DeviceAtlas®


Meet us at
**IBC 2023**
Hall 3 Booth B37

# Know your user. Know their device.

In a world where all digital content is consumed on connected devices, understanding these devices and their capabilities is crucial to enrich user experiences and inform business strategies.

**Where DeviceAtlas adds value**

1. Streaming Publishers
2. Video Advertising
3. Video Analytics Platforms
4. Content Delivery Networks

# The trusted solution for device intelligence

DeviceAtlas is the market leading provider of device intelligence across the streaming, video advertising and analytics space, providing the most accurate and reliable metadata on all user devices: bots, phones, tablets, media players, desktops, CTV, set top boxes, games consoles (50+ hardware and traffic types in total)

Remove the labor-intensive task of maintaining in-house solutions with DeviceAtlas's high-performance APIs, reliably identifying devices in real time.

**Our Customers**

CONVIVA xfinity BRIGHTCOVE DAZN NETFLIX

# Streaming Publishers and CDNs

DeviceAtlas identifies and verifies end user devices in real-time to enable streaming platforms and CDNs to enhance streaming experiences as well as using device graph data to protect content.

Reduce outages and playback errors to ensure effective delivery to ever more diverse devices and contexts. DeviceAtlas provides full clarity on the most important device capabilities such as device type, model, stream levels, screen size, resolution, bit architecture, CPU cores, etc.

### Enforce password sharing policies

DeviceAtlas can be used to build device graph data and limit access from devices outside the subscriber whitelist. Inform subscribers of login attempts using different devices and validate that user-agent switchers are not being used to access the account.

### Real-time QoS / QoE monitoring

Pinpoint device-specific service issues as they occur and connect issues back to the detailed device capabilities which DeviceAtlas provides, enabling you to build a better experience across all devices.

### Optimize content adaptation

Content format decisions such as bitrate, frame rate, and codec can be tailored to device capabilities that DeviceAtlas provides such as screen resolution, RAM, GPU, etc. Many video publishers and CDN platforms maintain multiple versions of content with different encoding settings, but DeviceAtlas supports real-time optimization to determine which content format should be served to a given user, maximizing efficiency while also enriching the user experience.

### Enhanced analytical capabilities

Key business metrics such as rates of engagement, abandonment and conversion can be correlated against device capabilities. For example, with DeviceAtlas, the following questions can be answered:

1. What is the impact of device RAM or number of CPU cores on content consumption?
2. What is the impact of screen size and resolution on engagement?
3. How does device age affect metrics?

### Reliable data on all traffic types

Bots, phones, tablets, media players, desktops, CTV, set top boxes, games consoles (50+ hardware and traffic types in all).

# Video Advertising

With such a massive increase in video advertising reach, there is a real need for granular device intelligence to support targeting, optimization, and reporting and video advertising platforms must have accurate knowledge of all connected devices.

DeviceAtlas is the supplier of choice in the video advertising space where performance, accuracy, and breadth of device coverage are paramount to differentiation in a highly competitive space.

### Population of device information into Campaign Management Interface (CMI)

1. DeviceAtlas provides structured inputs to power campaign management interfaces which permits for targeting outside the scope of the OpenRTB specification, thus increasing competitive differentiation.
2. DeviceAtlas enables you to segment and target TV, set-top box, games console, phone, tablet, and desktop.
3. This enables more granular targeting based on device-level characteristics.

### Data alignment / discrepancy reduction

DeviceAtlas is the device data supplier for the most widely used commercial web analytics and market research platforms. The widespread adoption of DeviceAtlas data creates standardized device naming across publishers, advertisers, and analytics which increases the usability of reporting – thus reducing discrepancies.

### Bot identification

DeviceAtlas identifies a wide range of bots / crawlers (tested against IAB spider and bot list). *Source: 200k honeypots worldwide.*

### Dynamic ad serving

1. Improved Engagement - DeviceAtlas provides CPU, GPU, RAM, and Chipset which are used to determine the optimal bitrate to send to the device, increasing engagement.
2. Screen Size - A smaller screen size may not be suitable for all videos. When there are clickable links post-roll, or anything that requires space, it is critical to know what limitations the device has.
3. Resolution - Leverage what DeviceAtlas knows about the screen of the device being served an ad. If the device cannot display high-resolution video send a lower-res version, saving transfer time, bandwidth, and ensuring an optimized experience to the user.

# Video Analytics

Being able to reliably tell your customers what device is being used to consume content and how that affects engagement, session duration, QoS/QoE is crucial when it comes to video analytics.

