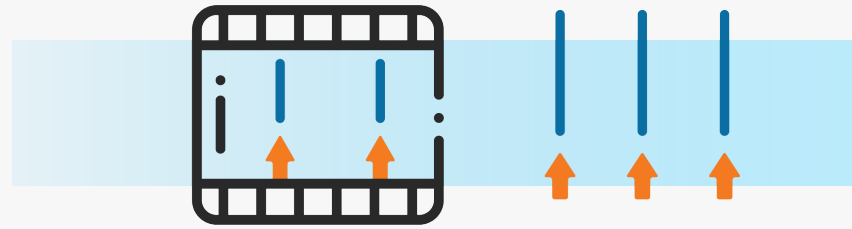


# AdSpring™

The leading SSAI solution



## Maximize ad revenue with targeted video advertising



### OPPORTUNITY

#### The Rise of the Mid-roll.

Digital video advertising will nearly double by 2022 to \$48 billion worldwide from \$28 billion in 2018 and is expected to represent a majority of all ad spending. While pre-roll is the forefather of digital advertising, mid-roll advertising is the newest way to keep viewers engaged, increase completion rates, and monetize the video stream. Mid-roll ads will be the fastest-growing video ad unit during the next three years, driving a 5X or more increase in inventory and generating more than \$10 billion in new video ad inventory by 2020.



### CHALLENGE

#### Server-side Serves Best.

Today's top OTT streaming services are focused on providing longform content—linear, live and VOD—containing mid-roll ads. To compete, video producers need to deliver personally targeted mid-roll ads—but ad insertion requires complicated integration with ad-scheduling systems and third-party ad servers. It's difficult and expensive for video producers to build and maintain real-time ad insertion technology—and those that depend on video services for monetization lose control of their ad inventory and incur additional expense when working with most third-party server-side Dynamic Ad Insertion (ssDAI) solutions. To capitalize on this opportunity and capture higher value ad spend, video producers need a reliable, cost-effective and scalable way to insert targeted mid-roll ads into their video content.



### SOLUTION

#### Boost Reach. Grow Revenue.

Wurl AdSpring is a plug-and-play solution for server-side Dynamic Ad Insertion, allowing video producers to insert mid-roll ads on linear, live and VOD programming for distribution to any video service, on any device – connected TV, mobile or desktop. It allows video producers to own and manage advertising inventory across all distribution channels connected to the Wurl Network, without the hassle of costly and time-consuming integration—helping you reach more than 200 million (and growing) monthly active users.



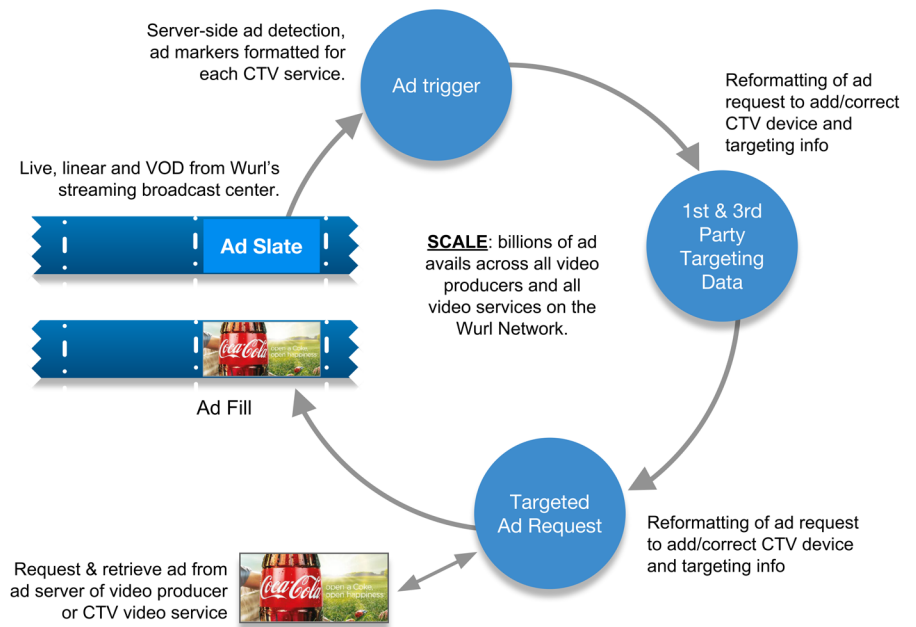


## HOW IT WORKS

### Ad Insertion. Handled.

Whether video producers create a linear channel using Wurl Managed Channel Services or have an existing stream, AdSpring provides everything needed to dynamically insert mid-roll ads. With support for multiple ad servers, AdSpring enables seamless integration into your existing workflows and allows your inventory to get the broadest exposure possible.

For existing broadcast streams, Wurl brings the stream into the Wurl Network and converts it on the fly to meet the technical specifications of each target video service, including ad marker formats.



### AdSpring Features:

- Centrally coordinate the delivery of advertising from multiple, pre-integrated ad servers and ad networks like DFP, FreeWheel, SpotX, and AdGear, among others, with support for inventory splits.
- Frame-accurate ad insertion based on the ad locations you select.
- Pre-integrated with standard ad-scheduling systems like the Wurl Scheduler and popular third-party systems.

### AdSpring Benefits:

- **Pay-as-you-go pricing:** based on our mutual success proposition, triggered upon successful monetization. No upfront costs, no CAPEX, low OPEX.
- **Fast time-to-revenue:** pre-integrated with leading video services, enabling increased reach.
- **Highly scalable:** a cloud-native service that allows you to build and centrally manage and sell your ad inventory across all distribution channels — eliminating complexity and streamlining workflows.
- **Increased audience engagement:** deliver individually targeted ads for higher CPAs.
- **Meaningful metrics:** a direct data feedback loop provides impression tracking for billing and campaign optimization.



### About Wurl

The Wurl Network powers OTT video distribution for leading media brands. Interconnecting video producers and large Internet-based video services, our network is the OTT backbone that carries more programming and advertising to more video services than any other service.

**Wurl Inc.** Palo Alto, California [wurl.com](http://wurl.com) [info@wurl.com](mailto:info@wurl.com)