

Take control of your ad monetization strategy

Manage intelligent, advertising-supported video on demand (AVOD) in a cookie-less world



Fully integrated ad and audience management platform



Flexible architecture delivering billions of videos



Automatically scales to match peak viewing periods



Programmatic integrations to support revenue growth

The Issue

Hungry for immediate gratification and personalized viewing experiences, viewers have embraced digital streaming media. They can get what they want when they want - if they're willing to pay. Many households have multiple paid subscriptions. But as the cost of everything goes up and budget flexibility declines, we see a slowdown in subscription video-on-demand (SVOD) services. Even some of the most popular ones face an exodus or ceasing operations.

Savvy media publishers are taking action with advertising-supported video on demand (AVOD). Even streaming services that historically opposed running ads are now considering it. Using advertising judiciously and intelligently can drive subscriber growth, control prices and stem churn. The keywords are judiciously and intelligently. You can't alienate viewers with irrelevant or intrusive ad content. You can't break the inherent brand promise of an exceptional customer experience.

The Challenge

Competitive environment. With viewers spoiled for choice in the multiplatform streaming market, media companies can only stand out from the crowd with great content strategy and a smart revenue model.

Platform complexity. Short-form content or long, mobile phone or big-screen TV, live event or on demand - the ecosystem is diverse and complex. Standard ad servers have limitations. An ad server must be truly flexible across platforms and services for ad-supported streaming services to succeed.

Inconsistent broadcast quality. Viewers expect a delay-free, quality viewing experience. Buffering and poor video quality, especially pre-roll ads, cause viewers to tune out early and often.

Conflicts of interest. Media companies need to take ownership of their technology stacks, particularly in high-growth areas where the current vendors are both suppliers and competitors to the traditional TV industry. They must be independent from the product strategies of tech competitors, government competition and regulatory impact.

Our Approach

We approach the problem by providing a proven first-party ad server and services to help you:

- Manage the growing incidence of churn and cancellations in SVOD subscriptions in favor of more advertising-funded or hybrid ad-supported (AVOD) propositions.
- Place ads into various digital properties, such as mobile TV, connected TV, streaming apps, social properties and branded websites based on first-party data, such as consumer browsing behavior.
- Adjust in real time to audience fluctuations - in linear addressable TV, live simulcast environments and mass viewing events - with a cost-competitive, auto-scaling, cloud-based solution.
- Get an entire ad-server workflow to plan, manage, forecast, serve, optimize and measure your ad inventory across all platforms.
- Integrate with the SAS® customer data platform (CDP), marketing planning and strategy, and subscriber acquisition, retention and customer journey optimization technologies. Streamline the customer engagement process from advertising through marketing contacts and conversion.
- Redefine advertisers' expectations. Add value with stories derived from audience data. Increase monetization with better forecasting accuracy. Future-proof advertising strategies without being blown off course by sudden changes driven by large technology vendors.

The SAS® Difference

The SAS solution is a platform-agnostic, first-party ad server. A framework for growth, it offers full flexibility with open APIs and is proven at scale by delivering quality video ads during critical live events.

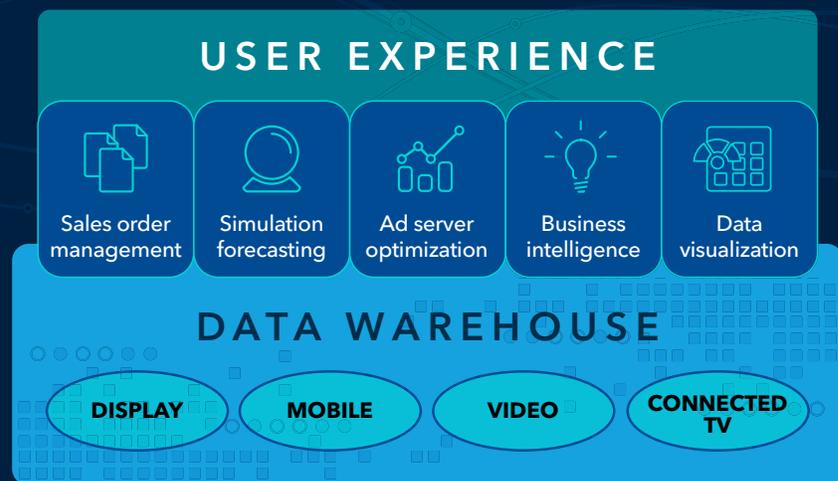
Vendor independence. SAS is the leading first-party ad server not owned by a large media company or venture capital group. Media companies control their own ad inventory without restrictions from vendor policies or competition with them for advertising revenue.

Insights throughout the process. SAS is the only global vendor to provide a complete AVOD ad-management platform integrated with a customer data platform for audience management. One cohesive solution manages audience segmentation for ad targeting and subscription marketing.

Analytics depth from a market leader. A wealth of analytics tools - such as detailed digital forecasting, content and ad analytics, and a digital marketing platform - enable you to better manage the viewer/subscriber journey and deliver a personal viewing experience.

SAS® 360 Match combines:

- Ad decisioning engine.
- Campaign orchestration.
- Inventory forecasting.
- Ad sales workflow.
- Third-party data ingestion.
- Creative content management, deliver and distribution.
- Reporting and BI tools.



Learn more about [SAS 360 Match](#) first-party ad server.

