

Ad insertion simplicity. OTT monetization prosperity. Experience a new and improved OTT streaming reality.



G-Mana provides a simple, holistic and highly innovative solution to OTT server-side ad insertion, with virtually zero integrations. We're helping our clients shift their focus from technical challenges to successful business.

Our Unique Core Benefits

Personalization-Enhanced Server-Side Ad Insertion

By creating a personalized ad request for each user, G-Mana's SSAI service provides publishers with effective viewer engagement opportunities that create a TV-like advertising experience. This optimal ad stitching service also bypasses ad blockers.

New Advertising Inventory for OTT Environments

G-Mana's live stitching capabilities unlock new media & advertising capabilities such as: commercial overlays, commercial underlays, picture-in-picture and side-by-side. We use pure server-side technologies, with near zero client integration.

Rich Media & VPAID for Live Broadcasting

G-Mana provides comprehensive and seamless rich media ad delivery capabilities – including VPAID and other interactive creatives – that rely on user dynamics. We offer hybrid server and client-side ad delivery with near zero player integration, thus ensuring optimal sustainability.

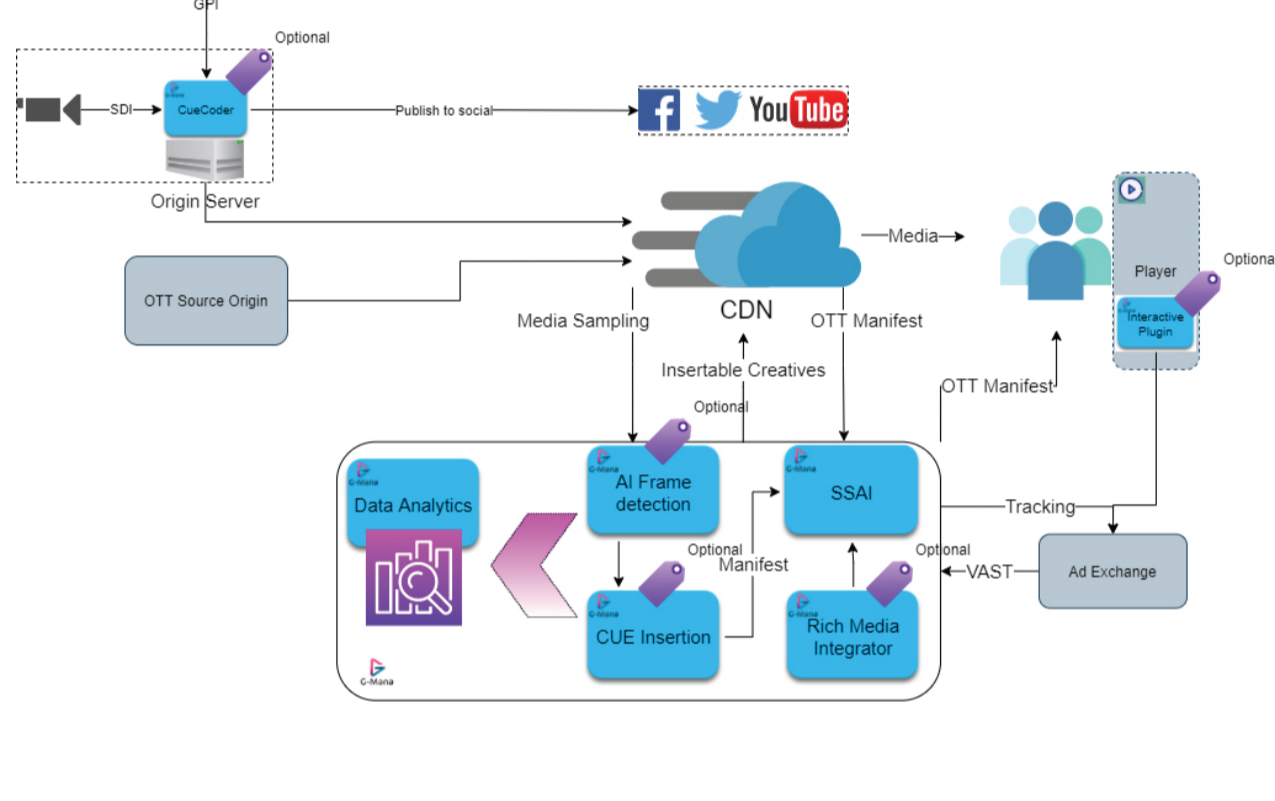
In-Depth KPI Analysis

With G-Mana, you will have access to content-related insights that improve troubleshooting capabilities, enhance fill rates and maximize revenues.

Intelligence-Based Commercial Breaks Insertion

With G-Mana, cue points manipulation has never been easier. We combine intelligent frame detection with duration prediction capabilities to help you reach your monetization goals.

