

# MediaCast AdsReach

## Targeted Advertising Signaling Management



**MediaCast AdsReach, ENENSYS' innovative virtualized software solution, enables HbbTV Advanced TV services & allows broadcasters to take advantage of Connected TVs.**

MediaCast AdsReach, ENENSYS' innovative virtualized software solution, enables HbbTV Advanced TV services & allows broadcasters to take advantage of Connected TVs. Even with the proliferation of new platforms and increased fragmentation of the market, TV still remains the most powerful media and the only media to address millions of users instantly. Moreover, TV is changing. Now that TV receivers are massively connected, it's time to benefit from this connectivity. MediaCast AdsReach is intended for broadcasters who want to enable advanced interactive TV services and take advantage of Connected TVs.

### Ad break detection and signaling

Based on video recognition, MediaCast AdsReach is able to generate ad break signaling when not present (SCTE-35 or HbbTV Stream Events). This gives the opportunity for broadcasters to monetize smaller TV channels.

### HbbTV Signaling

MediaCast AdsReach is able to update or to insert HbbTV signaling. It allows each broadcaster to add and configure their own Application Information Table (AIT) through UI or API. Using only HbbTV signaling, broadcasters can access viewer data, real-time audience measurement and behavioral data with strict GDPR compliance.

### SCTE-35 Translation

To provide the most efficient way to implement accurate targeted advertising or banner insertion on HbbTV receivers, MediaCast AdsReach relies on existing SCTE-35 triggers. Based on these markers, it inserts HbbTV Stream Events in multiplex services simultaneously. Existing TV receivers, as long as they are compliant with the HbbTV standard, are already compatible with these Stream Events.

### Manual HbbTV Stream Event generation

MediaCast AdsReach allows generating Stream Events on-demand, through a web API. This feature gives broadcasters access to targeted ad insertion, even without SCTE-35 markers.

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### Applications

- HbbTV signaling (AIT, Stream Events)
- SCTE-35 conversion into HbbTV Stream Events for targeted advertising – DVB-TA compliant
- Automatic ad break detection & signaling
- Manual Stream Events Insertion to synchronize Broadcast and Broadband Events

### Other benefits

- Small TV channels unable to manage a proper signaling or unwilling to face costly infrastructure evolution have now access to ad splicing technology
- Cleaned streams after distribution can be enriched with new SCTE-35, independently from the original broadcaster head-end signaling
- When performing server-side insertion, AdsReach is able to insert new SCTE-35 signaling each new content one by one, and consequently enabling further client-side substitutions on set-top box.

## Technical specifications

### FEATURING

#### Standards

SCTE-35  
HbbTV Stream Events (ETSI TS 102 796)  
DVB-TA

#### Automatic ad break signaling

Automatic SCTE-35 or HbbTV Stream Events insertion  
Based on video recognition, insert signaling based on ad break jingles detection

#### Easy manual HbbTV Stream Event insertion

using GUI  
using web interface (POST)

#### User management

Separate and secure user access between administrator and users

#### UI

HTML5 responsive interface

#### SCTE-35 translation

Frame-accurate HbbTV Stream Event generation upon SCTE-35 trigger reception (splice\_insert or time\_signal commands supported)

#### On-demand Stream Event insertion

Immediate or scheduled insertion

#### Monitoring

Dashboard to monitor the full operational system at a glance  
Monitoring of input SCTE-35 markers  
Full SNMP v2 support

#### Redundancy

1+1 automatic redundancy based on active/standby mode

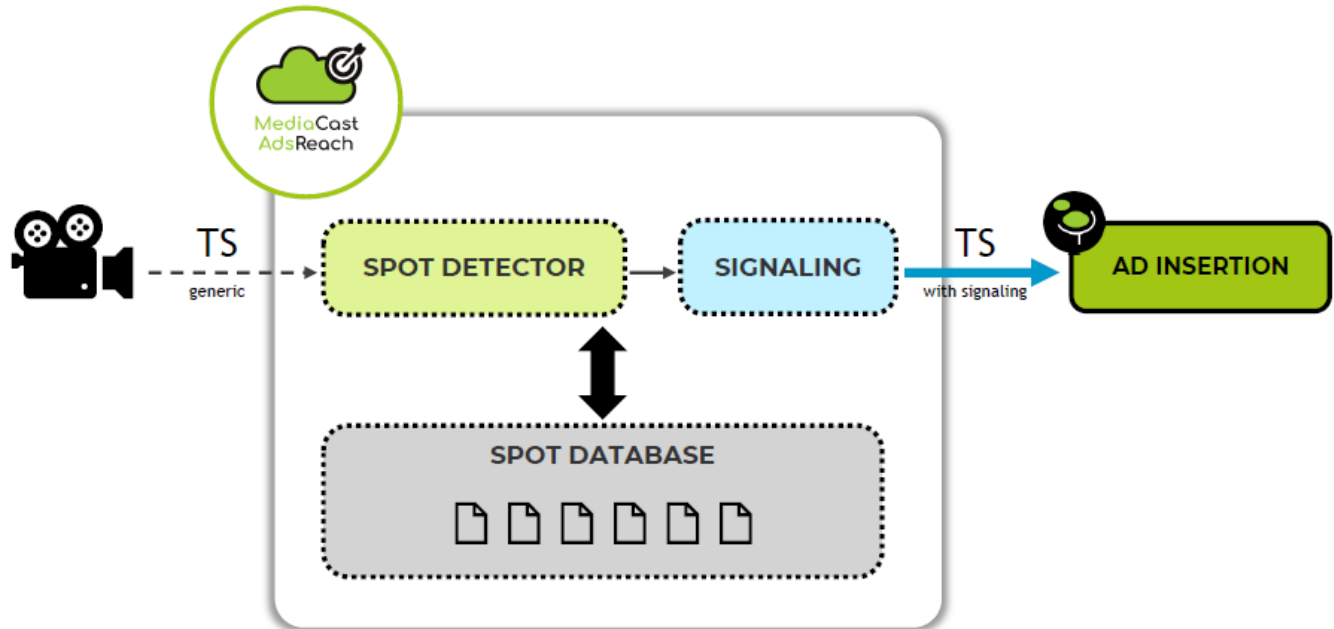
#### Hypervisor

VMWare ESXI 6.5  
KVM

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### Content detection



### Ordering codes

#### MediaCast AdsReach Access

- SCTE-35 insertion based on content detection (spot, jingle)
- SCTE35 conversion into HbbTV StreamEvents and AIT Update
- To order with a minimum of 1 day of Project Development and 1 day of Technical Assistance for system setup
- 1 year, 3 years or 5 years commitment

#### MediaCast AdsReach Performance

- SCTE-35 insertion based on content detection (spot, jingle)
- SCTE35 conversion into HbbTV StreamEvents and AIT Update
- System redundancy
- To order with a minimum of 1 day of Project Development and 2 days of Technical Assistance for system setup
- 1 year, 3 years or 5 years commitment