



## Harmonic Amplifies Video Streaming and Broadcast Monetization with VOS360 Ad Enhancements

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***New Capabilities Offer AI-Powered Contextual Ad Triggering and Advanced Programmatic Advertising Through Seamless Integration with Google Ad Manager and Magnite SpringServe***

SAN JOSE, Calif., Aug. 19, 2025 /PRNewswire/ -- Harmonic (NASDAQ: HLIT) today announced enhanced capabilities for its award-winning VOS<sup>®</sup>360 Ad SaaS solution that empower streamers, content providers and broadcasters to boost advertising revenue while elevating the viewer experience. The latest enhancements introduce AI-powered contextual ad triggering for advanced in-stream ad formats, new monetization workflows that enable programmatic advertising for traditional linear broadcasters and SDKs for widely used video players. These innovations streamline the advertising workflow, unlock new revenue opportunities and bring broadcasters closer to the efficiencies of digital advertising.



"The new enhancements to VOS360 Ad SaaS mark a turning point in how video content is monetized," said **Gil Rudge**, senior vice president, solutions and Americas sales, video business at Harmonic. "From smarter, real-time ad placement to unified programmatic campaigns across CTV and broadcast, we're providing our customers with the innovations they need to thrive in a rapidly evolving ad landscape."

### **Unlocking Revenue Streams with AI-Powered Contextual Ad Triggering**

VOS360 Ad opens up new frontiers in premium ad inventory for live sports content, delivering seamless in-stream (in-game) advertising that preserves the viewer experience. Leveraging AI-driven real-time video analysis, the platform extracts scene-level metadata to identify high-value monetization moments as they happen. This enables broadcasters to dynamically insert contextually relevant ads such as overlays, L-shapes and double boxes during peak engagement, maximizing impact without disrupting the action.

This powerful capability offered by VOS360 Ad enables sports publishers to deliver innovative, high-performing ad inventory to brands and agencies — transforming how live sporting events are monetized in real time.

### **Modernizing Linear TV with Programmatic Advertising**

Programmatic advertising is transforming TV ad sales, allowing broadcasters and publishers to harness the efficiency and scale of the digital ad ecosystem. By leveraging the advanced programmatic capabilities of VOS360 Ad, broadcasters can unlock new demand, boost ad revenues and maximize yield through automated data-driven transactions and measurements.

VOS360 Ad seamlessly integrates with leading demand-side platforms, supply-side platforms and measurement platforms, including Google Ad Manager and Magnite SpringServe, to enable unified, efficient programmatic ad delivery. Designed to simplify operations and elevate viewer satisfaction, the solution empowers broadcasters to monetize new channels and services without the cost and complexity of traditional broadcast infrastructure.

Harmonic will demonstrate the latest VOS360 Ad SaaS innovations at IBC2025, Sept. 12-15 in booth 1.B20. To schedule a meeting with Harmonic, visit <https://www.harmonicinc.com/video-streaming/events/ibc>. More information about Harmonic and the company's solutions is available at [www.harmonicinc.com](http://www.harmonicinc.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).

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