



Addressable Advertising Solutions in Traditional QAM DAI and IP Linear DAI Space

How can Service Providers Scale True Addressable Advertising Across Both QAM and IP Environments when Legacy Infrastructure, Fragmented Delivery Systems, and Inconsistent Measurement are Limiting Precision, Revenue, and Reach?

Addressable advertising offers significant revenue potential, but QAM and IP-based delivery systems each present unique limitations—and hybrid environments introduce even more complexity. From hardware constraints, latency, and inconsistent ad tracking to scalability gaps, transition costs, and testing challenges, service providers are struggling to meet the demands of modern AdTech. Without unified workflows, real-time decisioning, or DOCSIS 3.1-ready infrastructure, providers risk leaving potential ad revenue on the table. Mavsotech helps bridge these gaps with tailored solutions that align legacy systems with next-gen addressable capabilities—unlocking scale, precision, and profitability.

Our Core Expertise

Mavsotech brings deep, hands-on experience in bridging the gap between legacy QAM systems and modern IP-based ad delivery, offering a suite of lightweight, scalable, and modular solutions tailored to service providers, evolving needs.

Our capabilities include:

- Developing middleware bridges to unify QAM and IP ad workflows, enabling a smooth transition without costly hardware replacements
- Building tools to streamline SCTE-35 signal processing and metadata normalization, ensuring accurate ad insertion and reducing manual effort
- Designing cloud-based microservices for IP DAI that integrate seamlessly with on-prem QAM infrastructure
- Delivering SDKs and APIs that empower device manufacturers to embed addressable ad capabilities with minimal development effort
- Using AI/ML to analyze limited viewer data in legacy systems, improving ad relevance even without robust real-time feedback
- Leveraging DOCSIS 3.1 to close upstream and latency gaps that previously limited precision targeting and dynamic ad insertion

Why Partner with Mavsotech?

Mavsotech offers end-to-end AdTech enablement for service providers navigating the complex landscape of QAM and IP addressable advertising. From POC development to operational deployment, we deliver:

- Architecture design, implementation, integration, and verification of addressable ad solutions across legacy and next-gen environments
- Deep expertise in IAB standards, SCTE specifications, firmware and software development, and certification
- Proven capabilities in program management, operational support, and cross-functional coordination with device manufacturers, backend platforms, and ad partners

By combining our technical depth and advertising expertise, Mavsotech empowers service providers to maximize monetization, ensure campaign accuracy, and future-proof ad delivery infrastructure—all while keeping investment and risk manageable.