G-MANA SERVICE
ANALYSIS & INSIGHTS

Contents

Introduction

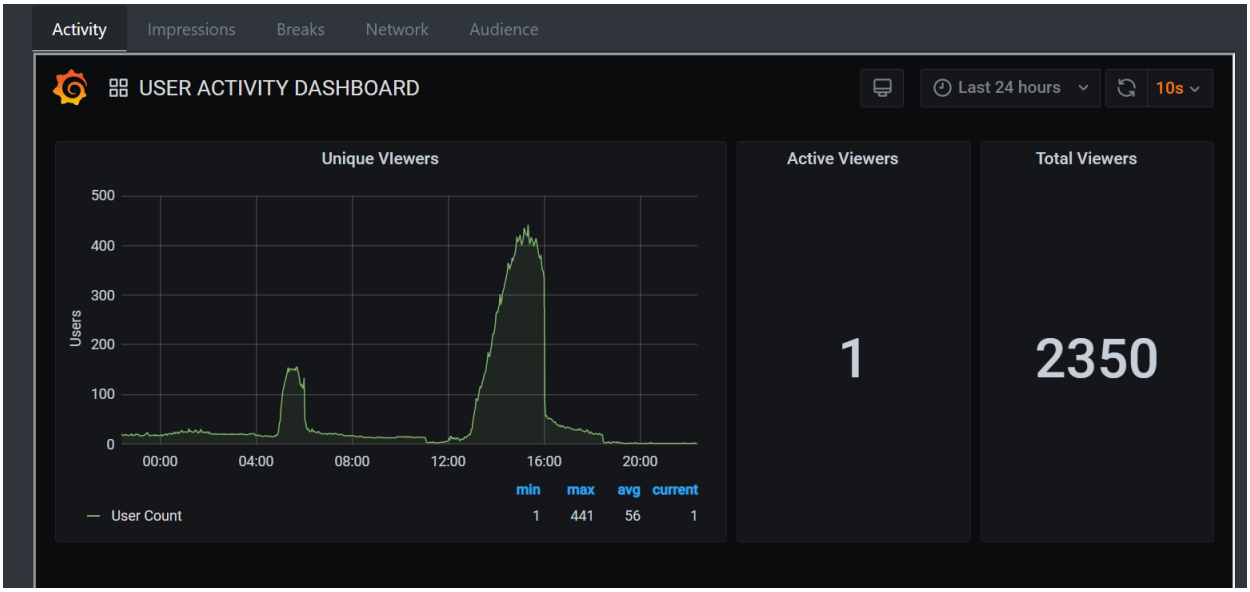
The following document aspires to provide a brief demonstration of G-Mana's unique and robust service offering. The following pages includes screenshots of G-Mana's service screens, accompanied with short explanations. Our goal is to help readers learn more about G-Mana's data collection capabilities with regards to content, users, ad exchange dynamics, performance relating to demand sources, and more.

The document is built in a section format. Section 1 explores the service's Activity Tab. Section 2 is devoted to the Impressions Tab and its numerous panels. Section 3 showcases the Breaks Dashboard. Section 4, which brings this document to a close, explains the Audience Tab.

We hope this brief demonstration will be of help to you and your staff.

