

PROPOSAL



ABS-CBN:

An Etere-based solution
for Regional AD Insertion



June 2013



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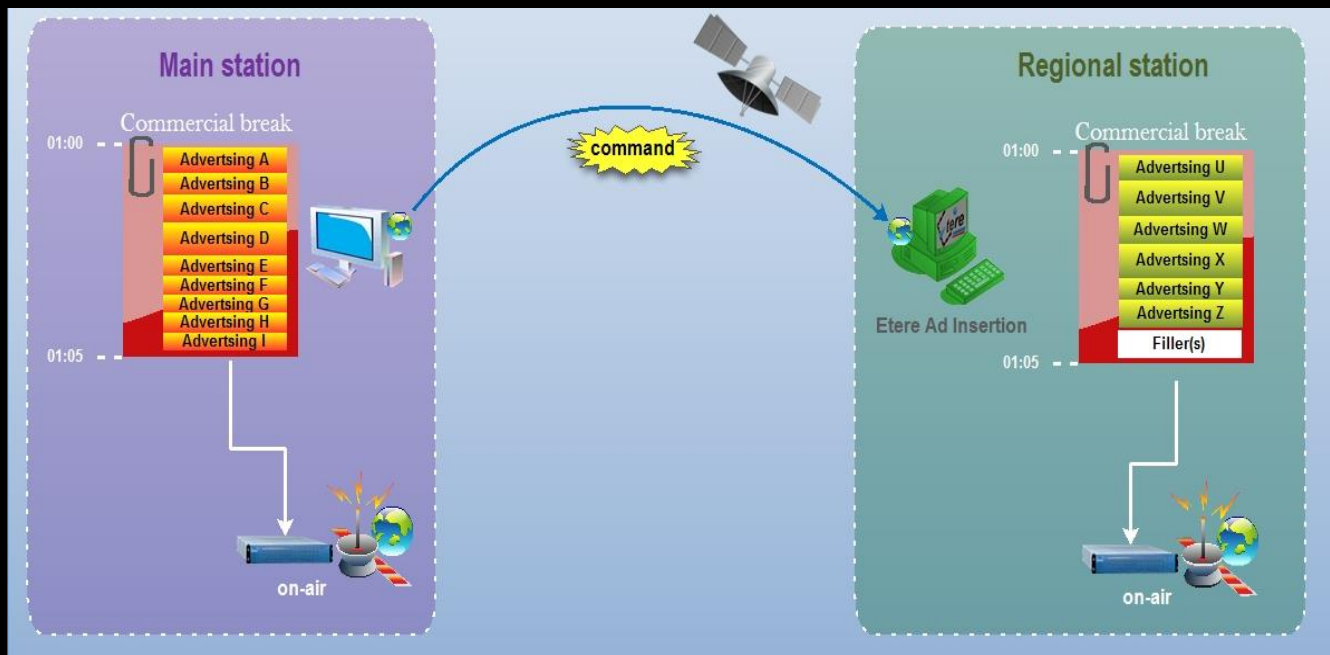
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▼ 1. INTRODUCTION

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.

▼ 2. 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:

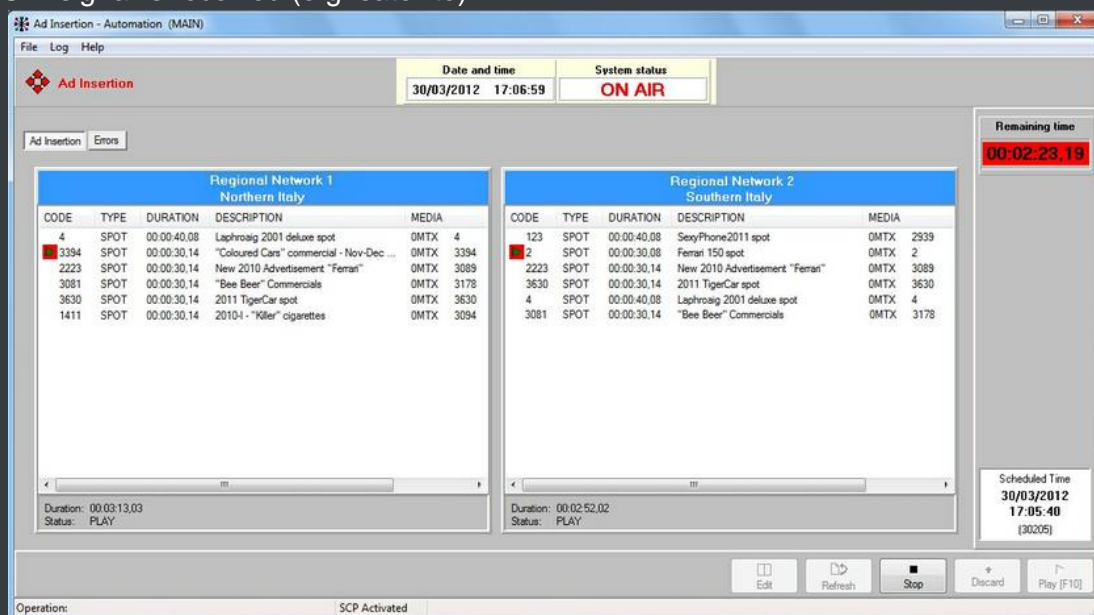
KEY FEATURES

- 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 a 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).



▼ 2.2. Commands sending

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

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**.

▼ 3. 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

Etere: a consistent system!

Etere is an international leader in the media market. Etere develops and distributes a wide range of high technology software for broadcasting and media businesses. With more than 20 years of experience, Etere provides powerful, flexible, cost-effective, high-performance, end-to-end media solutions. Etere is the only company worldwide that can offer you a solution to all your media needs in one single package.

Etere is the only solution 100% workflow based for all broadcast and media environments. It's a common framework where there is real-time sharing of all the data among several applications to manage all media business requirements. The workflow approach allows a fully customized design with edge performances.

From its headquarters in Tolentino, Italy, Etere guarantees the best after-sales support service on the market with engineers ready to give professional assistance 24 hours a day, 7 days a week. The service includes voice, email, VPN and VoIP with unlimited calls and connection time, and a pro-active system to help diagnose problems before they appear.

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