

## SUPPORTING DYNAMIC SERVER-SIDE PLAYLISTS

Enhance your VOD Delivery using the VUALTO CONTROL HUB to build a customised VOD experience.

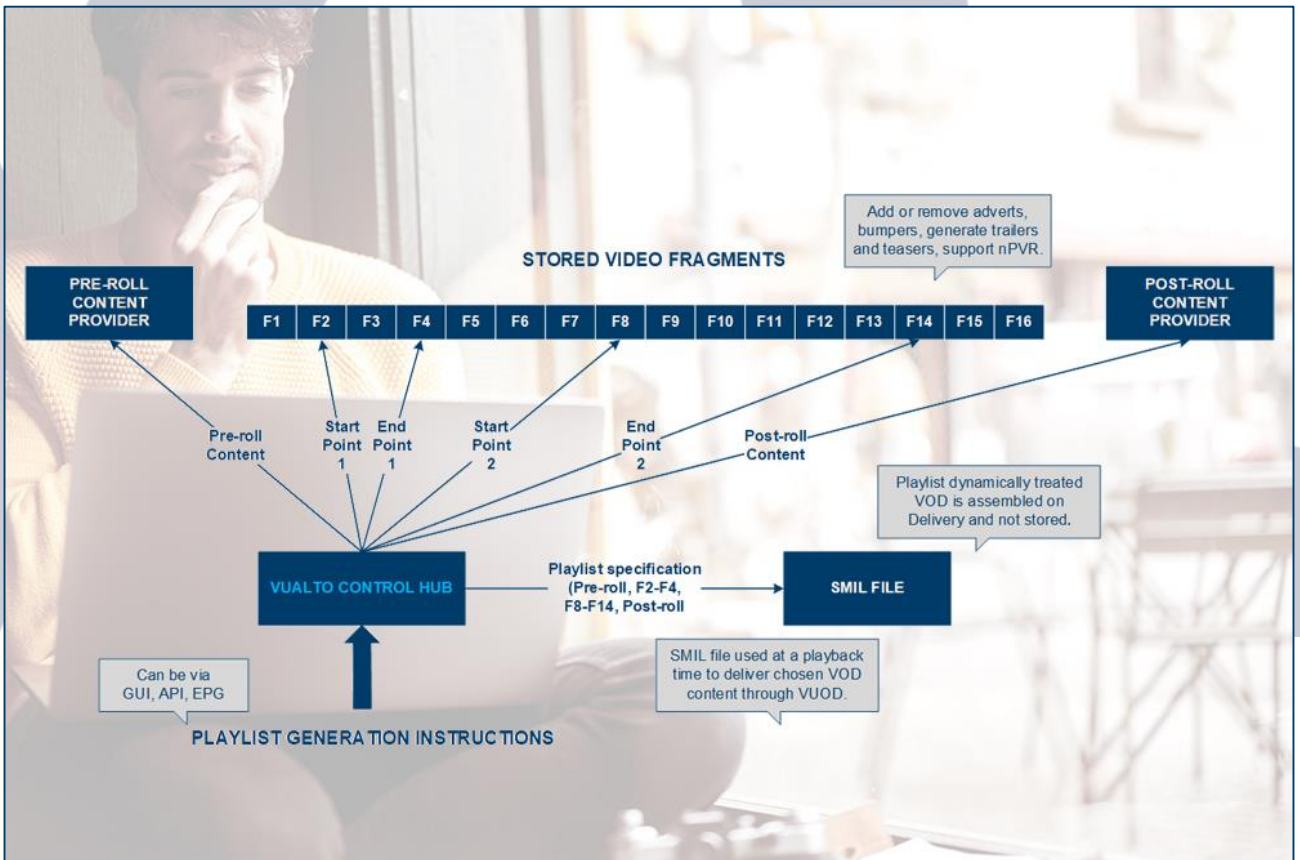
Using our VUALTO CONTROL HUB software, our clients can support complex and flexible VOD delivery scenarios including the creation of dynamic server-side playlists to allow the insertion of ads or sponsor messages.

By storing both the VOD assets and links to sponsored materials, we can build server-side playlists to support pre, post and mid roll insertion. VOD and the associated content are dynamically and

seamlessly delivered, meaning that the user VOD experience can differ based on time of day, GEO-location, device and many other factors.

Our VUALTO CONTROL HUB GUI and API provides the ability to build and change multiple playlists quickly, whilst our VUREPLAY software harnesses the power of Remix and Origin from Unified Streaming to deliver high quality streaming with or without DRM.

### HOW IT WORKS...



## ADVANTAGES

- ✓ Different playlists can exist for serving in different scenarios.
- ✓ Ability to create a personalised VOD experience.
- ✓ Delivery of main and supplementary content is seamless, so no buffering occurs.
- ✓ A simple and efficient way to add in bumpers, sponsor messages and other material without making physical copies of content.
- ✓ Can be integrated with other server-side ad insertion software.



## WHO NEEDS THIS?

- **Free to air broadcasters** who wish to add additional content at points within the normal VOD delivery.
- **Commercial Broadcasters** who wish to promote sponsored programming by displaying sponsor messages that may change regularly.
- Any **VOD content provider** who wishes to provide a different VOD experience across device/location or user base.

For more information on VUREPLAY and other VUALTO products visit [vualto.com](http://vualto.com) or contact [sales@vualto.com](mailto:sales@vualto.com)

VULIVE

VUREPLAY

VUOD

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