The G-Mana team

1. Activity Tab

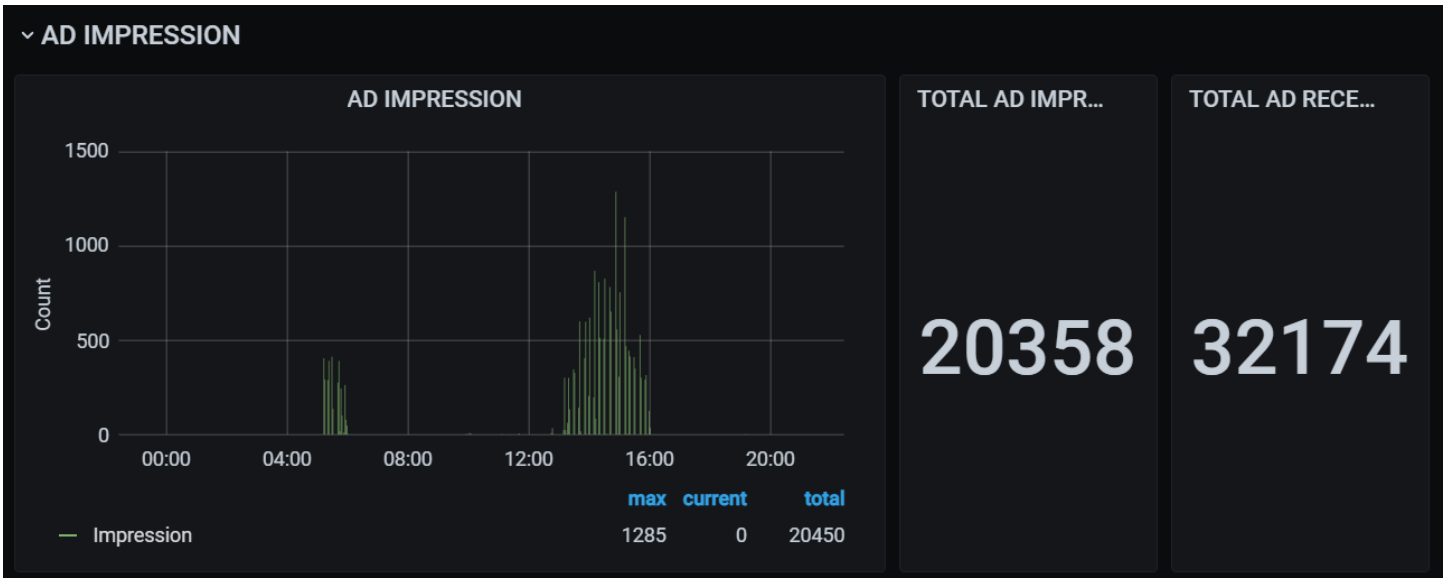


The **Activity Tab** provides publishers with an in-depth display of viewer activity in terms of active and total viewers.

- **Active Viewers:** Displays the number of active viewers within a selected timeframe.
- **Total Viewers:** Displays the total number of open sessions during a selected period of time.

