

Partnership: Media Press Group & Broadpeak

Media Press Group and Broadpeak Unveil AI-Powered ReplayTV Monetization Solution at IBC 2025

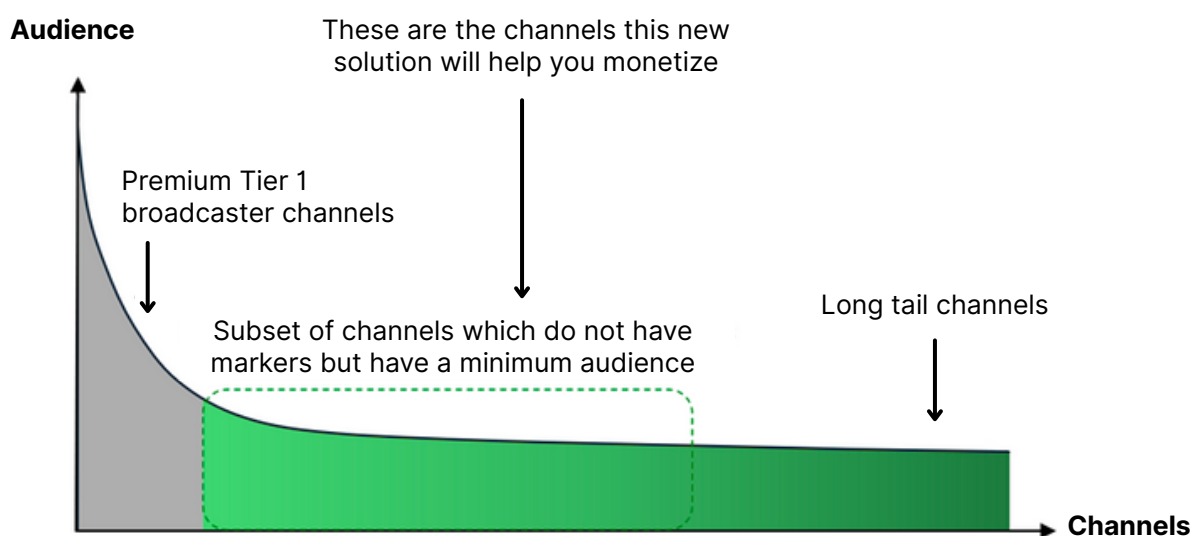
Introduction

Amsterdam, 2 September 2025 – Media Press Group (MPG), Europe’s leading provider of advanced metadata solutions, and Broadpeak, a global provider of video delivery solutions, today announced a joint innovation designed to unlock new revenue opportunities in Addressable TV.

The solution enables **frame-accurate ad insertion on ReplayTV services without expensive SCTE-35 markers**, providing broadcasters and operators with a new path to monetize long-tail linear channels and transform traditional licensing models.

Addressing an Industry Bottleneck

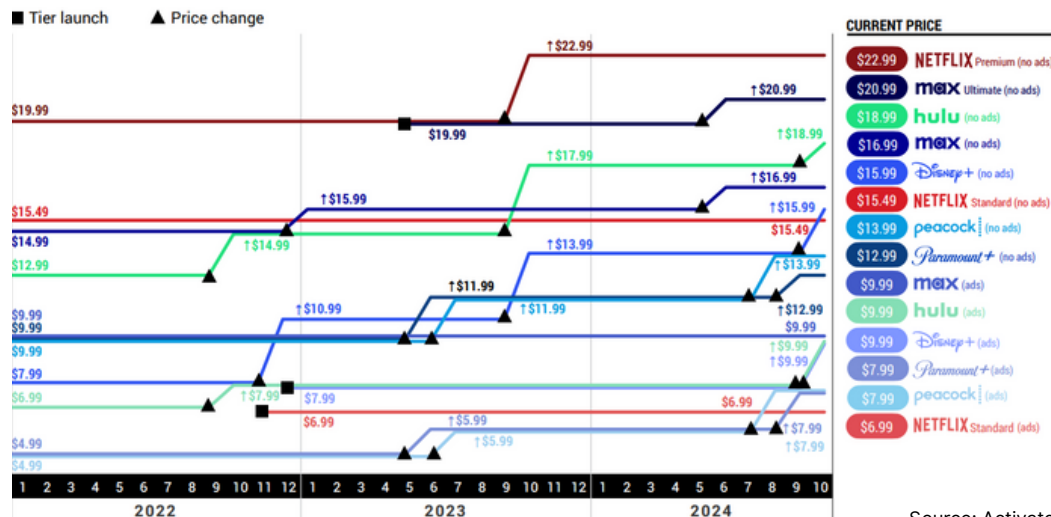
While tier-one broadcasters typically embed SCTE-35 markers to signal ad breaks, hundreds of thematic and niche channels continue to distribute without them. For these channels, **Server-Side Ad Insertion (SSAI) has been impossible**, cutting off both broadcasters and operators from incremental revenues.



