

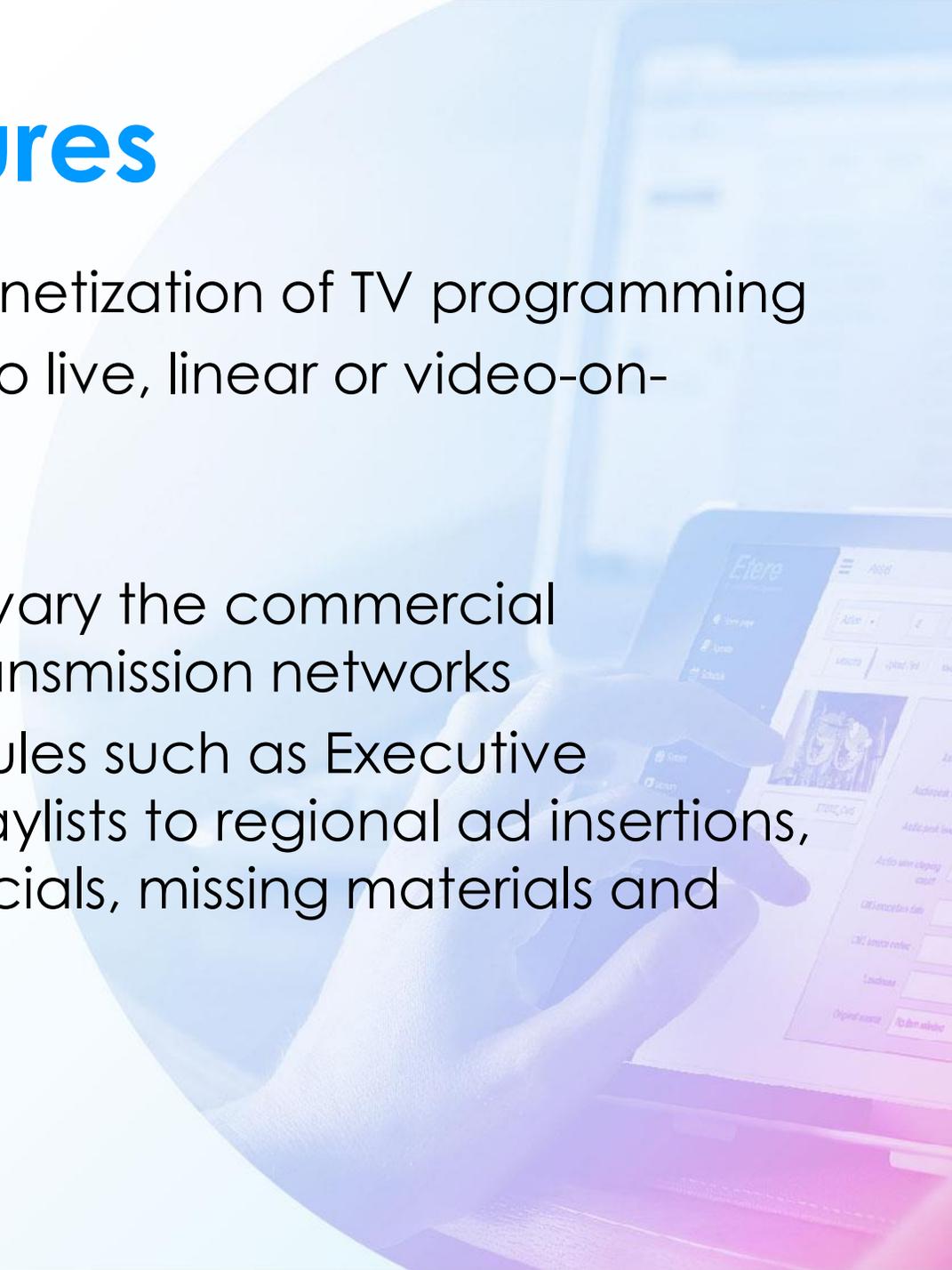
AD Insertion

For Commercial
Insertion



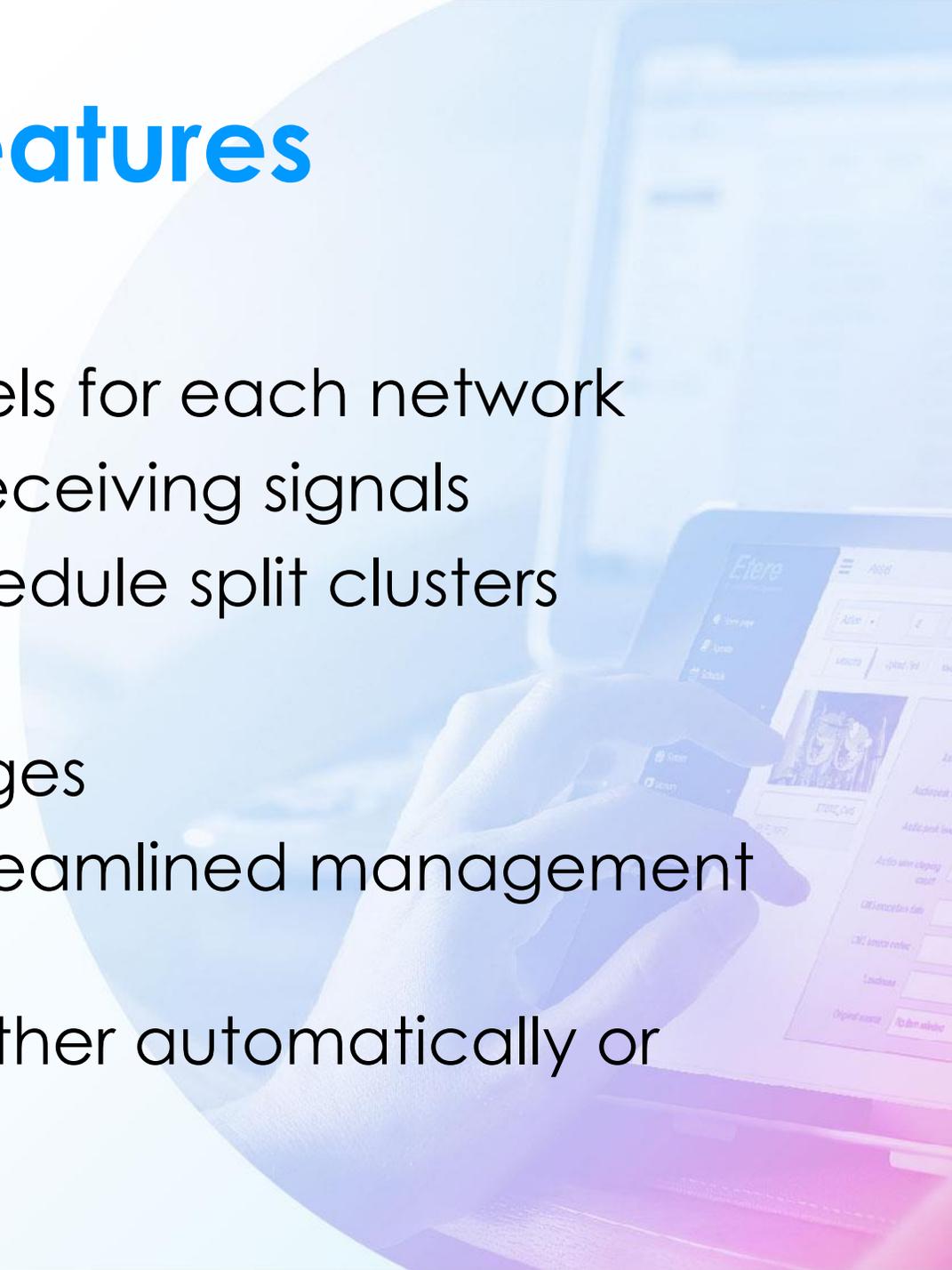
Key Features

- Etere Ad Insertion enables effective monetization of TV programming
- Seamless insertion of advertisements into live, linear or video-on-demand (VOD) content
- Supports IP-connected devices
- Airsales integration allows operators to vary the commercial scheduling of a station in the various transmission networks
- Tightly integrated with other Etere modules such as Executive Scheduling and Airsales to connect playlists to regional ad insertions, licensed content, contractual commercials, missing materials and imported materials



Other Key Features

- Main and backup redundancy
- Independent video server channels for each network
- Full GPI support for sending and receiving signals
- Automatic filling of remaining schedule split clusters
- Simplified resource management
- Ability to perform on-the-fly changes
- Multi-network capabilities for a streamlined management of regional programming
- Quick insertion of "filling events" either automatically or manually



Log/Commands

Time Remaining

Etere AdInsertion - AUTOMATION - MAM (001) - (MAIN)

File Log/Commands Configuration Help

TX Video: **LOST** Passthrough



Station time
18:19:14
Time Remaining
00:00:53,14
Tone detection...
Input VideoDevice : NDI Receiver
Cmd received: [18:18:56] [PLAY BY OPERAT

