AdsReach

Advertising Solution for Linear TV

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ENENSYS AdsReach™ enables local content insertion at the final stage of TV delivery.

In a world where targeted advertising is the key to generating more revenues in the media value chain, AdsReach™ offers TV operations an elegant approach to localize TV content.
In most architectures, TV operators will duplicate TV content that must be regionalized. They will typically operate several satellite contributions feeds or deliver different live streams to their different regions or cities. This has a massive impact on their transport costs and their environmental impact, which are multiplied by as many streams they are managing. However, regionalized streams are often 90% identical one to another, with only advertising, news, or weather forecasts that differ! AdsReach™ aims at reducing these massive transport costs by mutualized all contribution feeds and adapting the content at the edge of the distribution network, where the advertisers will want to reach their audience.

International content localization

TV operators redistributing international content can leverage new advertising inventory by localizing TV content such as ad breaks, weather forecasts, or news. By allowing new advertisers to buy this newly available slots, operators will generate more viewership engagement on top of generating additional TV revenues. AdsReach™ will allow them to substitute contents just before delivering it over broadcast, cable, IPTV, or linear OTT networks.

National content regionalization

TV operators addressing large geographical areas often face the difficulty to attract new advertisers. Even with the rise of digital platforms' targeting performances, geo-targeted campaigns remain the main application of targeted advertising. TV operators need to step up and adapt their network to the advertisers' needs. AdsReach™ proposes an elegant approach to enable networkside insertion - which does not depend on receivers' compatibility - to substitute content at the scale of a region or a city. By integrating ad splicers at the scale of audience segments, TV sales houses will attract new advertisers and increase their viewers' engagement by proposing relevant content locally.

A centralized yet modular architecture

AdsReach™ is constituted of two innovative products designed by ENENSYS: AdsEdge™, the fastest ad inserter available on the market, and CampaignManager™, centralizing campaign management and reporting with the definition of market segments. Together, they provide a modular yet centralized architecture to localize TV content at the scale of any advertisers' market, without any dependency on receivers' compatibility.

Applications

- Insertion of any local TV content (Ads, News, Weather) at the scale of a country/region/city
- Targeted TV insertion for linear TV networks (DTT, cable/IP, OTT...)
- Monetize TV content and engage your audience by adapting content locally

Benefits

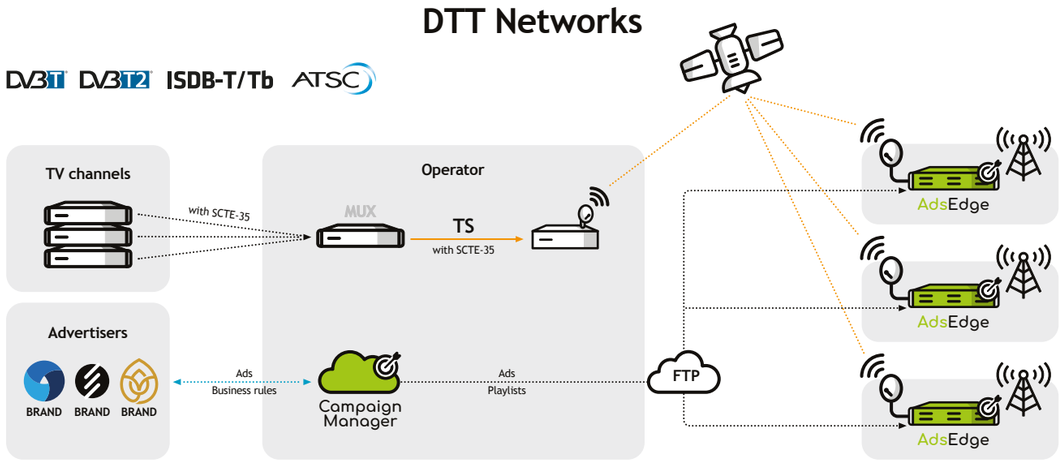
- End-to-end campaign definition from segmentation up to reporting
- Seamless network-side insertion, not depending on receivers' compatibility
- SFN compatible for DTT operation
- Standard-based solution (SCTE)
- Automated file delivery to remote sites (ad spots, schedules...)

