVOD services Tubi TV and Pluto TV grew 23.9% year-over-year and 4.5% year-over-year, respectively, from 2018-2019.

OTT services are an attractive outlet for potential advertisers, given the opportunity to target addressable ads to consumers. Recently, Sky Media launched figures showing that addressable ads boost ad engagement by more than a third and cut channel switching by almost a half.

However, ensuring ads are targeted correctly across multiple devices without impacting the user experience can be challenging.

When done poorly, it can drastically impact monetization potential for the video provider as well as reduce both consumer and advertiser satisfaction.

ucX is a full-stack programmatic platform from ucfunnel that enables advertisers to target their desired audience more precisely. It supports multiple devices and ad formats, making it easy for both advertisers and video service providers to ensure ads reach the right audience at the right time and are viewable on any consumer device.

ucX is a self-served dashboard that enables publishers to onboard, monetize, and optimize their digital yields across the globe. Publishers can control their own inventory, allowing them to easily adjust prices depending on seasonality and the needs from buy sides. ucX's Private Marketplace (PMP) feature offers a transparent way for publishers and buyers to trade with each other.

Using marketing automation and artificial intelligence (AI), ucX offers a recommendation engine to help video providers maximize revenue by serving the most relevant ads to any given target audience.

OVERVIEW

CHALLENGES

- Traditional video streaming was too dynamic to deliver optimized ads.
- Campaigns were not delivered to target audience or relevant media.
- Ad blockers minimize the opportunity for users to see ads.

SOLUTIONS

- Enables optimized ads between video content.
- Publisher inventory with audience data layers to help buy sides deliver campaigns to the right users.
- SSAI feature to deliver optimized ads.

BENEFITS

- Enables friendly user experiences.
- Expands the business synergies for ucX, AWS Media Services, and media.
- Increases revenue for video content providers.

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AWS ELEMENTAL LIVE WORKFLOW
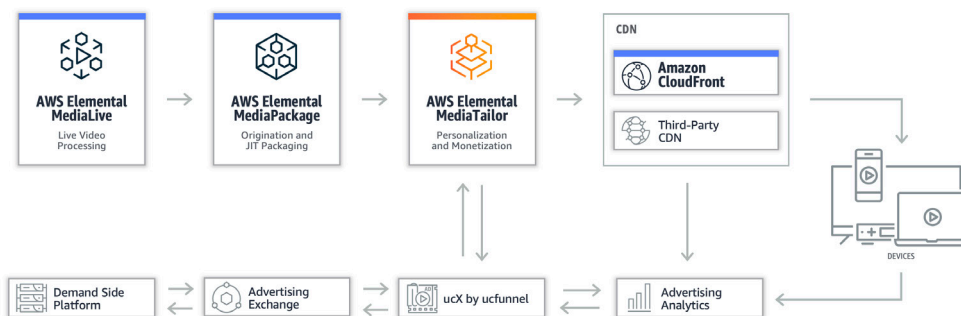
Supporting both live and on-demand workflows, ucX features API integration with Amazon CloudFront and AWS Elemental MediaTailor from Amazon Web Services (AWS). MediaTailor is a part of the AWS Media Services suite, a group of services that make it fast and easy to produce, process, and deliver broadcast and over-the-top video from the AWS Cloud.

Amazon CloudFront is a content delivery network (CDN) service that securely delivers data, videos, applications, and APIs to customers globally with low latency and high transfer speeds, all within a developer-friendly environment. By integrating with CloudFront, ucfunnel can enable instant ad delivery while retaining good content quality regardless of consumer device or ad format.

AWS Elemental MediaTailor lets video providers insert individually targeted advertising into their video streams without sacrificing broadcast-level quality-of-service. API integration with MediaTailor enables end users to see relevant and optimized ads. It also delivers automated reporting based on both client and server-side ad delivery

metrics, making it easy to accurately measure ad impressions and viewer behavior. It also improves ad delivery rates and works with a wide variety of content delivery networks, ad decision servers, and client devices, helping video providers make more money from every video.

Publishers can onboard their inventory into ucX and set up their floor price. Then, ucX generates the API for publishers to embed to their MediaTailor account where the system lets buyers bid on the inventory in real time, agree on deals within the system, and then deliver the ad campaigns to the publishers for ad placements. ucX also delivers performance reports that enable publishers to review and adjust the floor price to optimize yields based on that performance.

Ultimately, advertisers are much more willing to pay for ads when they know engagement will be high, maximizing revenue potential for video content providers. The API integration between ucX and MediaTailor enables media companies to deliver more relevant ads to viewers, increasing viewer engagement with ads and providing a better user experience.

PRODUCT DETAILS

DESCRIPTION

- Self-serve dashboard with 24/7/365 tech support.
- Easy to integrate with API, JS tag, and OM SDK.
- Integrated with global premium demand to deliver brand-focused ads.

FEATURES

- Publishers can manage and adjust the pricing of inventory.
- Compliant with IAB Tech Lab Certified OM SDK to ensure transparency.
- Global demand partners to buy the inventory in open market or via PMP.

BENEFITS

- User friendly dashboard with custom feature supported.
- Compatible with IAB Tech Lab Certified OM SDK to ensure transparency.
- Brand-focused ads to attract and retain users.

The integration between ucX and MediaTailor offers friendly user experiences for viewers while maximizing yields for video streaming owners. We believe both products deliver the scalability and help video streaming owners to better strategize their media plan.

— Kenny Wu, Partner, ucfunnel

Learn more at
ucfunnel.com