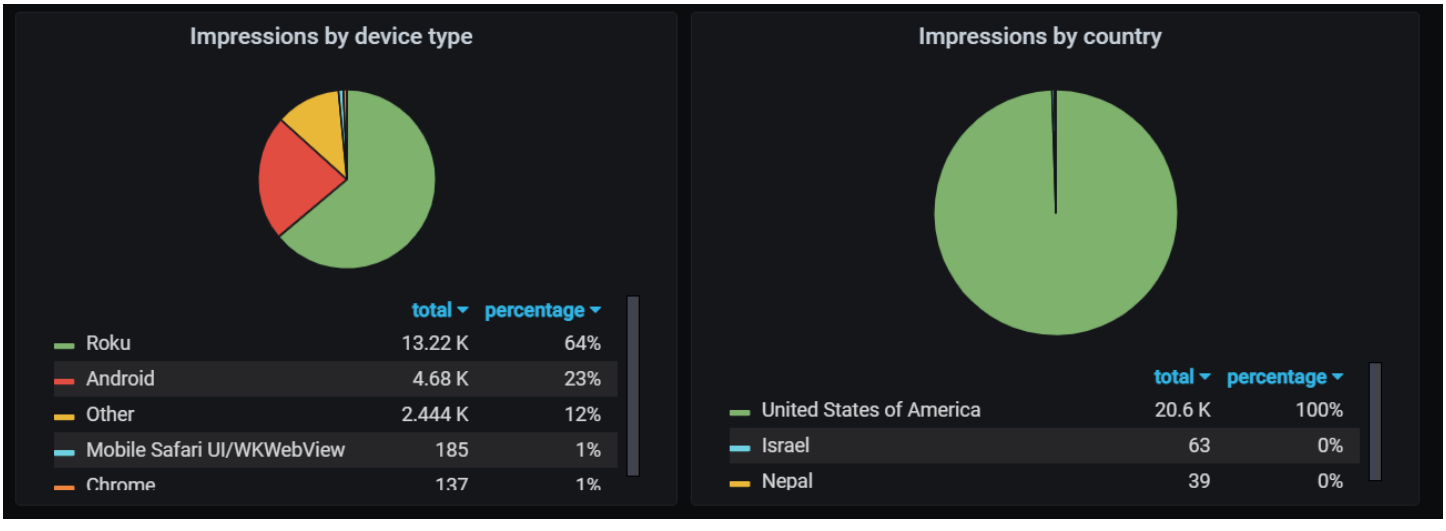
2. Impressions Tab

2.1 Ad Impression

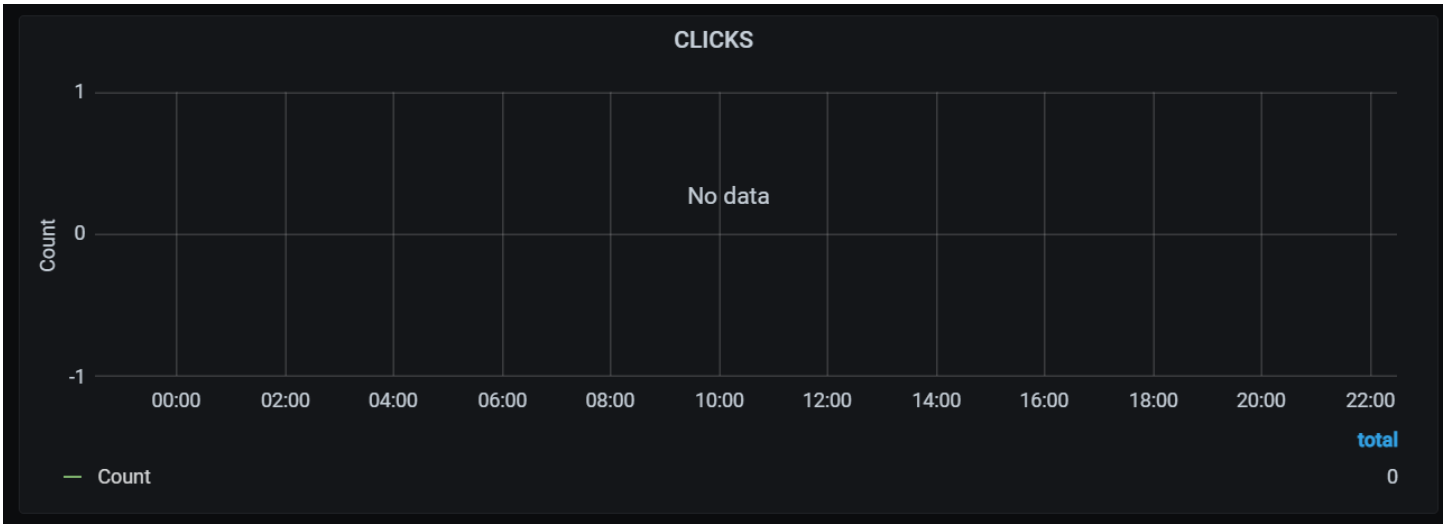


The **Ad Impressions** graph showcases ad impression distribution during a specific selected period (Compatible with IAB standards). The graph can be analyzed via two key parameters:

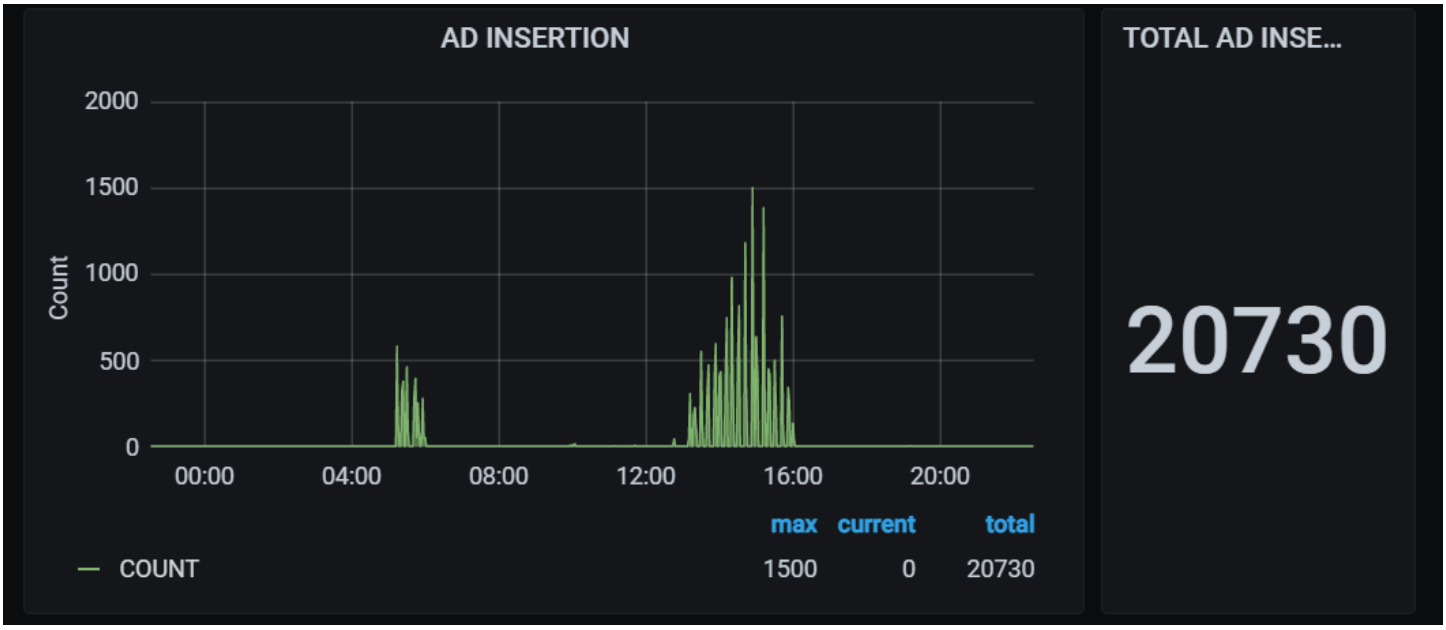
- **Total Ad Impression:** The total number of impressions during the selected period.
- **Total Ad Received:** The number of ads received from the ad system.