G-Mana's End-to-End High Level Live Streaming: A Diagram



Getting Started: G-Mana's Plug & Play Solution

1. Intelligent SSAI

To benefit from G-Mana's classic SSAI, two key elements are required:

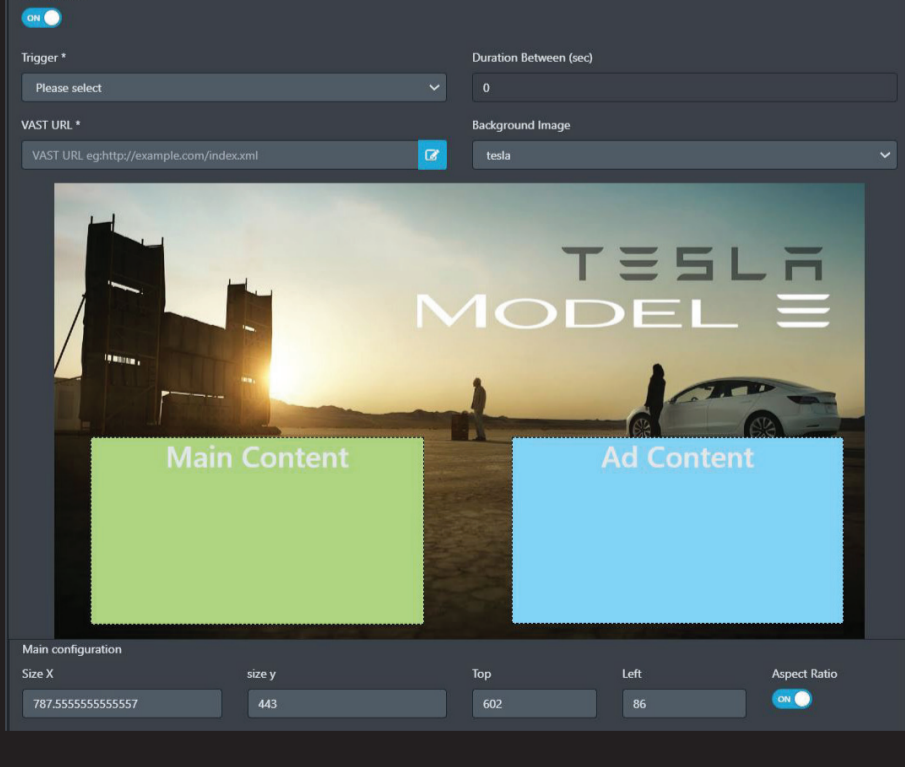
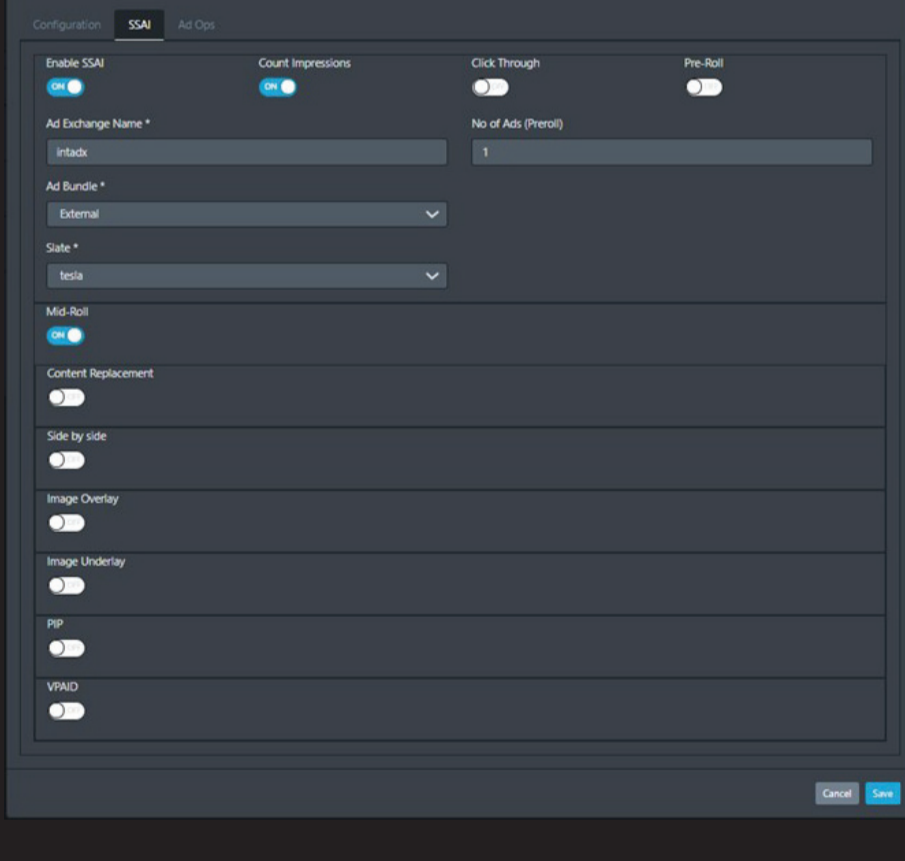
- A URL from an OTT source
- VAST TAG

The G-Cluster SSAI service is fully compliant with IAB VAST standards. The service also supports sophisticated macros configuration:

- Static – Data for the ad exchange system
- User – Based on viewer properties (e.g., user-agent, IP address, cachebuster).
- Player – Any property can be passed to the SSAI service as an HLS query stream and forwarded to the SSP as a VAST macro.

2. New Advertising Inventory for OTT Environments

Publishers can unlock new opportunities and grow their revenues from new fully customized advertising capabilities:



3. Enjoy the Benefits of Interactive Ad Delivery

This service allows publishers to integrate interactive clickable & VPAID ads:

A. Publisher Player

Place the G-Mana plugin in the same player's frame, e.g.:
`<script>https://cdn.g-mana.com/video/player/jw.js</script>`

B. Roku iCTV

- Place gmanassai.xml in the application's component folder.
 - Insert the g-manaSSAI tag to each video object, for example:

```
<Video id="Video" width="1920" height="1080" translation="[0,0]" visible="false">
  <g-manaSSAI/>
</Video>
```