G-Mana and VisualOn Partner to Revolutionize Client-Side Reporting and Clickable Ads with Advanced Ad Formats

G-Mana, a leading provider of innovative Ad insertion and OTT monetization solutions, and VisualOn, a renowned provider of multimedia software solutions, are excited to announce a strategic partnership. This collaboration aims to enhance the capabilities of client-side reporting and introduce advanced, interactive Ad formats for OTT platforms.

Innovative Ad Solutions for Enhanced Viewer Engagement
The partnership between G-Mana and VisualOn leverages the strengths of both companies to deliver cutting-edge solutions that drive engagement and maximize Ad revenue for OTT platforms. New revenue streams are possible and actual viewer Ad consumption known by enabling more effective and interactive ad placements, particularly in live sports and high-demand entertainment content.

The combined expertise enables client-side reporting, clickable ads, and advanced Ad formats that seamlessly integrate into the viewing experience.

Key Features of the Partnership:

- **SSAI with Client-Side Reporting**: Comprehensive, real-time client analytics data combined with G-Mana advanced dashboards provide insights into reported viewer behavior and ad performance, enabling more informed decision-making.
- **Clickable Ads**: Interactive ad formats that allow viewers to engage directly with the content, driving higher engagement and conversion rates.
- **Advanced Ad Formats**: A variety of innovative ad formats, including overlays, picture-in-picture (PIP), and side-by-side ads, designed to enhance viewer experience without interrupting content.
- **VOD & Live Ad Replacement and Insertion**: Sophisticated ad replacement and insertion capabilities that ensure seamless transitions and personalized ad experiences. This includes a unique Ad Insertion offering for Live with low latency streaming.

Enhanced Viewer Experience and Monetization
With the integration of G-Mana's advanced SSAI technology and VisualOn's Adflow player solution, publishers can now offer a more engaging and personalized ad experience. VisualOn Adflow, is a comprehensive Ads solution ensuring uninterrupted ad delivery without disrupting content consumption. This improves the user experience, increases engagement ,and maximizes ad revenue by managing the complexity of ad playback."

Statements from Leadership

Eran Yahalomi, CEO of G-Mana, stated, "Our partnership with VisualOn is a significant step forward in our mission to provide unparalleled ad monetization solutions. By combining our advanced ad insertion technology with VisualOn's expertise, we can offer our clients a comprehensive suite of tools to enhance their ad strategies and viewer engagement."

Yang Cai, CEO of VisualOn, commented, "We are excited to partner with G-Mana to bring innovative ad solutions to the OTT market. Our collaboration delivers superior client-side reporting and interactive ad formats to meet evolving industry needs."

Join Us at IBC 2024

G-Mana will be showcasing their joint solutions with VisualOn at Sportspro. Visit our booths and learn more about how our partnership can transform your OTT Ad strategy.

About G-Mana

G-Mana is a leading provider of server-side ad insertion (SSAI) technology and OTT monetization solutions. With a focus on innovation and customer success, G-Mana delivers advanced ad formats, comprehensive analytics, and sophisticated ad insertion and replacement capabilities to maximize revenue and enhance viewer experience.

About VisualOn

VisualOn is a pioneer in multimedia software solutions, offering a wide range of products for video playback, analytics, and engagement. The company's patented technologies and expert team are trusted by leading companies in the OTT and streaming industry. VisualOn delivers high-quality video content to connected screens, offering wide compatibility, distinctive features, and rapid time-to-market.

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