



G-Mana and VisualOn Launch Interactive SSAI for OTT & CTV, Unlocking New Revenue Opportunities

Integration pairs VisualOn's player technology with G-Mana's SSAI and G-Mana Ad Solutions to deliver interactive formats, real-time transparency, and higher yield across platforms.

G-Mana (IBC booth 5.B19), a pioneer in ad-tech innovation for OTT and CTV, today announced a joint solution with **VisualOn** (IBC booth 5.A55), a leading provider of premium video playback technologies, that brings **interactive, server-side ad insertion (SSAI)** to market across devices and platforms. The collaboration couples **VisualOn's player-side Adflow integration** with **G-Mana's SSAI platform** and **G-Mana Ad Solutions**, the company's monetization business unit—enabling premium publishers and FAST channels to deploy high-impact interactive ad formats with broadcast-grade reliability and programmatic scale.

The new solution supports overlays, L-shapes, picture-in-picture, underlays, and sponsorships—stitched server-side for a smooth, buffer-free experience—while **G-Mana Ad Solutions** optimizes fill, pricing, and yield across direct and programmatic demand.

“Interactive SSAI turns passive ad breaks into **two-way, screen-native experiences**—without compromising stream quality,” said **Eran Yahalomi, CEO**, G-Mana. “Together with VisualOn, we’ve made it turnkey for broadcasters, sports streamers, and FAST operators to **grow revenue, improve viewer experience, and gain real-time transparency**—all in one workflow.”

“Publishers want interactivity without trade-offs,” said **Yang Cai, CEO and President**, VisualOn. “Our integration with G-Mana's SSAI gives customers a **single, scalable pathway** to deploy interactive ad formats at the quality levels audiences expect from premium streaming.”

How It Works

- **Player-ready by VisualOn:** VisualOn's Adflow playback integration ensures accurate ad signaling, interactivity, and measurement on the client—so interactive formats render consistently across target devices.
- **Seamless SSAI by G-Mana:** G-Mana detects ad markers, transcodes creative, fetches demand in real time, and stitches ads into HLS/DASH manifests—maintaining broadcast-quality delivery and rule compliance.
- **Monetization by G-Mana Ad Solutions:** The G-Mana Ad Solutions unit orchestrates business rules, sponsorships, and programmatic demand to maximize eCPM and **ad break monetization** while honoring brand safety, targeting, and frequency goals.

What Customers Get

- **Revenue lift:** High-impact formats and smarter break management to capture incremental ARPU from existing inventory.



- **Viewer-first delivery:** Server-stitched ads preserve stream continuity; interactive layers align with content to sustain engagement.
- **Transparency & control:** Real-time analytics illuminate ad performance and viewer behavior across SSAI and player events.
- **Faster time to value:** Streamlined deployment—no player rewrites or SDK sprawl; cloud-driven workflows minimize integration burden.

Built for Today's OTT Realities

The joint solution addresses industry pain points—**transparency gaps, complex deployments, limited ad format variety, and suboptimal break management**—by unifying SSAI, interactive formats, and monetization. It's designed for **traditional broadcasters, FAST channels, live sports and events, operators/telcos, OTT platforms, and OTT tech integrators**.

Availability

The G-Mana × VisualOn interactive SSAI solution is available today for select partners, with broader availability rolling out this quarter. To request a demo or integration guide, contact info@g-mana.com. Visit **VisualOn at IBC booth 5.A55** for a hands-on demo of the interactive SSAI solution.

About G-Mana

G-Mana is an ad-tech innovator for OTT. The company's **next-generation SSAI** platform delivers targeted, data-driven ad experiences with marker detection, ad fetching, and manifest manipulation—backed by comprehensive analytics for transparency and control. G-Mana's **Ad Suite** includes high-impact, interactive formats, while **G-Mana Ad Solutions** provides flexible monetization spanning CPM-based impression fulfillment, sponsorship licenses, customized pricing, and revenue-sharing—**with no integration fee**.

About VisualOn

VisualOn is a video technology company focused on premium playback experiences across devices and platforms. VisualOn's player-side integrations and enhancement technologies help service providers deliver reliable, feature-rich streaming at scale. Learn more at www.visualon.com.

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