



## Harmonic's VOS360 Ad SaaS Validated by FreeWheel, Transforming Video Streaming Monetization

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***Harmonic's VOS<sup>®</sup>360 Ad SaaS has been Officially Integrated with FreeWheel for Server-Side Ad Insertion and In-Stream Advertising***

SAN JOSE, Calif., Sept. 13, 2024 /PRNewswire/ -- Harmonic (NASDAQ: HLIT) is pleased to announce that its VOS<sup>®</sup>360 Ad SaaS has been officially integrated with FreeWheel's platform for server-side ad insertion (SSAI) and in-stream advertising. This incorporation ensures reliable performance within the ecosystem of FreeWheel, the global technology platform for the advertising industry, exposing streaming platforms and broadcasters to enhanced, dynamic ad experiences across live and on-demand video streams.



"Achieving technical validation for VOS360 Ad SaaS within the FreeWheel ecosystem underscores the robustness of Harmonic's technology and represents a significant milestone for the video streaming industry," said Gil Rudge, senior vice president, products and Americas sales, video business at Harmonic. "This integration will enable publishers to offer more personalized and engaging ad experiences, contributing to greater viewer satisfaction and supporting revenue growth."

Harmonic's VOS360 Ad is an innovative cloud-native, stand-alone SSAI solution that enables personalized full-screen and in-stream ad delivery to millions of concurrent viewers. VOS360 Ad includes in-stream advertising through server-side insertion of new addressable ad formats such as double-box and dynamic L-bars. In-stream advertising with split-screen ad formats is particularly crucial in the context of live sports streaming, where maintaining viewer engagement is paramount. Featuring a user-friendly interface and developer-ready APIs, the industry-proven solution provides a complete workflow for creative processing, delivery and manifest manipulation with frame-accurate insertion. A key highlight of the solution is its ad reporting dashboard, which provides KPI metrics to easily understand the health of the system, monitor fill rates and maximize yield.

"By providing unparalleled and centralized connections to the entire ecosystem, FreeWheel's interoperable platform empowers broadcasters and publishers to unify and optimize decision-making across all global demand sources, helping to achieve increased yield and transparency," said Marc Lauriac, Executive Director, Business Development and Strategic Initiatives at FreeWheel. "We are thrilled to validate Harmonic's VOS360 Ad SaaS and integrate it with our ecosystem to support delivering reliable and cutting-edge advertising solutions that address the evolving needs of the industry."

Harmonic will demonstrate its VOS360 Ad SaaS at IBC2024, Sept. 13-16 in Amsterdam. To schedule a meeting with Harmonic at IBC2024, stand 1.B20, visit <https://www.harmonicinc.com/video-streaming/events/ibc/>. Further information about Harmonic and the company's solutions is available at [www.harmonicinc.com](http://www.harmonicinc.com).

FreeWheel will also be at IBC2024, in Hall 5, stand C80. Further information about FreeWheel is available at [www.freewheel.com](http://www.freewheel.com).

### **About Harmonic**

Harmonic (NASDAQ: HLIT), the worldwide leader in virtualized broadband and video delivery solutions, enables media companies and service providers to deliver ultra-high-quality video streaming and broadcast services to consumers globally. The company revolutionized broadband networking via the industry's first virtualized broadband solution, enabling operators to more flexibly deploy gigabit internet services to consumers' homes and mobile devices. Whether simplifying OTT video delivery via innovative cloud and software platforms, or powering the delivery of gigabit internet services, Harmonic is changing the way media companies and service providers monetize live and on-demand content on every screen. More information is available at [www.harmonicinc.com](http://www.harmonicinc.com).

### **About FreeWheel**

FreeWheel empowers all segments of The New TV Ecosystem. We are structured to provide the full breadth of solutions the advertising industry needs to achieve their goals. We provide the technology, data enablement and convergent marketplaces required to ensure buyers and sellers can transact across all screens, across all data types, and all sales channels, in order to ensure the ultimate goal – results for marketers. With offices across the globe, FreeWheel, A Comcast Company, stands to advocate for the entire industry through the FreeWheel Council for Premium Video. For more information, please visit [freewheel.com](http://freewheel.com), and follow us [LinkedIn](#).

*This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Statements concerning Harmonic's business and the anticipated capabilities, advantages, reliability, efficiency, market acceptance, market growth, specifications and benefits of Harmonic products, services and technology are forward-looking statements. These statements are based on our current expectations and beliefs and are subject to risks and uncertainties, including the risks and uncertainties more fully described in Harmonic's filings with the Securities and Exchange Commission, including its Annual Report on Form 10-K for the year ended Dec. 31, 2023, its Quarterly Reports on Form 10-Q and its Current Reports on Form 8-K. The forward-looking statements in this press release are based on*

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