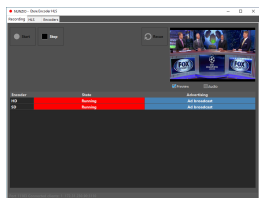# EA1441 ETERE MULTI-BIRATE OTT ENCODER

Etere Multi-Bitrate Encoder offers integrated advertising management with SCTE and Google Dynamic Ad Insertion markers for OTT advertising. Etere supports HLS and Dash streaming protocols.

Etere logo

Encoder

tv advertising

Etere Multi-Bitrate Encoder offers an integrated advertising management with SCTE and Google Dynamic Ad Insertion markers for OTT advertising. Etere's advertisement personalization and user targeting options opens up new content monetization opportunities for content producers and OTT service providers. Ad insertion for OTT streamed content can take place from the client or player.

Supports HLS and DASH Streaming Protocols
Etere supports delivery optimized for HTTP Live Streaming (HLS), one of the most commonly used streaming formats for live videos. HLS also plays videos encoded with the H.264 and H.265 codecs. Moreover, Etere supports MPEG DASH (Dynamic Adaptive Streaming over HTTP), a standard for adaptive streaming over HTTP.

Google Dynamic Ad Insertion (DAI)
Etere supports Google Dynamic Ad Insertion (DAI), a server-side advertising technology that stitches video content and ads into a single stream, independent of a web page or app. It promotes a seamless viewing experience without latency or buffering between content and ads.

SCTE-35 and SCTE-104 Signals Insertion
With Etere Multi-Bitrate Encoder, broadcasters are able to deliver SCTE-35 and SCTE-104 signals that drive multiple advertisement deliveries with the same program but without the additional costs. Etere supports SCTE-35 and SCTE-104 standards to manage Dynamic Ad Insertion (DAI) and Digital Program Insertion (DPI). Benefits include capabilities such as the insertion of graphics, logos and tickers without changing the broadcast infrastructure.

SCTE-104 refers to the broadcasting standard that defines the messaging in a SDI signal. It serves as a translator for communication between the automation and compression points of the system that inserts SCTE-35 private sections into an outgoing video transport. On the other hand, SCTE-35 are timed metadata that are inserted by the driver to signal an ad insertion opportunity in the transport streams. It enables advertisements duration and placement in the stream to be pre-defined. Once the ads are inserted, the video content and targeted commercials are stitched into a single stream to produce a seamless viewing experience.

Key Features

☐ Supports multiple bit rates, codecs, devices, inputs and formats
☐ Supports HLS and DASH streaming protocols
☐ Insert SCTE-35 and SCTE-104 advertising markers that drive multiple advertisement deliveries with the same program but without the additional costs
☐ Supports Google Dynamic Ad Insertion (DAI) that stitches video content and ads into a single stream for a seamless viewing experience
☐ Integrates recording of video signals (SDI/IP/NDI) and encoding of the recordings into HLS compatible files in multiple resolutions
☐ Recue the encoding when there is a change in settings
☐ Preview recording with audio on the same platform
☐ Real-time updates
☐ Unlocks new content monetization opportunities for content producers and OTT service providers
☐ Allows service providers to deliver advertisements that are more relevant and in tune to the viewer's profile
☐ HD/SD encoding
☐ Receives SDI/IP/NDI video signals
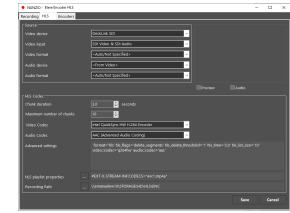
Advertisement Personalization and User Targeting

Etere's advertisement personalization and user targeting options opens up new content monetization opportunities for content producers and OTT service providers. These capabilities enhances the viewer experience for OTT content delivery as it allows service providers to deliver advertisements that are more relevant and in tune to the viewer's profile. In turn, the technology drives higher advertisement revenue over time.