AdStart

A modern video player with client-side and server-side ads, video analytics and self-service for small businesses.

AdStart is a platform for managing video advertising from one place: a lightweight embeddable player that works with your ad server (Google Ad Manager or any VAST) in two modes — client-side (CSAI) and server-side (SSAI via SSAI.TV).

Demo: demo-player.adstart.tv

What it solves

Typical problems of outdated players we see at media companies:

- freezes, loops, duplicated ads, no autoplay;
- video context isn't passed to the advertiser (and it's the biggest CPM lever);
- no Adpod, viewability, header bidding, FAST channels;
- inventory is lost: resume-rolls, pause-rolls, overlays, companion banners;
- up to a third of ads are “eaten” by ad blockers;
- third-party telemetry and uncontrolled monetization channels inside the player.

Capabilities

Ads	Pre/mid/post-roll, pause- and resume-rolls, pods, VMAP or CMS media plan, context key-values, PPID
Two modes	CSAI via Google IMA SDK or SSAI — a stitched stream with no client-side ad session
Your own ad server	Any GAM network — only a network code and ad unit in the config
Analytics	A full event dictionary: content, ads, playback quality (QoE) — to your collector or GA4. Player video analytics
Privacy	None of our telemetry in the build; an inline config makes no network requests to our infrastructure
Ad-block detector	A reliable signal + a message to the viewer
Any CMS	The content source is one function; a ready adapter for VideoCMS

Self-service for small businesses

A separate module — selling ads to SMBs without a manager: Self-service for small businesses. A step-by-step guide to the account — AdStart portal.

Installation

Three roles — portal developer, ad ops, SSAI engineer — and acceptance checklists: Player installation — overview.