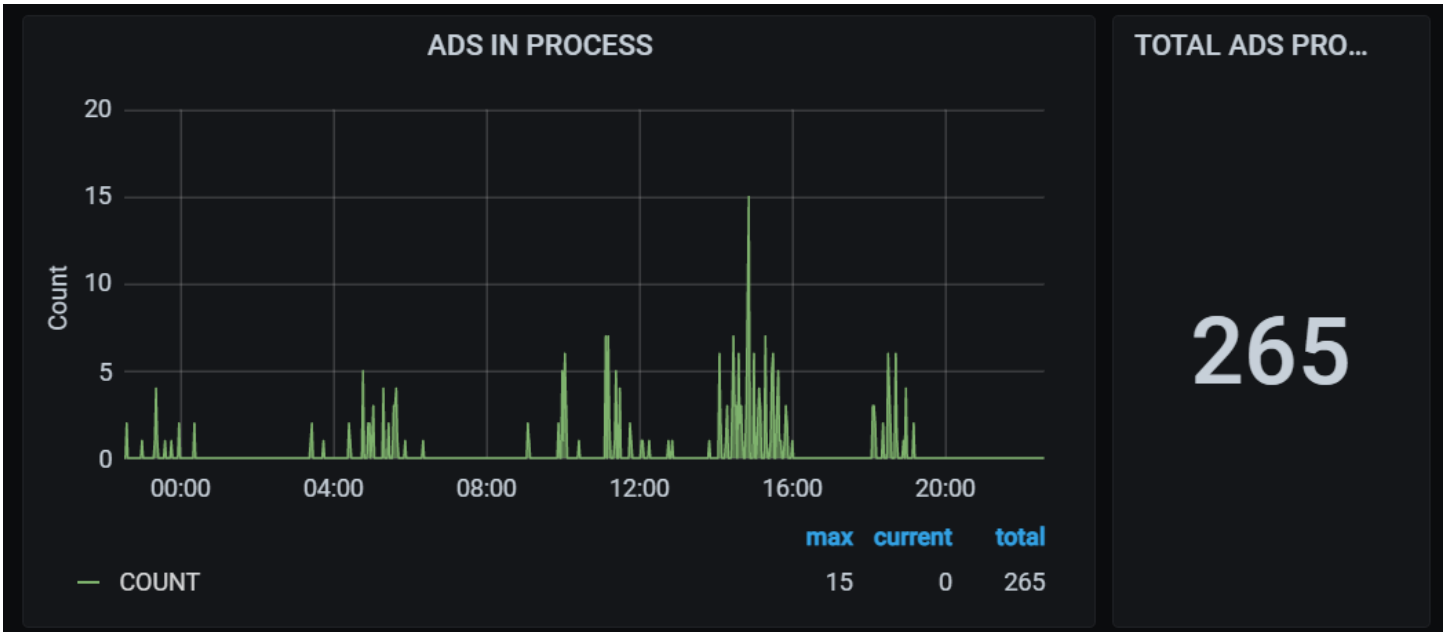
The following graphs show ad impression distributions across device types and geographic locations, respectively.



This panel presents the number of ad click-throughs. This panel is available to publishers who are entitled to enable G-Mana's interactive ads.

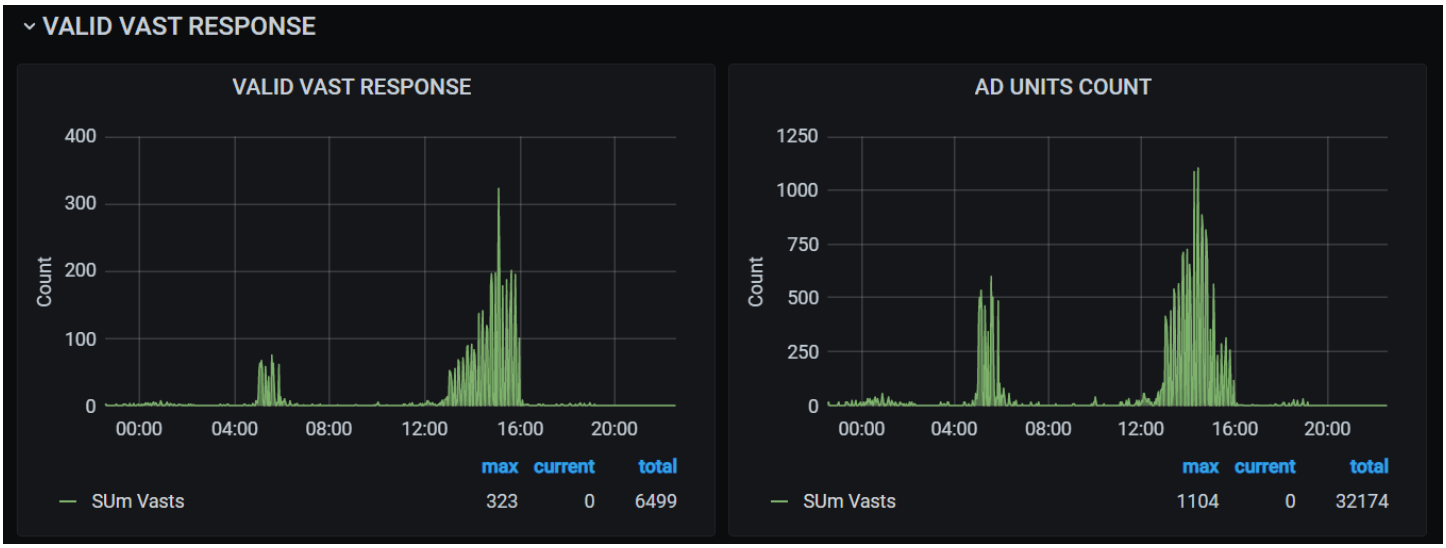


This panel displays the number of ad insertions during a specific period. Insertions do not necessarily translate into impressions (actual user ad views). Rather, insertions are an indication of G-Mana's SSAI ad stitches into the media.



The **Ads in Process** panel is a helpful evaluation tool for cases in which G-Mana decides to perform certain adjustments to the publisher's source content – for example media transcoding.

