

## **Vidillion Granted Patent for verification of video delivery**

Vidillion, a connected TV (CTV) distribution and ad monetization service, was awarded their first patent for Methods and Systems for Verification of Video Delivery. This patent is expected to change how video ads are delivered in an attempt to reduce video ad fraud.

In 2011, Vidillion recognized that video ad fraud, including fast forwarding and skipping through ads, was becoming an issue for the nascent connected TV (CTV) industry. To combat this growing problem, Vidillion filled the need to provide better information to video content providers through their new patent.

The company recognized that a video player could “read ahead” by downloading the ad faster than the video ad duration, allowing the viewer to fast forward and skip the ad entirely. However, it would still send the completion beacons indicating that they had actually watched the ad. In addition, not all video players are not even capable of playing the various video formats that the ads were encoded in.

“Vidillion is taking a stand against video ad fraud on the internet,” said CEO Dennis Nugent. “We have innovatively created a way to change the internet ad delivery system forever. This is just the beginning for Vidillion as we continue to turn the industry upside down and improve it.

Vidillion’s new method of verifying that video ads have been delivered, in a video stream, and that the ad was properly encoded for that player will ensure that ads are actually being watched, and not skipped or fast-forwarded.

More information on the patent can be found [here](#).

### **About Vidillion**

Vidillion is a leading connected TV distribution and ad monetization service. Vidillion streams over 1,200 TV channels and over 10,000 movies and video clips to 140 countries via the internet, to Amazon FireTV, AppleTV, Roku, and Smart TVs. Vidillion aggregates Connected TV (CTV) publishers, distributes their content, and monetizes their content with advertising. Vidillion has been doing CTV advertising for 3 years. Vidillion has an excellent reputation, built on a 98.2% completion rate and 100% viewability track record.