ADSEdge is a standard-based solution designed to insert targeted content of file-based content (ads, news, weather,...) for DTT or cable networks.

Despite the proliferation of new platforms and increasing fragmentation in the market, television remains the most effective means of engaging audiences; AdEdge provides an elegant approach to generating additional revenue from existing output via the insertion of local content, such as adverts, news and weather forecasts, at the final stage of DTT delivery or at regional cable head-ends.

Ad Server and Splicer
Based on industry-standard interfaces, the AdEdge combines both functions of Ad Server and Splicer. It behaves as an Ad Server to store content files (Ads, News,...), the schedule files that list all the insertion to perform during the day and to generate the report for Ad agencies. It behaves as a deterministic Splicer to update the live stream with Ads content upon reception of SCTE 35 triggers.

DTT/SFN Compliant
The AdEdge relies on SCTE 35 markers and enables locally targeted content to be inserted (up to 8 simultaneously) at the transmitter site – within a DTT Single Frequency Network (SFN) environment. The system’s deterministic approach allows it to handle the usual constraints of having the same content on the same frequency at the same time, vital with the predominance of SFN networks.

Network and Receiver Agnostic
In keeping with ENENSYS’ ethos for network agnostic technology, AdEdge is compatible with any terrestrial network, including DVB-T, DVB-T2, ISDB-T and completes ENENSYS’ existing local content management solution for DTT environments. It is supported by ENENSYS’ HDc chassis platform, enabling maximum flexibility, scalability and cost-efficiency.

Applications
- Targeted Ad
- Local TV news
- Local Weather TV forecast
- Civic TV program
- Sustainable TV program

Benefits
- Bandwidth optimization to reduce annual OPEX
- Industry Standard interfaces (SCTE/DVB)
- Transmitter and STB/IDTV agnostic
- Generate revenue with targeted content
- Reduce CAPEX/OPEX with DVB-S/S2 input
- Running in High Density chassis (HDc):
  - to allow multiple AdsEdge in 1U
  - to combine with T2Edge, ASIIPGuard, ...
- to enable future-proof technology

Characteristics
- Insertion of pre-stored content into a live stream
- Targeted insertion upon SCTE-35 reception
- Insertion according to SCTE-118-3 schedule files
- Report generation (SCTE-118-3 based)
- Various storage space to be defined at ordering
- TV content, schedule and reports files delivered through FTP or other transport protocols
- DVB-T2 SFN support in SPLP or MPLP
- Built-in DVB-S/S2 reception as an option
- Bypass mode to guarantee service availability
- Easy-to-use web based GUI
- Full SNMPv2 support
## AdsEdge Targeted Regional Content Insertion

### Inputs

<table>
<thead>
<tr>
<th>Control</th>
<th>1x Gigabit Ethernet (RJ45) for GUI/SNMP</th>
</tr>
</thead>
<tbody>
<tr>
<td>TS/T2-MI</td>
<td>Up to 2x ASI inputs (BNC) 1x Gigabit Ethernet (RJ45) - Option for TS/T2-MI over IP input streams Up to 2x DVB-S/S2 inputs (F-type) with HDmSat-AdsEdge (one active)</td>
</tr>
</tbody>
</table>

### Outputs

| TS/T2-MI | 2x mirrored ASI outputs (BNC) 1x Gigabit Ethernet (RJ45) - Option for TS/T2-MI over IP output streams |
| Availability | ASI bypass (option) to always output incoming TS/T2-MI over ASI |

### Featuring

| Standards | ETSI TS 102 773 V1.3.1 SCTE35 and SCTE118-3 MPEG-2 and MPEG-4 |
| TV content insertion | Regional insertion of file-based content into a live TS/T2-MI stream upon SCTE35 trigger reception Report generation for Ads agencies Up to 8 simultaneous insertion |
| Storage | Various storage capacity Store Ads, Schedule files and reports Flexible files delivery (FTP or other) |
| DVB-T2 compliant | T2-MI input and T2-MI output Single and Multiple PLP support |
| SFN compliant | Deterministic local Ad insertion to enable SFN broadcasting No external reference needed |
| DVB-S/S2 inputs | QPSK, BPSK, 16 APSK, 32APSK DVB-S2 multistream (ISI) support |
| Service availability | ASI bypass to deliver the live stream in case of power failure |
| Monitoring and Supervision | Easy-to-use web based GUI User management Full SNMPv2 support |

### Physical

- **Height**: 43 mm / 1.69 in.
- **Width**: 443.7 mm / 17.46 in.
- **Depth**: 322.8 mm / 12.70 in.
- **Format**: 1 RU, width 19"
- **Front Panel**: LCD Display and controls
- **Power supply**: 100-240V 50/60Hz - 48V DC (option)
- **Power consumption**: 20W/module

### ORDERING CODES

- **HDc-Multi-220V**: High Density chassis with 220V input
- **HDc-Multi-48V**: High Density chassis with 48V input
- **HDcMulti-In220VRedundant**: 110V/220V redundant power supply
- **HDcMulti-In48VRedundant**: 48V DC redundant power supply

- **HDm-AdsEdge**: Targeted Content inserter (2xASI In/2xASI Out)
- **HDmSat-AdsEdge**: Targeted Content inserter (2xASI/2x DVB-S/S2)

- **Module Options**
  - AdsEdge-Bypass: ASI bypass to output live input
  - AdsEdge-IP: IP input and output support
  - AdsEdge-Splicing2: Ad Insertion for 2 TV services
  - AdsEdge-Splicing4: Ad insertion for 4 TV services
  - AdsEdge-Splicing8: Ad insertion for 8 TV services

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