Duration: **00:01:12,01**
Status : **PLAY**
Real Start Time : 09:57:30
Scheduled Start Time: 10:20:00

Playlist Errori Tone received Video Signal Test

CODE	TYPE	DURATION	DESCRIPTION	MEDIA
✓ LIVE PASSTROUGH	0000	20:00:00,00	LIVE PASSTROUGH	0 @PASSTROUGH
▶ AU_TEST_05	COMM	00:00:29,04	A TUTTA ESTATE	0ETX AU_TEST_05
▬ AU_TEST_051	COMM	00:00:25,19	A TUTTA ESTATE	0ETX AU_TEST_05
▬ AU_TEST_051	COMM	00:00:17,03	A TUTTA ESTATE	0ETX AU_TEST_05

Duration

Status

Real start time

Scheduled start time

Business Goals

- Increase ad revenue through advanced targeting
- Insert regional or/and local ads at the edge of the network
- Dynamically add advertisements with frame accuracy
- Achieve simplified and centralized blackout management
- Central management of the solution from the from start to end for a complete network wide solution

A MERP Approach

- Integrated database with real-time updates across modules
- Real-time updates of planning, playout and media management information
- Tightly integrated with other Etere modules such as Etere Executive Scheduling and Etere Airsales to connect playlists to regional ad insertions, licensed content, contractual commercials, missing materials, imported materials and regional ad insertions
- The integration between Etere Airsales and Etere AD Insertion allow operators to vary the commercial scheduling of a station in the various transmission networks

ETX Integration

- Ad Insertion can be integrated with Etere ETX and ETX-G
- A single system to perform both Time Delay and Ad insertions
- Independent video channel for each network, with Main/Backup redundancy
- SD/HD inputs-outputs
- Variable time delay and GPI triggering
- Logo/CG insertion with Etere ETX-G integration

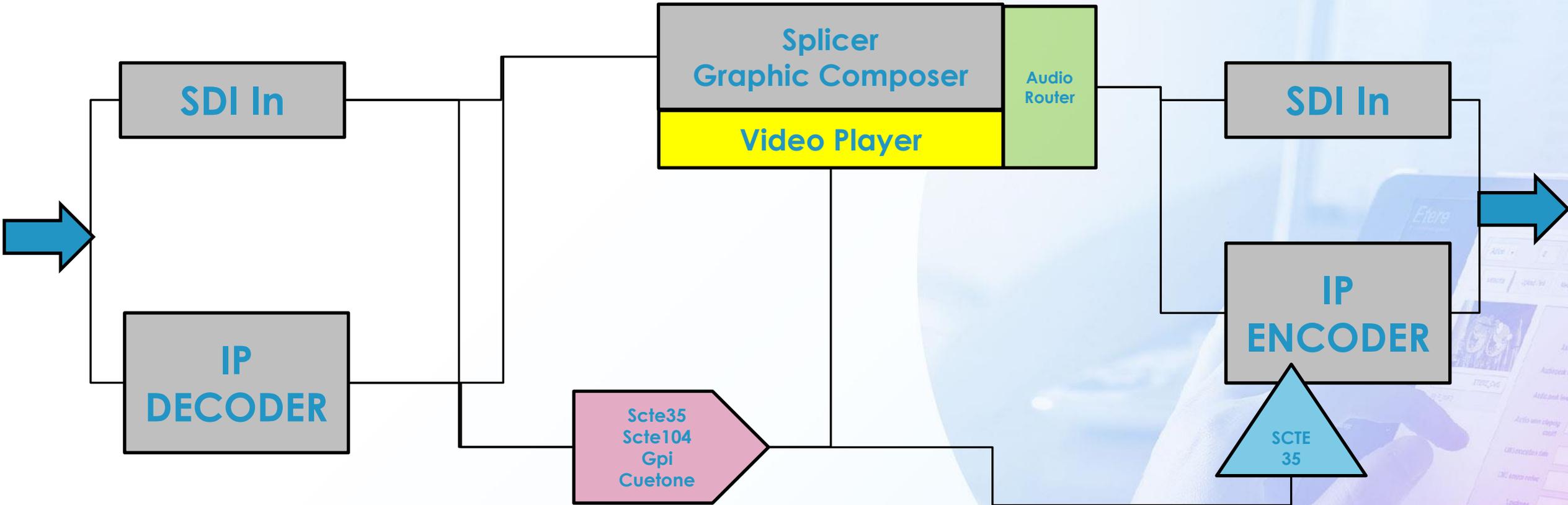


ETX Integration

- Integration with Etere ETX and Etere ETX-G enables time-delay payout
- Integration with ETX-G enables commercial logos, animated logos, and overlays to be created
- Comes with a graphics MAM for an efficient organisation of commercial graphics
- Real-time preview
- Automatic invoice logs for a streamlined commercial graphics approval workflow
- Addition or deletion of ads anytime before payout