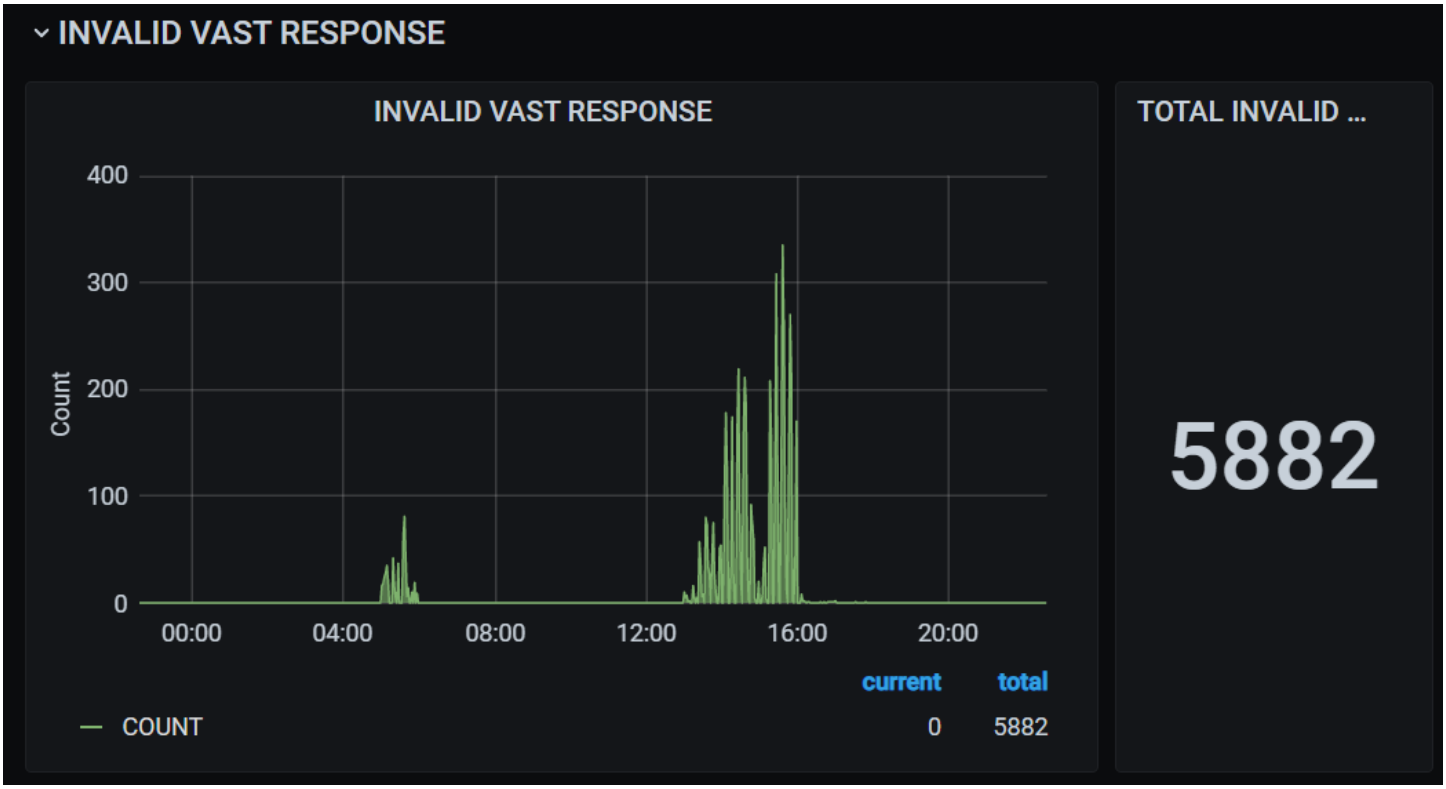
2.2 Valid Vast Response



The **Valid Vast Response** panel shows the system's response to ads. The screen can display a response to single ad units.

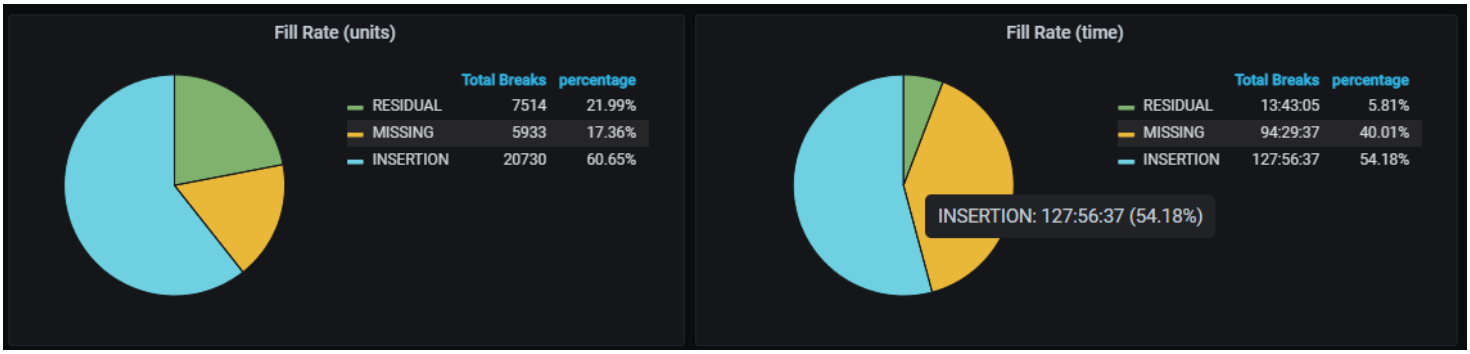
The **Ad Units Counts** panel showcases the number of received ad units over time. An ad server can respond to one or more ad units.

