

Smart Ad-Break Detection with Vionlabs and Codemill

From detection to placement to delivery — ad breaks handled in minutes, not hours

Application Capabilities:

The Ad-break detection sounds simple, but it's one of the most labor-intensive steps in preparing content for monetization on FAST, AVOD, and other ad-supported tiers. A single 40-minute episode can take up to 60 minutes to segment by hand, and tooling is often fragmented across spreadsheets, players, and MAM systems with no single source of truth. As libraries grow several times faster than the teams supporting them, manual review becomes a math problem as much as a workflow one.

The business impact is real. Ad breaks that land mid-scene or mid-dialogue drive viewers away and reduce ad value, and viewer tolerance for bad breaks is close to zero. In customer testing, story-aware ad-break placement at natural pauses delivered up to 46% lower viewer churn compared to fixed-interval breaks — a structural improvement in the ad experience, not a marginal one.

The SDVI solution connects two best-of-breed Application Services directly inside the Rally media supply chain. Vionlabs applies story-aware AI, trained specifically on entertainment content, to identify natural ad-break insertion points and return confidence-ranked candidates. Codemill's Accurate.Video Validate then gives operators a frame-accurate workspace, accessible directly inside Rally via Rally Gateway, to review and approve those candidates before Rally automatically drives the asset into packaging, ad stitching, and delivery.

Solution Description:

The ad-break detection solution includes components from best-of-breed application vendors, managed and orchestrated by the SDVI Rally platform. When content lands in a Rally supply chain, Rally automatically provisions resources and routes the asset to Vionlabs, which processes video,

Benefits:

1. **Cut ad-break review time from hours to minutes per episode**
2. **Reduce viewer churn by up to 46% with story-aware ad placement**
3. **Review and approve markers without leaving a Rally supply chain**
4. **Connect detection to delivery in one automated workflow**
5. **Scale elastically with Rally's consumption-based pricing**



The Vionlabs + Codemill + Rally workflow

audio, and text concurrently. Vionlabs’ models evaluate scene boundaries, dialogue, and narrative structure — everything from stress levels and emotional tone to shot similarity — to return ranked ad-break candidates in minutes rather than hours.

Rally then routes the proxy and Vionlabs’ candidate markers to Codemill’s Accurate.Video Validate, accessible directly inside Rally via Rally Gateway. Using a Rally Access workorder, an operator opens the task, reviews the ranked markers on a frame-accurate timeline, adjusts or approves them, and changes the status to complete — all without hunting across separate tools. Rally then takes over again automatically: the approved markers flow back into the platform, are stored with the asset, and drive the file through packaging, ad stitching, and delivery to the ad insertion system.

About SDVI Rally:

SDVI Rally is a cloud-native media supply chain platform that automates and orchestrates the deployment of all applications and infrastructure to create a dynamic, responsive media supply chain. Delivering unmatched levels of agility, efficiency, elasticity, and data-driven insights, Rally gives media companies a competitive advantage to pursue new opportunities faster and more intelligently.

About Vionlabs:

Founded in Stockholm in 2016, Vionlabs is on a mission to bring storytelling intelligence to every screen, turning content into connection. The company develops domain-specific AI models trained on entertainment content that understand stories, characters, emotions, and structure, just like a human viewer. Vionlabs’ platform powers millions of hours of video for leading media brands including Paramount+, Hulu, Plex, Deutsche Telekom, and Play Media.

More info: vionlabs.com

About Codemill:

Codemill is a Swedish software company based in Umeå, publicly listed on Nasdaq First North Growth Market (CDMIL), building cloud-native tools for media operations teams. Its Accurate.Video product suite automates labor-intensive workflows such as segmentation, QC, compliance, and localization. Accurate.Video Validate gives operations teams a frame-accurate workspace to review AI-generated markers before assets move downstream. Codemill’s solutions power workflows for Paramount, BBC, ITV, ProSiebenSat.1, NBCUniversal, and Comcast.

More info: codemill.se

For further information, visit www.sdvi.com, or email us at info@sdvi.com