This limitation has become more urgent as audiences migrate from **live TV to ReplayTV**. Ofcom’s 2024 Media Nations report shows that broadcaster video-on-demand (BVoD) viewing grew 29% year-on-year while live TV viewing declined 9%, with over half of UK viewers saying VoD is now their main way to watch television.

Monthly standard subscription prices of select paid video streaming services, U.S., Jan. 2022–Oct. 2024¹, USD

This shift is being accelerated by Netflix, Disney+, and other streamers introducing lower-cost ad-supported tiers, reshaping consumer expectations around price, advertising, and user experience.

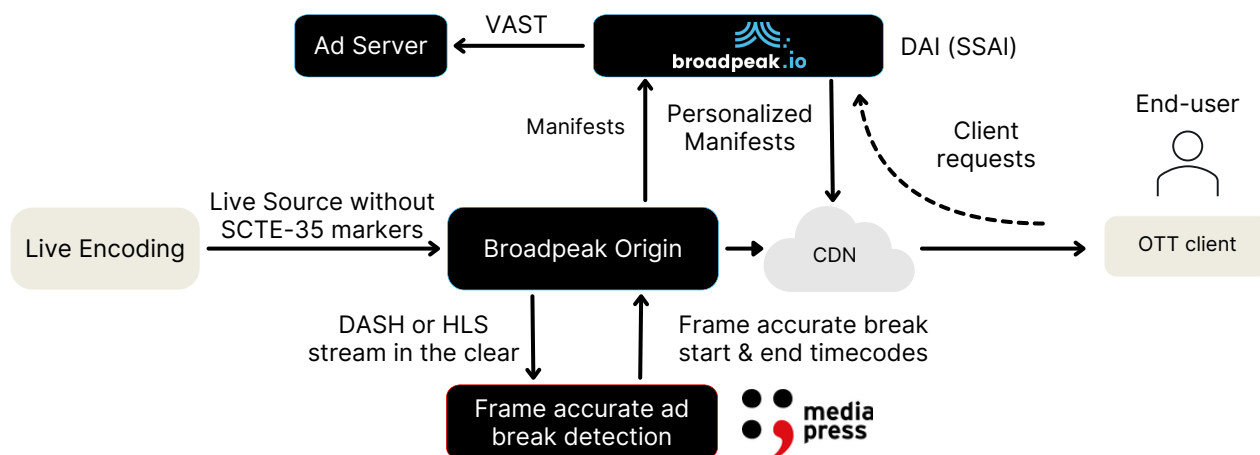


A new Joint Solution: Real-Time, Frame-Accurate Markers

The Broadpeak–Media Press solution uses **multi-modal AI models** to detect ad breaks in real time, analyzing video, audio, subtitles, and metadata even when SCTE-35 is missing.

- Broadpeak’s **dynamic stream conditioning** ensures ad breaks align with video frames, preserving user experience while enabling seamless monetization.
- Media Press Group’s **TimeMarkers® suite** enriches the metadata and ReplayTV experience with accurate start times, binge markers, and ad markers, ensuring broadcasters and operators can deliver a consistent, user-centric service.

