TiVo

Turn Unused Ad Inventory into New Revenue



Programmatic DAI for TiVo Managed IPTV Service

Programmatic Dynamic Ad Insertion (DAI) helps operators unlock more value from existing ad inventory by connecting available advertising opportunities to a broader pool of advertisers in real time.

With TiVo Managed IPTV Service (TMIS), operators can create a more scalable and measurable advertising revenue stream.

Why It Matters

Create New Revenue Potential

Programmatic DAI can help operators generate value from inventory that may otherwise go unfilled.

Reach More Advertisers

Unlike traditional local ad sales, programmatic opens inventory to a broader pool of buyers.

Improve Targeting and Measurement

Programmatic enables household-level addressability, real-time measurement, and more detailed campaign reporting.

The Opportunity is Already in the Stream



Operators typically have local ad opportunities within eligible cable network programming. Programmatic DAI helps make that inventory more valuable by improving fill opportunities, supporting targeted ad delivery, and connecting eligible ad breaks to automated demand.

Revenue Growth Drivers

- More Viewership
- Higher Fill Rates
- Better Targeting
- Additional Inventory
- Monetization of Unsold Inventory

How TiVo Supports Programmatic DAI

Available Ad Opportunities

Operator inventory within eligible programming

Programmatic Demand

ADS partner connects advertiser demand

Targeted Ad Insertion

TiVo TMIS inserts the right ad at the right time

Advertising Revenue Stream

Improved fill rates and monetization potential

Getting Started Checklist

- [ ] Review current advertising agreements and revenue-share models.
- [ ] Confirm whether existing ad agreements support programmatic advertising.
- [ ] Determine whether local ad sales need to remain part of the model.
- [ ] Engage with an ADS-equipped ad provider.
- [ ] Provide TiVo with zones and channel lists for configuration.
- [ ] Confirm supported clients and version requirements.

ADS Partner Matters

Your Ad Decision Server (ADS) partner can influence fill rates, available demand, reporting capabilities, and overall monetization potential.

Operators should evaluate partners based on programmatic capabilities, marketplace connections, reporting, and revenue-share structure.

Ready to explore your DAI revenue opportunity?

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