

CampaignManager

Targeted Content Insertion Management



CampaignManager is ENENSYS' virtualized software application managing the delivery of targeted content and playlists towards ENENSYS' Ad splicers.

Despite the proliferation of new platforms and increasing fragmentation in the market, TV remains the most powerful media and the most effective way to address large audiences.

CampaignManager deals with content management (ads, news, weather...), playlists and AsRun logs as defined in the SCTE-118-3 standard. In particular, CampaignManager manages and centralizes configuration and communication toward ENENSYS' AdsEdge Ad splicers.

Centralized Ad Insertion Manager

From one central point, CampaignManager manages your whole Ads Insertion System. It allows each content provider to upload content to insert and playlists and to download AsRun logs as a proof of insertion. On a regional basis, it handles the delivery of content (ads, news, etc.) and playlist files for each AdsEdge. It monitors AdsEdge alarms and insertion status.

Control Splicing for SFN Network

CampaignManager monitors all of the AdsEdge in your network so that it can control the splicing per SFN area. This guarantees SFN broadcasting based on the configuration and the content availability for each AdsEdge of a particular region.

Playlist Manager

Based on industry-standard interfaces, CampaignManager makes it possible for you to create, edit or duplicate a playlist compliant with the SCTE-118-3 standard. Providers can also upload their own SCTE-118-3 or CSV playlists over FTP.

Control Encoding before Insertions

CampaignManager analyzes the spots scheduled for insertions and can automatically transcode them to the live format, allowing seamless insertions by the AdsEdge. In addition, CampaignManager is able to generate VBR packages for content insertion in Statmux streams.

CampaignManager

Targeted Content Insertion Management

Applications

- AdsEdge files and control manager
- Files Content Management System (CMS)
- Content provisioning through FTP
- Content checking (spots, playlists)
- Content transcoding before delivery (spots)
- Regional playlist creation/edition/duplication
- In-band or out-of-band file delivery
- Live monitoring/statistics

Other benefits

- Manage the whole ad insertion topology through one unique central point
- Friendly-user interface, designed for advertising and marketing planners
- Central reporting : dashboard, logs and alarms
- Automatic dispatch of content and playlist
- SCTE-118 AsRun logs allowing accurate ad invoicing

Technical specifications

FEATURING

Standards

SCTE-118-3 for playlist and AsRun logs

Content Checking

Check playlist compliancy with SCTE-118-3 standard, codecs and content files format

Playlist Management

Enables creating, updating and duplicating regional playlists

SFN Management

Automatic or manual splicing control per SFN area to guarantee SFN broadcasting

Monitoring

Highly detailed dashboard for at-a-glance monitoring the entire operational system

Monitoring of AdsEdge, content, service and region levels

Redundancy

1+1 automatic redundancy based on active/standby mode

Hypervisor

VMWare ESXI 6.5+

Provisioning

MPEG-2 TS files

SCTE-118-3 and CSV Playlists

AdServer interoperability

Connect ENENSYS Ad Insertion system to an external Ad Decisioning server and use your digital ad inventory on Linear TV.

Files Delivery

Out-of-band file delivery over FTP (Push or Pull mode)

In-band file delivery using FDP

AsRun Logs

Automatic fetch of AsRun logs

Analysis for Ad insertion monitoring

Available for traffic system

Users Management

Separate and secured users access between administrators and providers.

Each provider can only access their own files

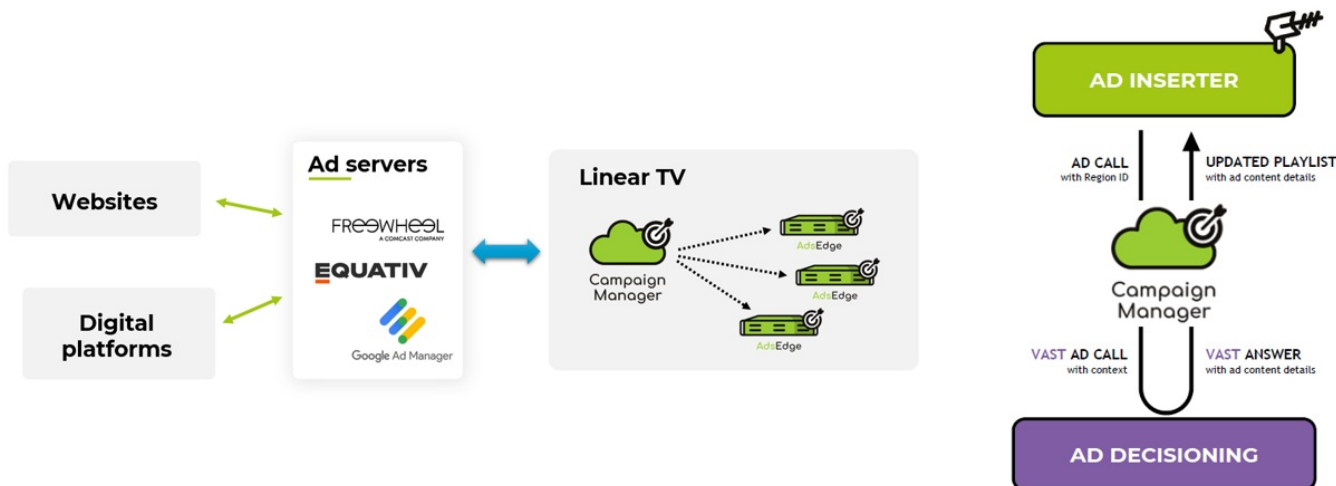
GUI

HTML5 web-based interface

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Ad Server Interoperability



Ordering codes

AdsReach-Access

- Ads substitution based on SCTE-35 trigger, Scheduled or manual through API
- Centralized Ads Management including Ads provisioning and delivery, Playlist management, AsRun logs storage, AdsServer interfaces
- To order with a minimim of 1 day of Project Development and 1 day of Technical Assistance for system setup
- 1 year, 3 years or 5 years commitment

AdsReach-Ultimate

- Ads substitution based on SCTE-35 trigger, Scheduled or manual through API
- Centralized Ads Management including Ads provisioning and delivery, Playlist management, AsRun logs storage, AdsServer interfaces
- System redundancy for ads substitution and centralized Ads Management
- SCTE-35 generation based on content detection
- TS and SCTE-35 Monitoring
- To order with a minimim of 3 days of Project Development and 5 days of Technical Assistance for system setup
- 1 year, 3 years or 5 years commitment

AdsReach-Performance

- Ads substitution based on SCTE-35 trigger, Scheduled or manual through API
- Centralized Ads Management including Ads provisioning and delivery, Playlist management, AsRun logs storage, AdsServer interfaces
- System redundancy for ads substitution and centralized Ads Management
- To order with a minimim of 1 day of Project Development and 3 days of Technical Assistance for system setup
- 1 year, 3 years or 5 years commitment