Video Analytics platforms rely on DeviceAtlas to provide accurate device analytics in order to stay on top of a complex device landscape in real time, and enable their customers to have real-time visibility on viewer engagement and deliver a more engaging viewing experience across all devices.

Video analytics platforms leverage DeviceAtlas data to inform their customers of the impact that devices have on user behavior, and ultimately business results, e.g. measuring the impact of bitrate on QoE across devices and recommendations to adjust the bitrate accordingly.

## What Our Customers Say

"The DeviceAtlas database is constantly updated which makes us certain that all the latest devices are accurately detected."

**Allen K**
VP of Mobile and Connected Devices.

SPOTX

"I can say with confidence that we haven't experienced any device data discrepancies since integrating DeviceAtlas. Knowing that it is a reliable source of information helps us to keep our customers happy."

**Brian C**
Senior Software Engineer

transmit

"When we encountered new CTV devices, we would have to add new string matching logic to capture them. We realized it would be an ongoing journey to get all of that and we might not even capture it perfectly […] The day after implementing DeviceAtlas, we saw a 16% increase in overall bid rate and an 18% increase in revenue."

**Mike M**
Director of MFX Engineering

mobilefuse

"We really appreciate our partnership with DeviceAtlas. They are experts in their domain, and the product is excellent. We heavily leaned on their expertise when developing our strategy for the recent Google Chrome changes to how User Agent information is passed. Thanks again for your help."

**Jan J**
Senior Product Manager

theTradeDesk

# The Problem of User-Agent Spoofing

User-Agent spoofing is an act intended to disguise a device in order to gain access to
content or services that it would not otherwise be able to.

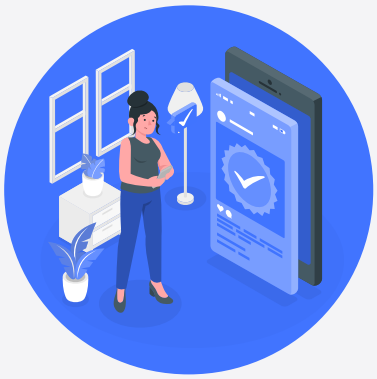
There are a multitude of User-Agent switchers available online for desktop and mobile devices. Apps alone are being downloaded hundreds of thousands of times, causing revenue loss for businesses in the digital content space.

**Some of the common issues associated with User-Agent spoofing include:**

1. What is the impact of device RAM or number of CPU cores on content consumption?
2. What is the impact of screen size and resolution on engagement?
3. How does device age affect metrics?

Device intelligence plays an important role in identifying spoofed User-Agents. DeviceAtlas has deep expertise in connected devices and their capabilities, enabling us to verify traffic authenticity.

## Device Intelligance

**Device identification**

Build a device graph and whitelist of approved devices

**Device verification**

Protect the whitelist of approved devices

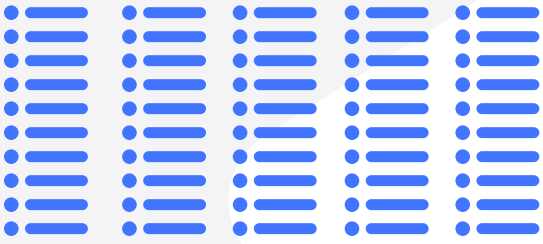
# DeviceAtlas in numbers

## 90,000+

Device models

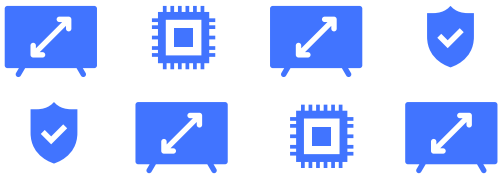
## 50

Hardware types



## 200+

Properties



## 50

new devices added every single day

# Additional DeviceAtlas Products

DeviceAssure is an additional premium offering from the DeviceAtlas team. DeviceAssure is the only solution that provides real-time verification of devices accessing your content, network, and services.

DeviceAssure is an embeddable library for native apps and SDKs and a JavaScript web library that examines unique device identifiers and characteristics, and compares them against known good configurations stored in our device database. This allows for a highly accurate determination of a device's authenticity.

Device Map, developed in partnership with the GSMA, is the authoritative source of device intelligence for the mobile operator ecosystem.

Device Map combines the GSMA issued TAC with granular detailed device capabilities to deliver rich device insights that enable mobile network operators to make more informed business decisions. Operators across the globe use Device Map because building your very own consistent, accurate, and up-to-date TAC-based device database requires costly and time consuming research and manual updates. Inconsistent naming conventions and standards can often be a challenge in the mobile operator environment.

## Learn more

**Online:** deviceatlas.com

**or email:** info@deviceatlas.com