SEENTHIS' IMPROVED TECHNOLOGY

By upgrading our adaptive streaming technology with **segment-by-segment optimization** we, besides adapting to user conditions now also break down videos into small pieces.
- optimizing quality and data for each segment across the video's timeline

Before

Adapted to user conditions

- Connection speed
- Available bandwidth
- Device
- Browser

→

Updated

Adapted to user conditions & video content

- Connection speed
- Available bandwidth
- Device
- Browser
- Segment-by-segment quality
- Data optimization

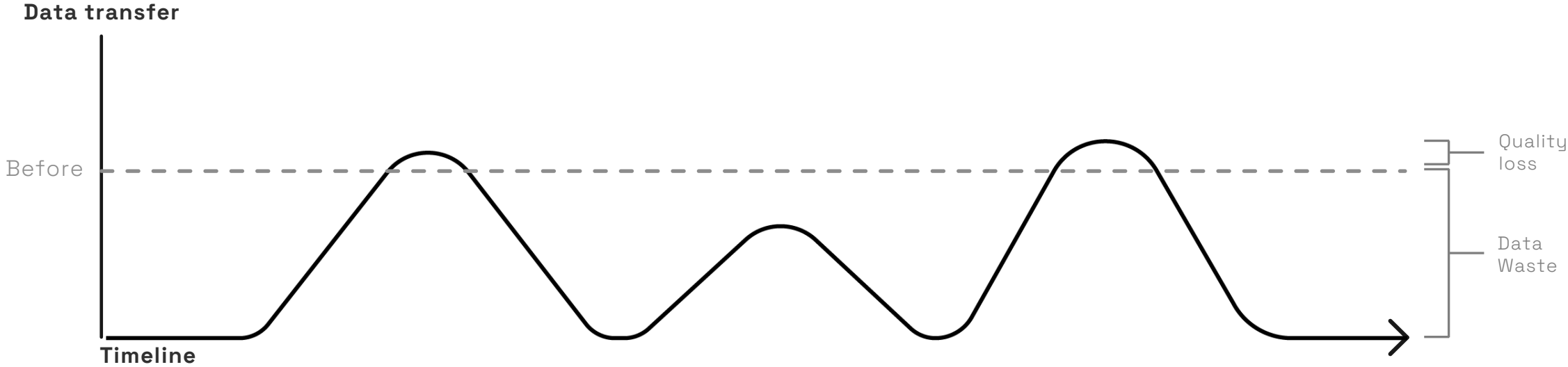SEEN
THIS

VIDEO STREAMING & TOUR DE FRANCE – NOT THAT DIFFERENT

Just as cyclists experience hills and valleys during their rides, video ads vary in complexity across their timeline.
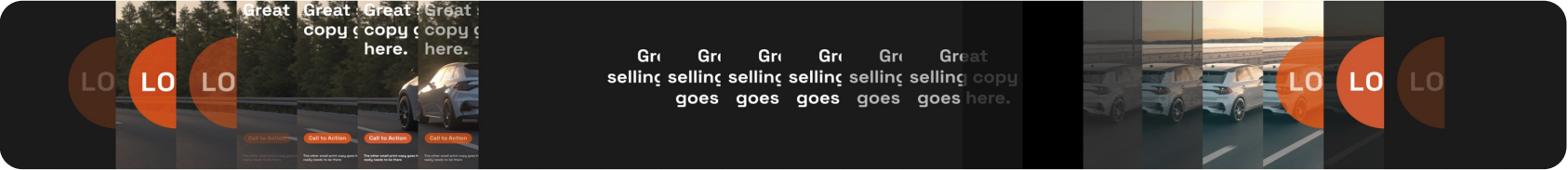
BEFORE – ADAPTIVE STREAMING WITHOUT OPTIMIZATION

While our old streaming technology was adapted to user conditions, it offered minimal consideration for video complexity

Data transfer

Before

Timeline

Quality loss

Data Waste

Creative

SEEN THIS

NOW – SUPERCHARGED ADAPTIVE STREAMING WITH SEGMENT-BY-SEGMENT OPTIMIZATION

Videos are made up of many small segments. They require different amounts of data depending on the content of that segment. With segment-by-segment optimization, we can further reduce unnecessary data transfer while optimizing quality

SEEN THIS

SOME BEST-IN-CLASS EXAMPLES

While some creatives experience minimal improvement from segment-by-segment optimization, others show incredible enhancements:

~**68**%

~**70**%

~**47**%

Reduction in data transfer compared to SeenThis original technology

Bank & Banking

PLAY

For gamers &

Example logos to demonstrate client segment

SEEN THIS