SSAI.TV

Cloud service for server-side personalized ad insertion for OTT platforms, TV channels and FAST.

SSAI.TV is a cloud service for personalized ad insertion for OTT platforms that broadcast TV channels and video on demand. The service modifies the playlist (manifest) for every viewer individually while keeping the stream intact and its quality unchanged.

Why server-side insertion

- **Can't be blocked.** Ads are part of the same stream as the content. Browser ad blockers cut about 30% of client-side ads; SSAI has no such loss.
- **The same on every screen.** Smart TVs, set-top boxes, mobile apps, web — with no SDK on each platform.
- **TV-grade quality.** Creatives are transcoded to the stream's profiles, loudness is normalized to EBU R 128, no black screens between content and ads.
- **Personalization.** Geo, device, frequency, demographics and other parameters by agreement between the parties — what linear TV lacks.
- **Independent of the front end.** Integration happens at the stream-delivery level; the player doesn't have to change.

What it can do

Capability	Page
Live channels with SCTE-35 markers	SCTE-35 markers on the channel
VOD and FAST channels built from VOD	How SSAI.TV works
Any VAST 3+ ad server, including Google Ad Manager	Technical requirements for ad servers, Setting up Google Ad Manager for SSAI.TV
Creative delivery via the operator's CDN	CDN — requirements for SSAI
Server-side (S2S) or client-side tracking	Client Side Tracking
Overlays and interactive creatives (SIMID)	Overlays (SSAI Overlay), Interactive creatives (SIMID)
Google programmatic demand via PAL	Google PAL SDK for SSAI
Playout: Adaptek's own channels in HLS	Adaptek playout — API and HLS delivery

Where to start

1. Read How SSAI.TV works — 5 minutes to understand the roles of the parties.
2. OTT technical team — integration overview and Integration spec for OTT platforms.
3. Channel / playout team — SCTE-35 markers on the channel.
4. Ad ops — Setting up Google Ad Manager for SSAI.TV and Ad creative requirements.

The most frequent questions are in the SSAI.TV — FAQ.