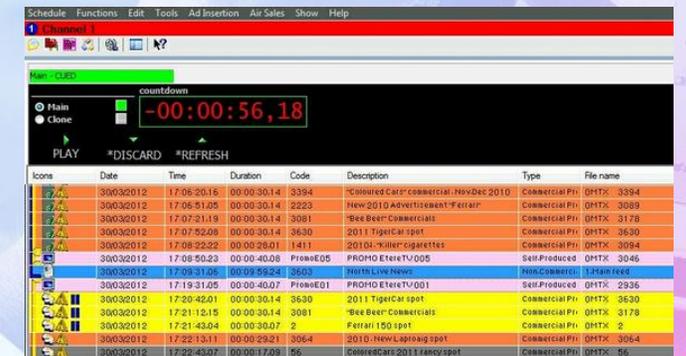


AD insertion



Remote Control

- Available for all main scheduling modules
- Clear view of counter for clusters duration and upcoming clusters
- Media buttons to play, skip and update events
- Allows remote control of the ad insertion automation, permitting Executive Editor operators to remotely perform functions including play, discard, refresh, counter and switch between main and clone



The screenshot displays a software interface for broadcast scheduling. At the top, there is a menu bar with options: Schedule, Functions, Edit, Tools, Ad Insertion, Air Sales, Show, Help. Below the menu, a 'New CLUST' section shows a 'countdown' timer at -00:00:56,18. There are buttons for 'PLAY', '*DISCARD', and '*REFRESH'. The main area contains a table of scheduled events with columns for Date, Time, Duration, Code, Description, Type, and File name.

Icons	Date	Time	Duration	Code	Description	Type	File name
	30032012	17:06:20:16	00:00:30:14	3394	"Coloured Catr commercial_NovDec 2010	Commercial Pri	QHTX: 3394
	30032012	17:06:51:05	00:00:30:14	2223	New 2010 Advertisement "Ferrari	Commercial Pri	QHTX: 3089
	30032012	17:07:21:19	00:00:30:14	3081	"Bee Beer" Commercial	Commercial Pri	QHTX: 3178
	30032012	17:07:52:08	00:00:30:14	3630	2011 Tiger Car spot	Commercial Pri	QHTX: 3630
	30032012	17:08:22:22	00:00:30:01	1481	2010 "Watergate" test	Commercial Pri	QHTX: 3094
	30032012	17:08:50:23	00:00:40:08	PromoE05	PROMO EtereTV 005	Self-Produced	QHTX: 3046
	30032012	17:09:31:08	00:09:58:24	3603	North Live News	Non-Commerci	1:Main feed
	30032012	17:19:31:05	00:00:40:07	PromoE01	PROMO EtereTV 001	Self-Produced	QHTX: 2936
	30032012	17:20:42:01	00:00:30:14	3630	2011 Tiger Car spot	Commercial Pri	QHTX: 3630
	30032012	17:21:12:15	00:00:30:14	3081	"Bee Beer" Commercial	Commercial Pri	QHTX: 3178
	30032012	17:21:43:04	00:00:30:07	2	Ferrari 150 sport	Commercial Pri	QHTX: 2
	30032012	17:22:13:11	00:00:29:21	3064	2010 "NEWLAB" spot	Commercial Pri	QHTX: 3064
	30032012	17:22:43:07	00:00:17:09	56	Coloured Catr 2011 ferryc spot	Commercial Pri	QHTX: 56

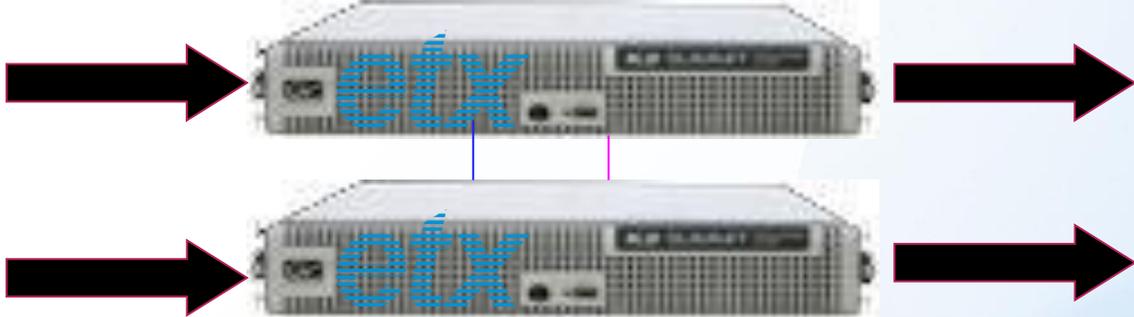
Activation

- Time activated
- Manual control
- Event activated
 - Cue tone
 - GPI
 - IP
 - SCTE35
 - SCTE 104

