Front specifications - Anti ad-skip Live

1. Context

Anti Ad Skip is a video player feature that makes ad segments unskippable in catch up mode. It prevents users from skipping, jumping over, or bypassing ads via the progress bar (seek), whether through a direct click, drag-and-drop, or the +10s/-10s controls.

2. Scope

> ℹ️ **Scope**
>
> This feature applies exclusively to the new Player in live mode. It is not activated on Short Videos.

Included	Oneplayer — live
Excluded	Short Video / replay
Hard prerequisite	Ad markers must be present in the metadata stream
Devices	Desktop, Tablet, Mobile, TV (CTV, Set-Top Box)

3. Prototypes

Advertising

4. Interaction Handling

4.1 Prerequisite

> ⚠️ **Technical Prerequisite**
>
> Ad markers must be present and loaded before playback starts for Anti Ad Skip to be activated. If markers are absent, the feature is disabled and the player behaves normally.

- Ad markers define the start and end positions of each ad segment within the timeline

- If markers are absent or malformed, the player must not block seeks

4.2 Use Cases — Summary

Use Case	Trigger	Expected Behaviour
UC1	User drags the cursor in an ad segment	Repositioned to the start of that ad; must watch it in full. No target position saved
UC2	User drags the cursor before/after an ad marker	Target position is saved; cursor returns to ad start. Once the ad ends, playback resumes at the saved position
UC3	User skips N consecutive ads	Repositioned to the start of the last skipped ad
UC4	User open the player and land into an ad segment when opening the player, in live	he is not blocked in this segment. (eg : I can press -10sec, without being repositioned to the start of the ad) if the ad is already marked in yellow, he is blocked.

4.3 Use Case Details

Use Case 1 — Seeking into an ad segment

Trigger: the user performs a seek whose target position falls inside an ad segment.

1. The player detects that the target position is within an ad segment
2. It repositions the playhead to the start of the relevant ad segment (the target position is not saved)

3. Ad playback begins from the start
4. Progress bar control is disabled for the duration of the ad

Use Case 2 — Seeking before:after an ad marker (standard case)

Trigger: the user drags the cursor to position playback before or after one or more ad segments.

1. The player detects that the seek crosses one or more ad markers
2. The user's target position is saved in memory
3. The target position is visually indicated on the progress bar (ghost marker or indicator)
4. The cursor is repositioned to the start of the previous ad crossed
5. Once all ads have been watched, playback automatically resumes at the saved target position

Use Case 3 — Skipping N consecutive ad marker

Trigger: the user performs a seek crossing multiple distinct ad segments.

1. The player identifies all ad segments crossed
2. It repositions playback to the start of the last ad crossed
3. Ads already watched earlier in the session are not replayedOnce the last ad ends, playback resumes at the target position

5. General Rules

> ✅ **General Rule**
>
> If a user seeks forward or backward across one or more ads, they must watch the ad immediately preceding their target position before accessing the content.
>
> An ad which has already been seen is not blocked anymore

5.1 Definition of a Session

A session is scoped to the programme being watched on a channel. It begins when playback of that programme starts and ends when the user closes the player, changes channels or moves to a different programme.

Watched-ad history is maintained only for the duration of that programme session. It is not retained across programmes.

- Changing channels or moving to a different programme starts a new session with an empty watched-ad history.
- Returning to a previously watched channel or programme does not restore its previous history.
- Pausing, buffering or seeking within the same programme does not end or reset the session.
- Returning to live within the same programme preserves the session and watched-ad history. It only cancels any active Anti Ad Skip block and clears the saved seek destination.
- If returning to live moves playback to a different programme, a new session starts with an empty watched-ad history.

When a session ends, its watched-ad history is cleared. Ads watched during that session may therefore trigger a block again in a new session.

5.2 Blocking trigger

Navigation blocking starts as soon as playback reaches the ad break's start marker.

The existing exemptions for watched ads, the active grace period and opening the player in live mode during an ad break (UC4) continue to apply.

Repeated blocked actions

During a blocked ad break, each new attempt to perform a blocked navigation action is rejected and displays the blocked action message defined in section 8.2 again.

If a seek destination was saved when the block was triggered, it remains unchanged. Subsequent blocked attempts do not replace it.

Once the forced ad break ends, playback resumes at the initially saved destination.

Returning to live cancels the block and clears the saved destination, as described in section 6.

5.3 Definition of a Watched Ad

In this specification, an "ad" refers to a complete ad break, which may contain one or more individual advertising spots and is delimited by its start and end markers in the metadata.

An ad is considered **watched** when playback has covered the entire ad break, from its start marker to its end marker, without skipping any portion.

- Reaching the end marker through a seek does not mark the ad as watched.
- Pausing or buffering does not reset viewing progress. Playback resumes from the interrupted position.

- An ad watched in full during normal playback, whether live or timeshift, is considered watched even if Anti Ad Skip did not force its playback.
- Once an ad is marked as watched, it no longer triggers an Anti Ad Skip block during the same session.

Partially watched ads

An ad that has only been partially watched remains **unwatched**.

If a subsequent seek triggers an Anti Ad Skip block for that ad, playback restarts from the beginning of the ad break.

When the player opens in live mode during an ongoing ad break, the exemption described in UC4 applies. Watching only the remaining portion of that break does not mark it as watched.

6. Edge Case — Return to Live

If the user presses the “Return to Live” button, playback immediately returns to live without triggering an ad obligation.

Any active Anti Ad Skip block is cancelled, and the saved seek destination is cleared.

Returning to live does not end the session: ads already watched remain marked as watched. If the user subsequently seeks back into timeshift, normal Anti Ad Skip rules apply.

7. Behaviour on TV & +10s / -10s Controls

On TV (CTV, Set-Top Box) and via the +10s / -10s navigation buttons (everywhere), the base behaviour is identical to other devices, with one important difference for forward seeking.

Seek backward / -10s (TV)	Identical — repositioned to the start of the previous ad
Seek forward (TV) \+10s	Specific — immediately locked into the current ad as soon as the user attempts to move forward

8. User-Facing Messages

8.1 Message during seek

This message is displayed on Desktop, Tablet, and Mobile when the user moves their cursor onto or past an ad marker. It informs the user that their content will resume at the desired position after the ad.

Desktop / Tablet / Mobile	*Your content will resume here after the ad.*

8.2 Blocked action message

This message is displayed on all devices (including TV) when the user attempts a blocked action during an ad break. The channel name is injected dynamically.

The blocked action message must remain visible for a minimum of **X seconds (settable)**.

All devices	*This action is blocked during this ad break.*

> ⚠️ **Dynamic variable**
>
> The [Channel] field must be dynamically replaced with the name of the broadcasting channel (e.g. TF1, France 2, M6...). If the channel name is unavailable, use the fallback: "the broadcaster".

9. Grace period

Once a user has watched a forced ad break in full, a grace period starts.

During this period, Anti Ad Skip does not block seeks. The user can seek across one or more ad breaks or directly into an ad break, without being repositioned to its start.

Playback resumes at the requested position without imposing an ad watch.

This exemption applies to all devices and seek controls, including the behaviour described in UC1.

When the grace period expires, normal Anti Ad Skip rules resume. Ads already watched during the session remain exempt from blocking.

Configuration

The grace period duration is configurable per channel at the service plan level.

Default duration: **20 seconds**.

Example

With a grace period configured to 10 seconds, a user completes a forced ad watch at T.

- From T until T+10s, seeks are allowed without an Anti Ad Skip block, including seeks into an ad break.
- At T+10s, the grace period expires and normal Anti Ad Skip rules resume.