

ABS-CBN: An Etere-Based Solution for Regional AD Insertion

This paper will illustrate the Etere features that will allow ABS-CBN to maximize the use of its advertisements space through the insertion of local and nationwide advertisements.



Ad Insertion Workflow



Ad Insertion

Introduction

Founded in 1946, ABS-CBN (Alto Broadcasting System-Chronicle Broadcasting Network) is the largest integrated media and entertainment company in the Philippines, ABS-CBN broadcast also to the Filipino enclaves located in the USA and other geographical areas such as Australia, Asia Pacific, Middle East and Europe.

The ABS-CBN main facility located at Philippines, counts with an Etere system implemented to send on-air its more than 20 satellite channels, ABS-CBN has always renewed its preference for Etere every time they have planned to expand its broadcasting system, being always provided with rock-solid solutions empowered with a seamless integration.

In order to streamline the transmission of its regional advertisements, ABS-CBN needs a reliable and cost-effective solution to manage regional playlists on which insert the right advertisements on the right networks at the right time. Etere will provide ABS-CBN with Etere Ad Insertion, the most flexible and efficient solution for inserting and transmitting targeted local advertisements over ad-breaks.

This paper will illustrate the Etere features that will allow ABS-CBN to maximize the use of its advertisements space through the insertion of local and nationwide advertisements.

Overview

ABS-CBN will be provided with Etere Ad Insertion to manage the ad insertion on regional networks; this solution will allow the station to insert the right ad-breaks at the right time. Etere AD Insertion provides a wide range of features for allowing the on-air broadcasting of region-specific "commercial clusters" across different networks, among the key functions the following can be mentioned:

Key Features

- No automation control will be used, Etere Ad Insertion will be the only playout system
- Transmitted playlists will exclusively contain ad-insertion clusters (i.e. commercial breaks)
- A workflow will automatically restore clips scheduled for going on-air
- Manual commands such as play, skip and reload are supported
- Automatic commands will be also available through GPI inputs

The Ad Insertion system will be based on a special approach for regional ad insertion, the playout of the primary network will be differentiated from all regional networks; allowing dedicated, simplified and automatic management of regional advertisements in a fully synchronized way.

2.1 Simple interface

Etere Ad Insertion will run in "ad insertion mode" to allow transmitting ad-insertion breaks without any other automation control; ad breaks will be automatically transmitted at their scheduled time or when a GPI signal is received (e.g. satellite).

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2.2 Commands Sending

Commands will be sent from the national station to regional stations via satellite as UDP packets returning back an acknowledgment receipt to confirm a success.

It's worth mentioning that the latency of the satellite link (about 300ms) will be compensated by Etere Ad Insertion through to the definition of a delay compensation parameter.

2.3. Fillers insertion

Executive Editor allows manually inserting filling events into ad breaks to complete the time gap with respect to the main network, moreover, a warning message will be displayed when the duration is either exceed or not reached. This key feature will allow operators to insert fillers when required, even on-the-fly on last-minute changes.

Note:

In case the station wishes to add the auto-filler capability to the Ad Insertion system, Etere will be required to develop a new function for ABS/CBN to allow partial database synchronization between the main and the regional systems.

2.4. Remote counters

Remote counters are sent through the satellite link as unidirectional UDP packets. It's worth mentioning that a manual control (play, discard and reload) will be available, besides from Etere Ad Insertion also through the Remote Control Panel of Executive Editor.

Key Benefits

With the new ETERE system, ABS-CBN will benefit from all the advantages derived from Etere MERP, present and future operational benefits are following mentioned:

- **Reliability**, last-minute changes with enhanced system stability
- **Efficiency**, streamlined regional programming and multi-network capabilities
- **Accuracy**, automatic transmission of regional advertising breaks
- **Flexibility**, on the insertion of "filling events", either automatically or manually
- **Usability**, simplified router control and easy resource management