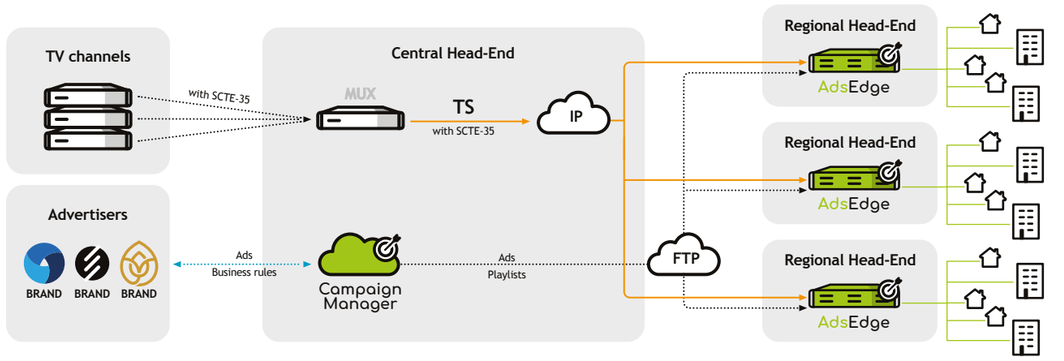
ENENSYS technologies

www.enensys.com

Local content insertion at the final stage of TV delivery

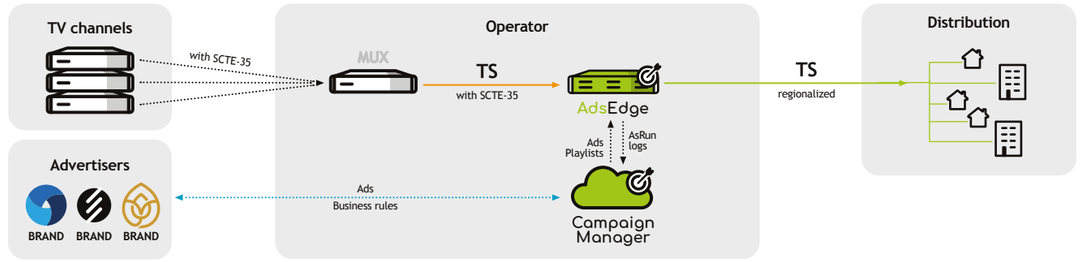
National Content Regionalization



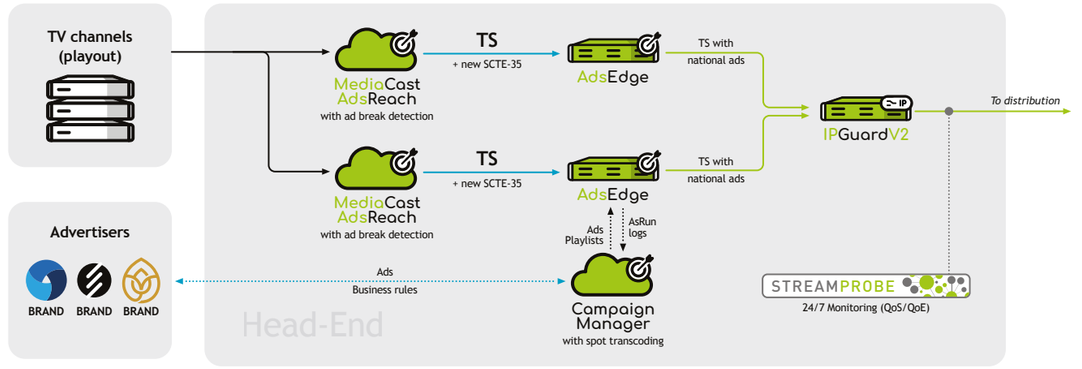


Free Ad Supported TV (FAST) Services

FAST channels are designed to provide free TV channels to consumers over digital platforms. The model looks very much like traditional linear television and the costs are supported by advertising. While it took a while for FAST channels to reach maturity, the monthly active users are growing rapidly for a couple years.
OTA broadcasters are now facing a new type of competition from the VOD players and need to adapt their traditional content with geo-targeted advertising. AdsReach™ can be implemented as an "all-in-one" solution at the TV station or head-end to localize content easily and reach audiences locally.



