



iab member
iab México
SOCIO 2022



INTRODUCTION



What Are FAST Channels

- FAST - Free Ad Supported Streaming TV
- FAST channels extend service of traditional linear TV to connected devices like CTV
- FAST channels are able to provide free linear streaming with dynamic ad insertion
- FAST channels broaden your audience
- FAST channels enhance user experience by providing relevant advertising targeted to the user

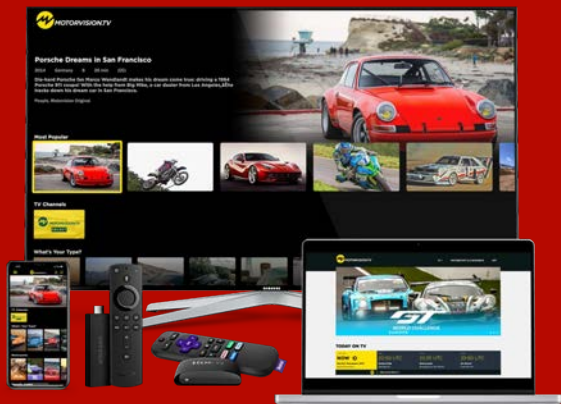


+many more

OTtera's CanalFAST Channel Capabilities

It's As Easy As 1, 2, 3

- We distribute to **20+** FAST platforms
- We are able to use our content management system to set up, schedule and deliver your channels to our delivery partners
- OTtera can help distribute existing channels to our delivery partners
- CanalFAST is a service that we provide to incorporate broadcast television feeds, like NBC or CBS
 - We're working with television broadcaster Azteca, out of Mexico, to deliver their TV broadcast feed to SamsungTV+, which is an internet connected streaming service.



CMS



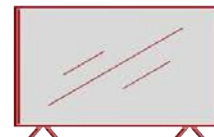
Upload
Videos



Build
Schedule



Distribution



Served on
FAST
platforms

OTtera Focuses On The “AS” in FAST With AdNet+

- AdNet+ is our managed technology that supercharges your OTT ads
- We focus our technology in constantly improving render rates

Ad Sales/Ad Ops

- OTtera AdNet+ has a worldwide ad sales team for programmatic and direct ads
- Our team monitors and optimises the performance of campaigns

SSAI

- OTtera has leading edge technology to stitch ads into linear content using SSAI
- Ads are targeted to users based on variety of criteria leading to better user experience and increase monetization
- OTtera provides an SSAI solution for VOD and Linear Content



CanalFAST Channel Capabilities

Live-Cut-Ins

- Have an announcement interrupt a program

Dynamic Overlays

- Overlay motion graphic onto a linear channel

Logos/Bugs

- Present your channel branding via a burned in logo



CanalFAST Channel Capabilities Continued

A Fully Managed Solution

- OTTera takes a broadcast channel feed and turns it into a FAST channel
- We have the ability to create:
 - Ad slates
 - Bumpers
- OTTera also helps with editorial
- We automatically create playlists based on curated content and or categories
- We also provide automatic detection and recommendation of ad breaks





Thank you!