2.3 Invalid Vast Response



The **Invalid Vast Response** panel displays responses that are considered invalid, due to errors or zero ad units.

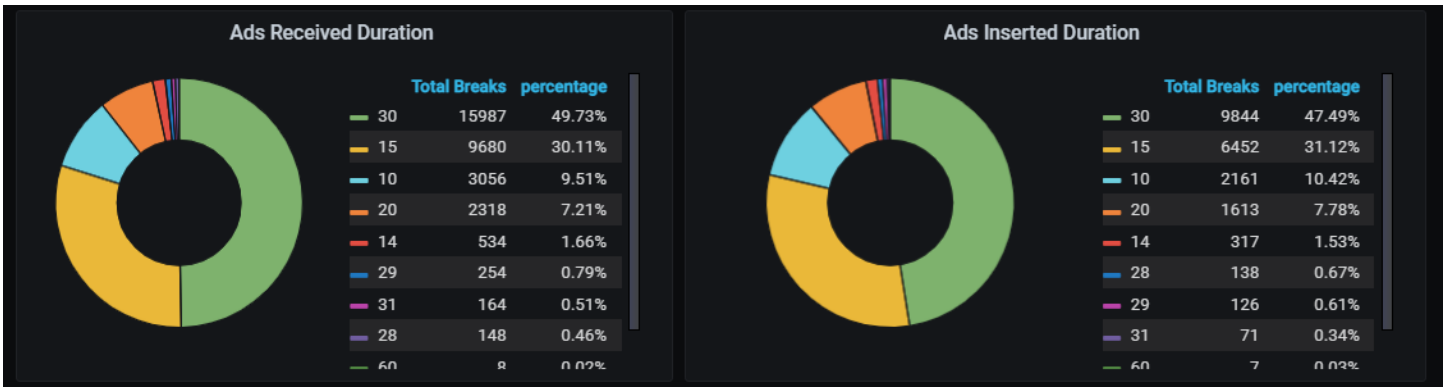
2.4 Fill Rate Analysis



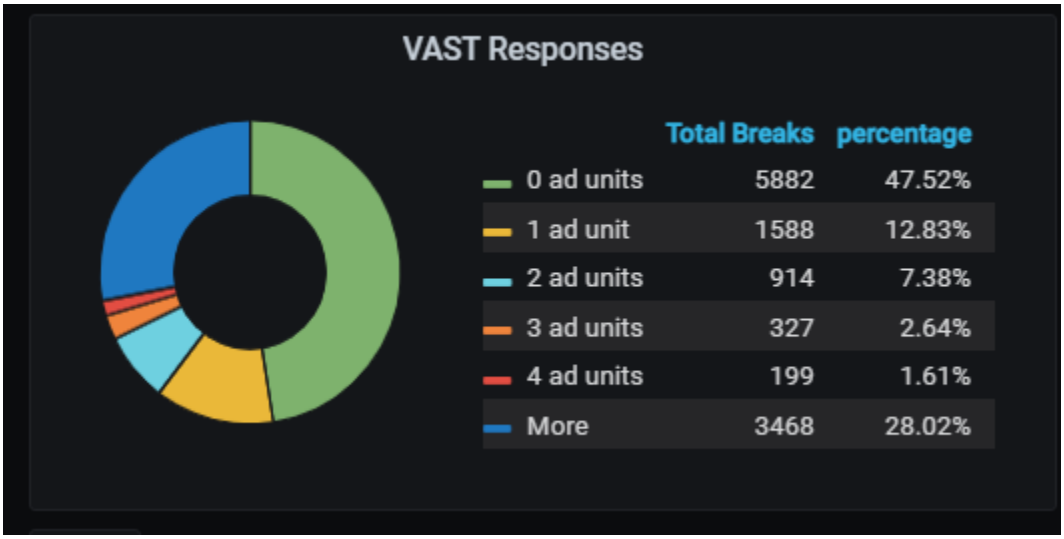
These fill rate pies display ad unit requests and the duration of total placement opportunities. Analysis is performed via three key parameters:

- **Insertion:** Ad insertion (filled)