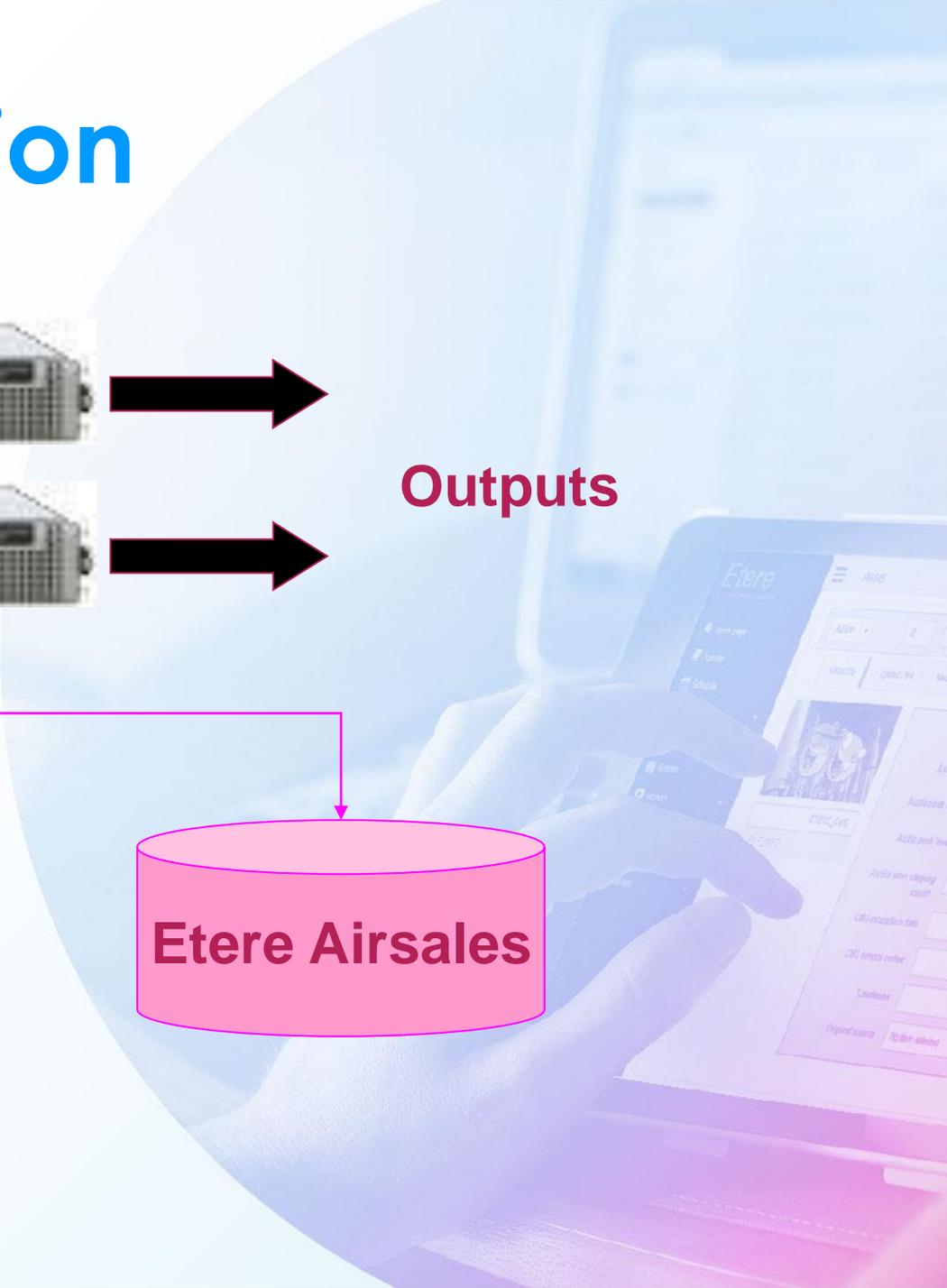


Ad Insertion

Inputs

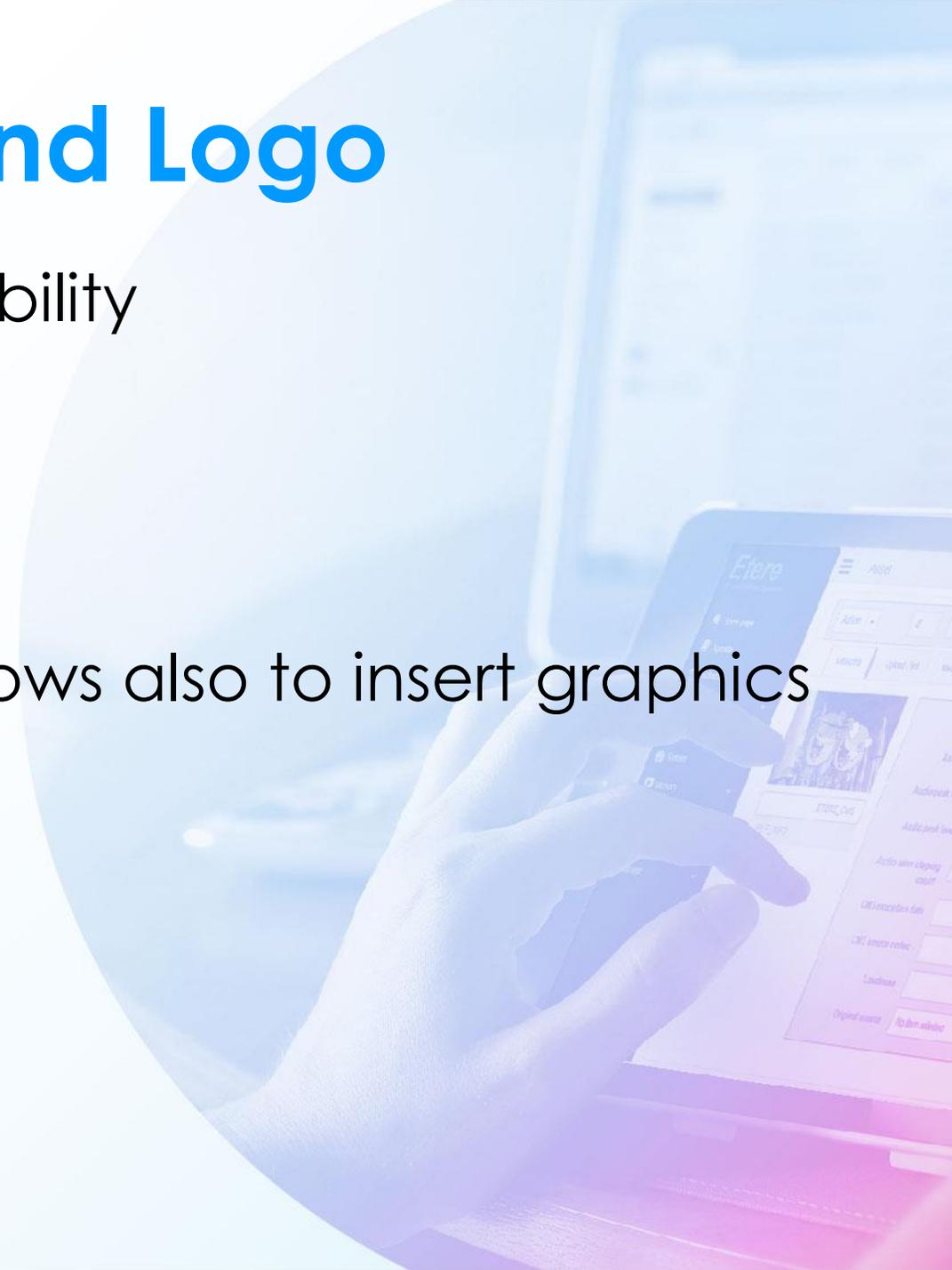


Outputs



AD Insertion and Logo

- Etere ETX has a full graphics capability
- A logo can be inserted
 - During pass-through
 - During ad insertion
- The graphic capabilities of ETX allows also to insert graphics advertising