Together, these capabilities make ReplayTV the **ideal proving ground for ad monetization**, with workflows that tolerate minor latency but drive measurable incremental revenue.



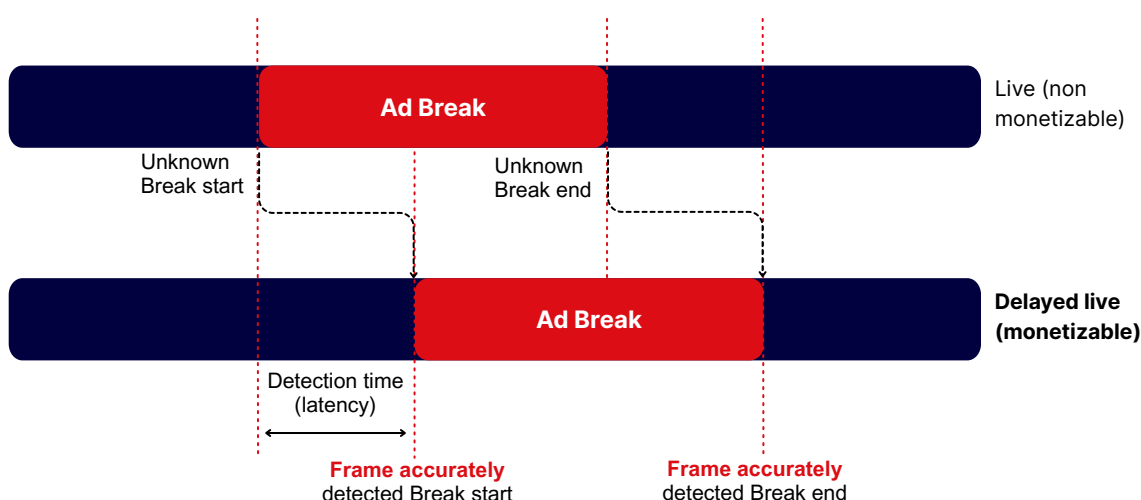
Business Model Transformation

The solution also creates a **new basis for broadcaster-operator collaboration**. Operators are under pressure to rationalize channel lineups and reduce license costs for low-share thematic channels. Broadcasters, conversely, seek to increase or maintain fees to offset declining linear ad revenue.

By generating new ReplayTV ad revenue, the joint solution offers a **shared upside model**: operators benefit from lower fixed carriage costs, while broadcasters monetize channels once considered “non-addressable.”

Key features

- **Frame accurate** break start & end detection (with few min latency)
- **Frame accurate** stream conditioning at break edges (video segment re-encoding)



Executive Commentary

Gijs Davelaar, Chef Revenue Officer of Media Press Group, commented:

“By combining metadata precision with frame-accurate ad insertion, we are enabling a new business model that broadcasters and operators can embrace together. This is about more than technology, it’s about business model transformation and how content licensing and monetization align with changing audience behavior.”

Julien Boyreau, Business Development Director of Broadpeak, added:

“Our collaboration with Media Press bridges the gap between legacy feeds and the future of addressable TV. By starting with ReplayTV, we provide a pragmatic, low-risk path for our customers to grow revenues while delivering a premium user experience.”

Attendees can experience the joint solutions firsthand at IBC 2025:

Media Press Group: Hall 14, Booth A.71

Broadpeak: Hall 1, Booth F.83

For more information, visit:

www.media-press.tv

www.broadpeak.tv



**Learn more about our Time
Markers solution at IBC**

About Media Press Group

Media Press Group is a European leader in entertainment metadata and discovery solutions, serving Pay TV operators, streaming platforms, and broadcasters for over 30 years. With multilingual localisation, cutting-edge offerings like OpenID, and expertise in AI-driven personalisation, MPG enables the metadata supply chain and helps partners to deliver engaging, user-focused experiences.

Learn more at www.media-press.tv and do connect with us on [social media](#).