- **Missing:** No available ads
- **Residual:** Pod (break) leftover

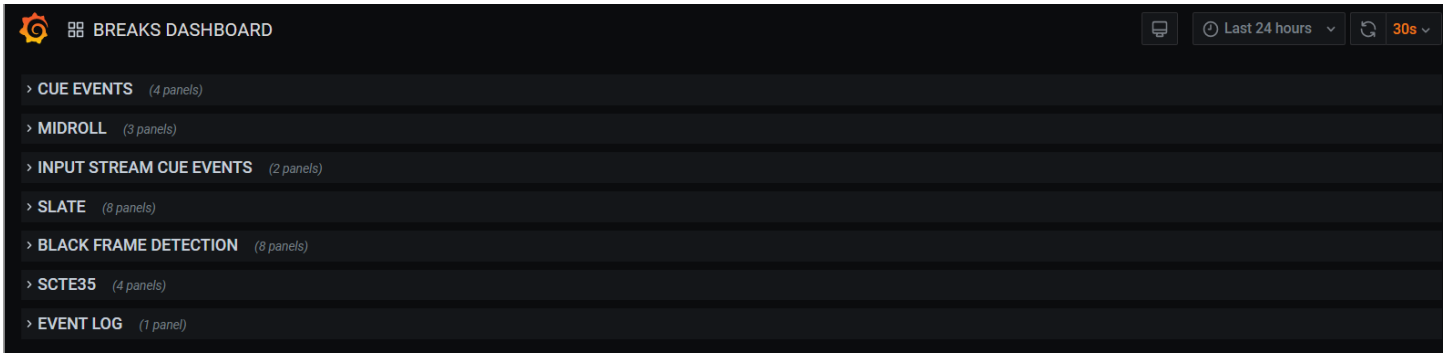


This panel compares the duration of received and inserted ad units.



The **VAST Responses** panel displays ad server response by the number of received ad units.

3. Breaks Dashboard

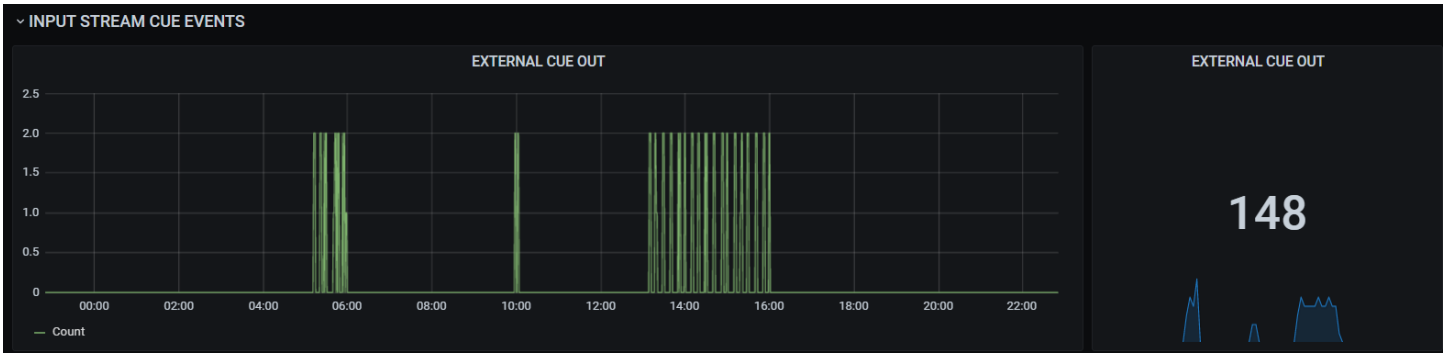


The role of the **Breaks Dashboard** is to provide a detailed view of all ad markers insertion/manipulation types. The Breaks Dashboard consists of numerous helpful panels:

The **Cue Events** panel shows all ad markers received by an API, based on the following parameters:

- **Splice Out:** Markers that cut to commercial break
- **Splice In:** Markers that mark the return cut to content

The **Midroll** panel displays API requests for direct SSAI midrolls within the system.