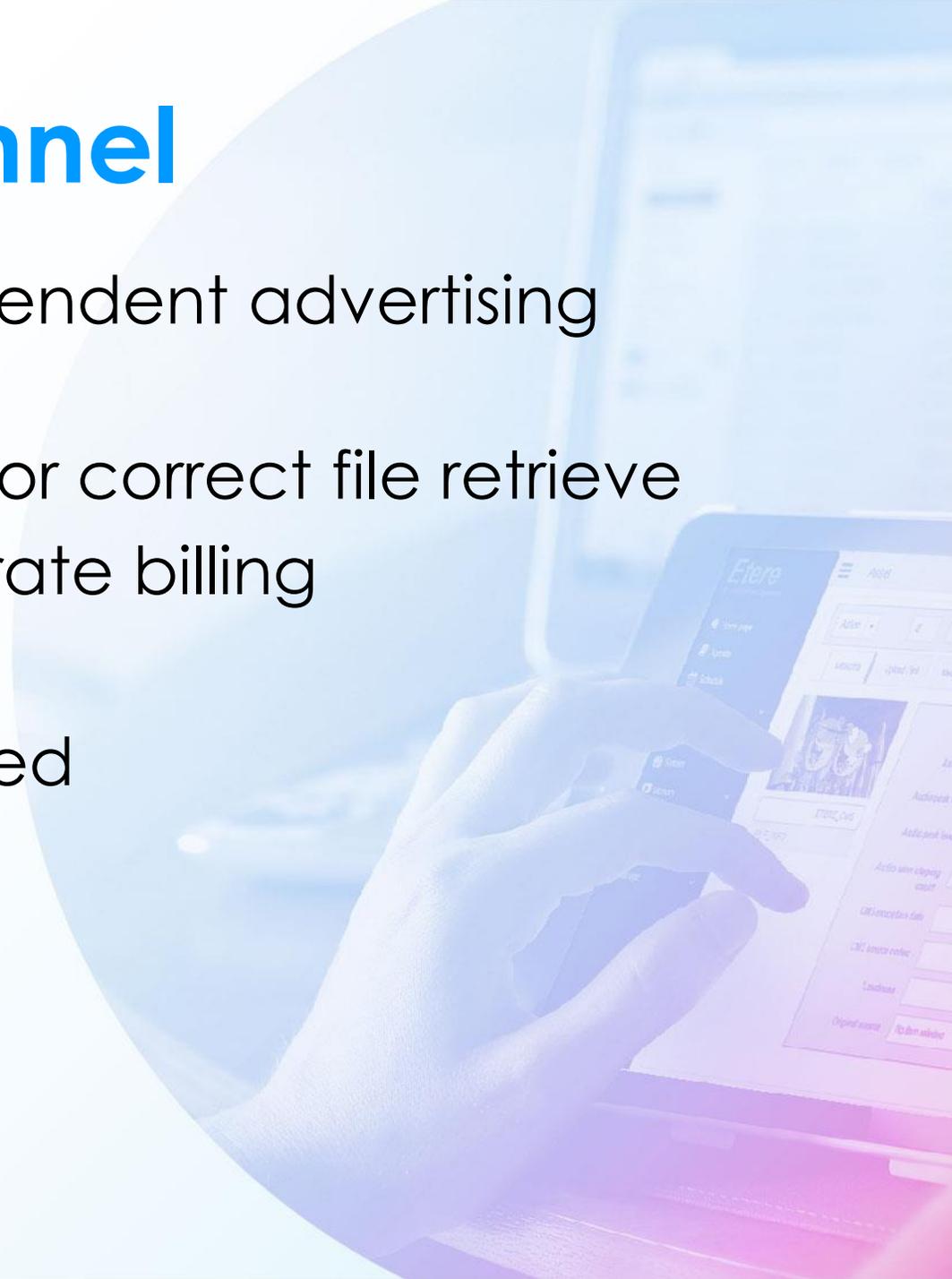


Graphic insertion capability



Multi-channel

- Each ETX can insert up to 8 independent advertising channels
- Each one trigger Etere workflows for correct file retrieve
- Independent As run logs for accurate billing
- Single channel or redundant pair
- SNMP real time monitoring included



Scheduling

Functions Toolbar

Status Bar

Executive Editor
Schedule Functions Edit Tools AD Insertion Air Sales Show Help
CHANNRchd only, Real schedule, Wednesday 09 March 2016

