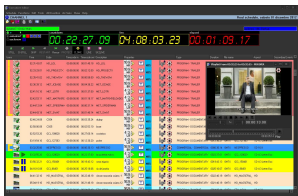# EA1704 Etere SCTE-104 and SCTE-35 Driver

Etere supports broadcasting standards SCTE-104 and SCTE-35 to enhance content monetization and allow you to leverage advertising opportunities in different markets. Etere redefines commercial deliveries to drive higher revenue.

Etere logo

SCTE Logo

Executive Editor with Browsing

Ad Insertion Squeeze

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. Etere SCTE104 and SCTE35 driver expands video monetization opportunities and allow you to tap advertising opportunities in different markets.

Monetizing video content to platforms, including Over-The-Top (OTT) and Video-On-Demand (VOD) online, is essential to enhance business revenue. An effective ad insertion strategy can help you quickly deliver high-quality content to multiple platforms, leverage new advertisement revenue sources, and integrate effectively with other systems to ensure a seamless data exchange across the complete media workflow.

SCTE-104 is a broadcast standard that defines the messaging in an 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. Conversely, SCTE-35 has timed metadata inserted by the driver to signal an ad insertion opportunity in the transport streams. It pre-defines when an advertisement can be inserted in the stream and how long the duration should be. Once the ads are inserted, the video content and targeted commercials are stitched into a single stream to produce a seamless experience for the viewer. With Etere, you can deliver SCTE-35 and SCTE104 signals that drive multiple advertisement deliveries with the same program but without additional costs. Etere opens new media monetization opportunities for remote ad insertions and taps into advertising opportunities in different markets.

With the Etere Ecosystem framework, which connects all departments, you can optimize content management and increase operational efficiency. Etere SCTE-35 and SCTE-104 driver is integrative with Etere STMan and Etere Executive Scheduling. Etere STMAN offers an easy tool to populate secondary events associated with scheduled events. Etere supports even the most complex event structures involving multiple layers of graphical elements such as logos, crawls, subtitles, channel branding, and device commands such as script, hex pass-through, and channel switch. Moreover, STman automatically synchronizes with the scheduled and automation schedules to match your updates, thus ensuring accuracy in the schedule at all times. It adapts easily to changing on-air requirements, including last-minute changes.

Etere Executive Scheduling is a robust scheduling system that manages your complete broadcast planning and scheduling, including license content, contracts, series, promos, programs, commercials, and regional ad insertions. Schedules can be programmed to run automatically or manually. In addition, Etere also manages the rights of all licensed content, including verifying that scheduled events have the approved rights to go on air. From preparing the scheduling grid to placing events, Etere supports all your mission-critical broadcast scheduling. Furthermore, Etere Scheduling provides you with over 140 types of reports with valuable insights on scheduled programs and secondary events. Etere empowers you with the tools and system visibility to optimize performance and achieve scheduling targets.

About SCTE standards
SCTE standards define a messaging system to manage Dynamic Ad Insertion

(DAI) and Digital Program Insertion (DPI). It is launched by the Society of Cable Telecommunications Engineers (SCTE).

Advantages of Etere SCTE Driver

■ Send graphics, logos, and tickers without changing the broadcast infrastructure
■ By sending metadata regarding the video and audio in a linear television network out-of-band, the issues of ambiguity and corruption during delivery can be effectively eliminated
■ A single broadcast feed can support multiple different SCTE 35 profiles downstream
■ Can be used for automating live to Video On Demand (VOD)
■ Can be used to enhance network DVR (nDVR) capability
■ Pre-roll triggers for scheduled insertion