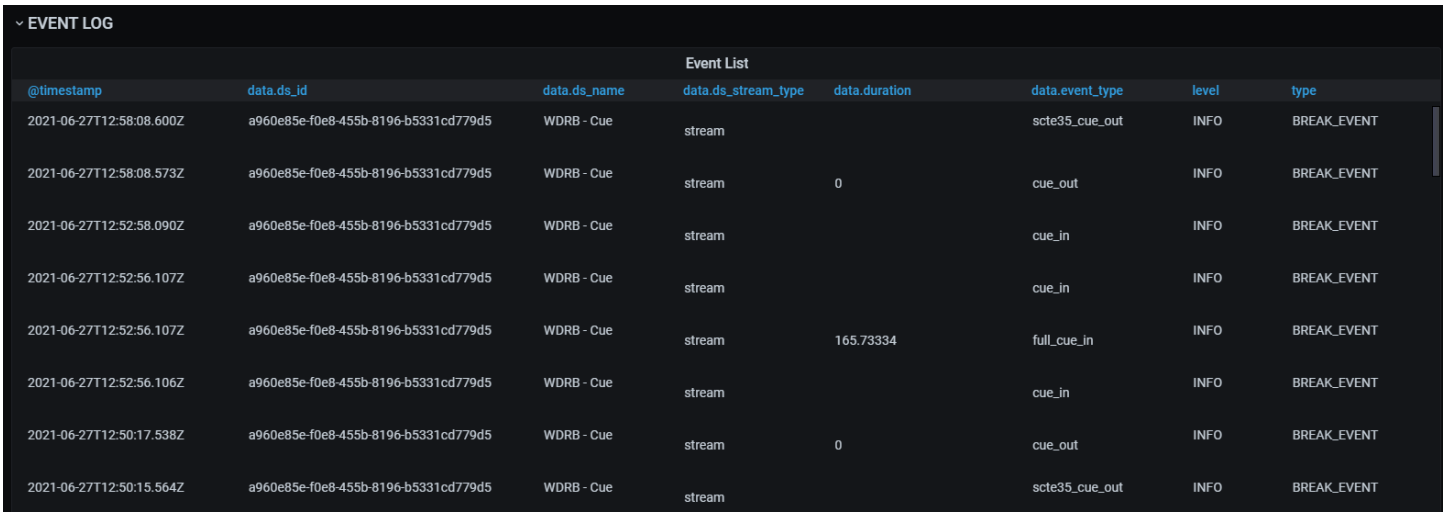


The **Input Stream Cue Events** panel displays in-band stream CUEs, which are essentially markers that G-Mana detected in the input source media.

The **Slate** panels display ad markers insertion via slate detection (intelligence detection).

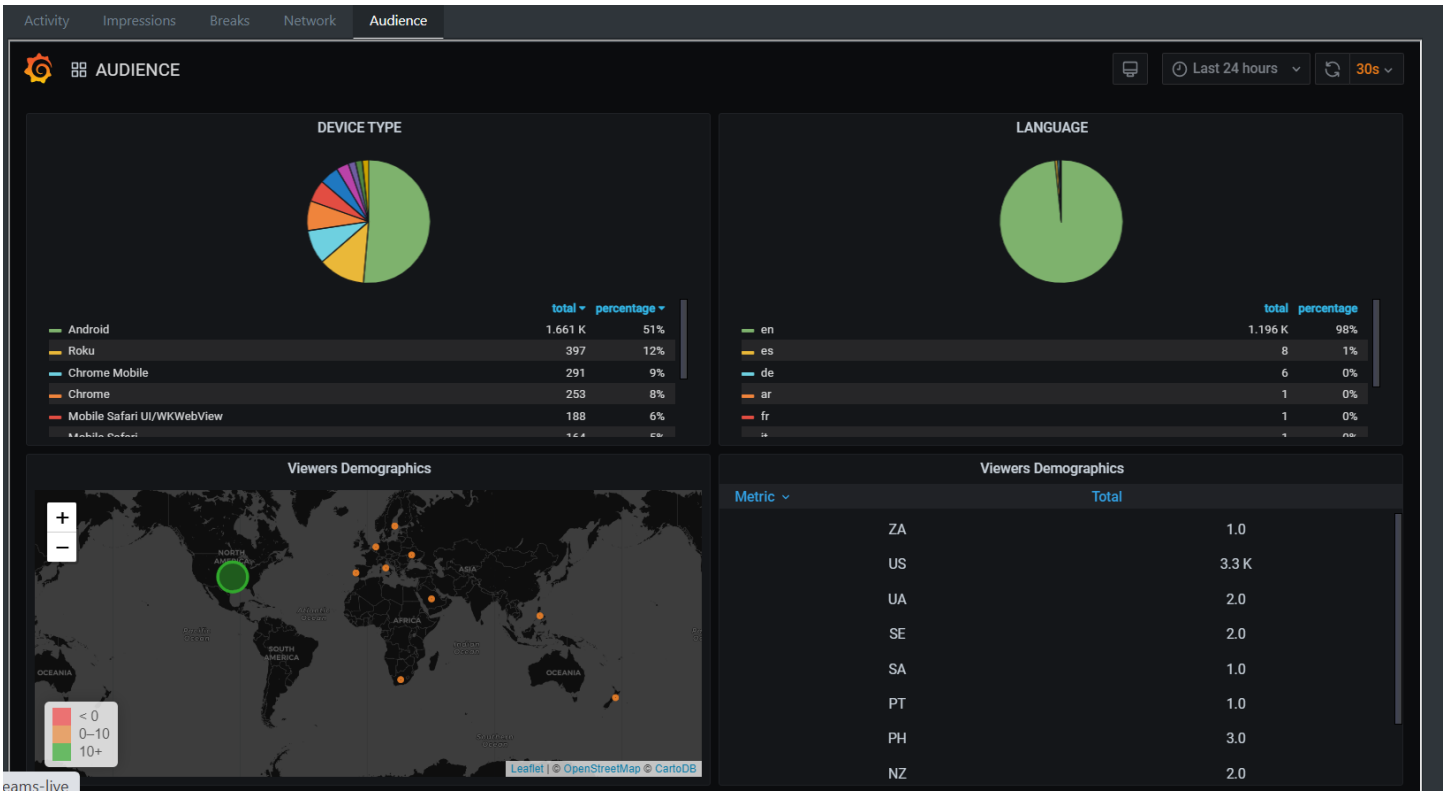
The **Black Frame Detection** panel shows when black frame or darkness detection is used to facilitate ad markers insertion.

The **SCTE35** panels displays detected SCTE35 in-band markers.



The **Event Log** panel logs and displays events for all ad marker types.

4. Audience Tab



The Audience Tab displays audience characteristics in accordance with certain segmentations, including devices, location, language and more.