

# Advertising in Live Content with MRM

Using MRM to Deliver Advertising into Live Content Streams

## 1 Overview

FreeWheel flagship product, Monetization Rights Management® (MRM), is built with a number of features expressly designed for the serving of video, overlay and synchronized display ads into live content streams. MRM can respond to both planned and un-planned video ad breaks in live video content (e.g., a time-out in a sporting event) and deliver pods of multiple video ads that match each break's required duration.

In addition to video ad breaks, MRM allows customers to schedule overlay and display ads to periodically refresh according to a prescribed pattern and frequency configured via the MRM user interface that can be changed on the fly.

When used with live content, all of MRM's core targeting and reporting features are available including:

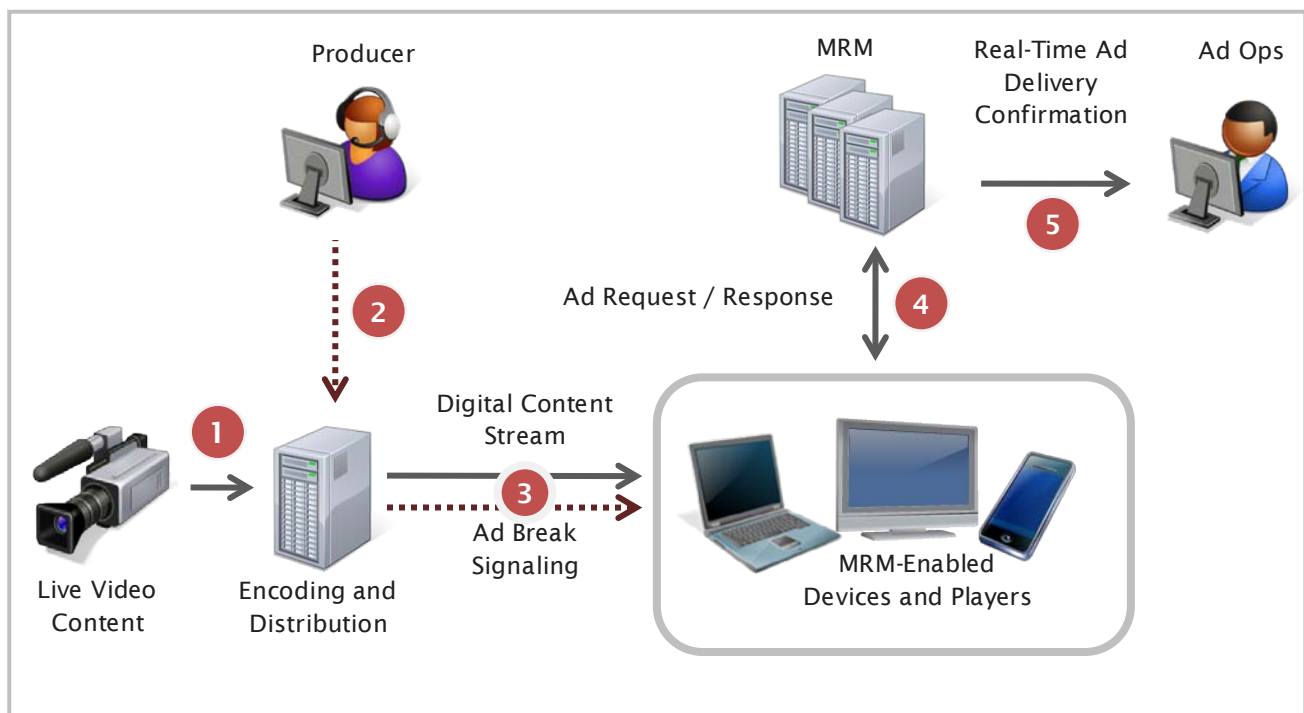
- Targeting by content (e.g., video) and content location (e.g., site)
- Pod position targeting (e.g., target by break number, position within the ad break, game period (e.g., quarter, inning, etc.)
- Numerous types of exclusivity, including category exclusivity and sponsorships
- Support for specific ad units to be delivered on entry in to and exit from live stream regardless of when the visitor joins
- Geo-targeting (country, state, DMA)
- Measurement of IAB advanced video metrics (e.g., ad starts, quartiles, etc.)
- Support for all ad units and 3<sup>rd</sup> party ad serving

To support efficient operations and the ability to quickly discover and address ad delivery issues, MRM provides real-time feedback to confirm ad delivery during a live event. There is no need to wait for final report aggregation to determine how an ad is delivering during a live event. This feature helps customers ensure that time-sensitive campaigns scheduled to deliver during live, short-window events can be easily monitored and any delivery problems can be detected and addressed in real-time.

## 2

### Example

The example below illustrates how MRM can integrate into a customer's live content production and delivery system to deliver pre-roll, mid-roll, post-roll, overlay and display ads. This example is representative of production deployments used by MRM customers today.



1. A live video source is captured and encoded for live distribution.
2. A producer adds ad break out/back and other signaling information to the content stream using the customer's in-house production systems.
3. The combined content and signaling stream is delivered to MRM-enabled playback devices via the Internet.
4. Upon receipt of an ad break signal, the player invokes the MRM AdManager to retrieve ads. MRM returns an appropriate number of ads, and optionally padding (e.g., promotional content) to fill the ad break to the exact required duration. In addition to filling video ad breaks, MRM can provide a schedule of overlay and display ads to display between commercial breaks.
5. MRM provides up-to-the-minute delivery confirmation statistics to allow customers to detect and correct ad delivery issues quickly.

While this example represents customer deployments in production today, FreeWheel can tailor a solution based on each customer's unique needs to optimally support their required ad units, sponsorship and exclusivity models, and content production and ad operations workflows.

## 3 Deployments in Production

Customers currently use MRM for ad insertion into numerous live events on a daily basis across sites including [cnn.com](http://cnn.com), [espn3.com](http://espn3.com), [nba.com](http://nba.com), [pga.com](http://pga.com) and [nascar.com](http://nascar.com).

In addition, MRM's live ad insertion capabilities are not confined to video content. Customers use MRM to insert advertising into non-video live streams, such as live, play-by-play game update applications that do not deliver video, but still require the live advertising insertion functionality supported with MRM.