Secured Delivery with Redundancy & Monitoring



CampaignManager™
Centralized campaign definition & reporting

- Audience segmentation
- Content management & delivery
- Playlist/Schedule definition
- Reporting centralization

AdsEdge™
The fastest ad inserter on the market

- Low-latency & deterministic
- Up to 48 TV services in 1RU
- Ad server & splicer in one box
- Content insertion for hours
- IP/ASI/Satellite inputs

MediaCast AdsReach™
Targeted ads signaling server

- Automatic ad break detection
- SCTE-35 triggers insertion
- Enables new ad inventory creation

IPGuardV2™
Seamless redundancy switch

- Secure stream delivery with redundancy
- Intelligent stream analysis
- Seamless switching
- Failsafe bypass

StreamProbe™
Video QoS/QoE monitoring

- QoS & QoE monitoring
- On-error alarming & recording
- Specific monitoring for SCTE-35

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REGIONAL AD SPLICER

AdsEdge™

Input interfaces	1Gb RJ45 for TS or T2-MI streams up to 2x ASI inputs (BNC) up to 2x DVB-S/S2 RF inputs (F-type)
Output interfaces	1Gb RJ45 for TS or T2-MI streams 2x mirrored ASI outputs (ASI)
Availability	ASI bypass (option) to passthru incoming streams over ASI
Standards	ETSI TS 102 773 V1.3.1 SCTE-35 and SCTE-118-3 MPEG-2 and MPEG-4 AVC/HEVC
TV content insertion	Regional insertion of file-based content into a live TS/T2-MI Upon SCTE-35 trigger reception or manual trigger command Report generation for ad agencies/sales houses Up to 8 simultaneous insertions
Storage	128GB internal memory available (ad spots, schedules, reports) Flexible files delivery (FTP/HTTP)
SFN compliancy	Deterministic local ad insertion to enable SFN broadcasting No external reference needed
VBR insertion	Variable bitrate insertion for STATMUX streams Automatic detection of the available bitrate Selection of the corresponding video chunk
Monitoring & Supervision	Easy-to-use HTML5 web interface User management

TARGETED CAMPAIGNS CENTRALIZATION

CampaignManager™

Standards	SCTE-118-3 for schedules and AsRun logs
Provisioning	MPEG-2 TS files SCTE-118-3 and CSV playlists
Content Checking	Check playlist compliancy with SCTE standards, codecs, and content files format
Playlist Management	Enables creating, updating, and duplicating regional playlists From GUI or manual file upload
Files Delivery	Out-of-band file delivery over FTP (Push/Pull) In-band file delivery using FDP
SFN Management	Automatic or manual splicing control per SFN area to guarantee SFN broadcasting
AsRun logs	Automatic fetch of AsRun logs Analysis for ad insertion monitoring Available for traffic systems
Monitoring	Easy-to-use HTML5 web interface At-a-glance dashboard to monitor the entire operational system Monitoring of AdsEdge™ status, contents, service, and region levels
User Management	Separate and secured users access between administrators and providers Each provider can only access their own files
Redundancy	1+1 redundancy based on active/standby mode
Hypervisor	VMWare ESXi 6.5+

TARGETED AD SIGNALING SERVER

MediaCast AdsReach™

Input/output interfaces	1Gb or 10Gb RJ45 for TS over IP input Configurable PIDs for in-band markers
Targeted ads signaling	Insertion of in-band SCTE-35 markers Automated detection of ad breaks or ad spots, based on known reference
Monitoring	At-a-glance dashboard to monitor the full system with input details

SEAMLESS IP REDUNDANCY SWITCH

IPGuardV2™

Seamless switch	Guarantee seamless switchover in SFN and MFN when combined with SmartGate Seamless switching on RTP & STLTP conditions Re-alignment of identical but delayed streams
Inputs resynchronization	Multiple IP inputs and outputs
Interfaces	Passive and advanced passthrough (hardware bypass)
Availability	Redundant power supply

24/7 MONITORING (QoS/QoE)

StreamProbe™

Input interfaces	1Gb or 10Gb RJ45 for DASH over IP input
Licensing	Bitrate capacity to monitor
Formats	DASH, HEVC, 4K, H264, MPEG-2 A/V, MPEG-1 A
QoS	ABR Manifest, Profile, Chunk integrity check
QoE	Audio/Video content check for each profile Live Thumbnail Mosaic

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