Icons	Time	Code	Timecode in	Timecode out	Duration	Description	Main Server	Properties	Type	Filename	Secondary Events	ID Split	Blocks
	11:17:25.09	CS05	00:00:00.24	00:02:52.02	00:02:51.04	A BORDO RING	1MTX CS05	16:9 HD	SPORT EVENT	CS05			
	11:20:16.13	ARGO	00:00:00.00	00:04:00.02	00:04:00.03	ARGO	1MTX argo	16:9 HD	HOME SHOPPING	argo			
	11:24:16.16	BRAVE	00:00:00.24	00:02:19.08	00:02:18.10	RIBELLE - THE BRAVE	1MTX BRAVE	16:9 SD	PROGRAM - ENTERTAINME	BRAVE			
	11:26:35.01	CS01	00:00:00.09	00:00:17.09	00:00:17.01	CLOUD Episode 1	1MTX CS01	16:9 SD	SPORT EVENT	CS01			
	11:26:52.02	CS02	00:00:00.00	00:00:52.09	00:00:52.10	BIKE	1MTX CS02	16:9 HD	SPORT EVENT	CS02			
	11:27:44.12	CS03	00:00:00.09	00:00:56.21	00:00:56.13	CLOUD Episode 2	1MTX CS03	16:9 HD	PROMO	CS03			
	11:28:41.00	CS04	00:00:04.06	00:03:32.17	00:03:28.12	DUBAI	1MTX CS04	16:9 HD	PROGRAM - ENTERTAINME	CS04			
	11:32:09.12	CS05	00:00:00.24	00:02:52.02	00:02:51.04	A BORDO RING	1MTX CS05	16:9 HD	SPORT EVENT	CS05			
	11:35:00.16	BRAVE	00:00:00.24	00:02:19.09	00:02:18.11	RIBELLE - THE BRAVE	1MTX BRAVE	16:9 SD	PROGRAM - ENTERTAINME	BRAVE			
	11:37:19.02	CS05	00:00:00.24	00:02:52.01	00:02:51.03	A BORDO RING	1MTX CS05	16:9 HD	SPORT EVENT	CS05			
	11:40:10.05	ARGO	00:00:00.00	00:04:00.02	00:04:00.03	ARGO	1MTX argo	16:9 HD	HOME SHOPPING	argo			
	11:44:10.08	BRAVE	00:00:00.24	00:02:19.08	00:02:18.10	RIBELLE - THE BRAVE	1MTX BRAVE	16:9 SD	PROGRAM - ENTERTAINME	BRAVE			
	11:46:28.18	CS01	00:00:00.09	00:00:17.09	00:00:17.01	CLOUD Episode 1	1MTX CS01	16:9 SD	SPORT EVENT	CS01			
	11:46:45.19	CS02	00:00:00.00	00:00:52.09	00:00:52.10	BIKE	1MTX CS02	16:9 HD	SPORT EVENT	CS02			
	11:47:38.04	CS03	00:00:00.09	00:00:56.20	00:00:56.12	CLOUD Episode 2	1MTX CS03	16:9 HD	PROMO	CS03			
	11:48:34.16	CS04	00:00:04.06	00:03:32.18	00:03:28.13	DUBAI	1MTX CS04	16:9 HD	PROGRAM - ENTERTAINME	CS04			
	11:52:03.04	CS05	00:00:00.24	00:02:52.02	00:02:51.04	A BORDO RING	1MTX CS05	16:9 HD	SPORT EVENT	CS05			
	11:54:54.08	BRAVE	00:00:00.24	00:02:19.08	00:02:18.10	RIBELLE - THE BRAVE	1MTX BRAVE	16:9 SD	PROGRAM - ENTERTAINME	BRAVE			
	11:57:12.18	CS05	00:00:00.24	00:02:52.02	00:02:51.04	A BORDO RING	1MTX CS05	16:9 HD	SPORT EVENT	CS05			
	12:00:03.22	ARGO	00:00:00.00	00:04:00.02	00:04:00.03	ARGO	1MTX argo	16:9 HD	HOME SHOPPING	argo			
	12:04:04.00	BRAVE	00:00:00.24	00:02:19.08	00:02:18.10	RIBELLE - THE BRAVE	1MTX BRAVE	16:9 SD	PROGRAM - ENTERTAINME	BRAVE			
	12:06:22.10	CS01	00:00:00.09	00:00:17.09	00:00:17.01	CLOUD Episode 1	1MTX CS01	16:9 SD	SPORT EVENT	CS01			
	12:06:39.11	CS02	00:00:00.00	00:00:52.09	00:00:52.10	BIKE	1MTX CS02	16:9 HD	SPORT EVENT	CS02			
	12:07:31.21	CS03	00:00:00.09	00:00:56.20	00:00:56.12	CLOUD Episode 2	1MTX CS03	16:9 HD	PROMO	CS03			
	12:08:28.08	CS04	00:00:04.06	00:03:32.18	00:03:28.13	DUBAI	1MTX CS04	16:9 HD	PROGRAM - ENTERTAINME	CS04			
	12:11:56.21	CS05	00:00:00.24	00:02:52.02	00:02:51.04	A BORDO RING	1MTX CS05	16:9 HD	SPORT EVENT	CS05			
	12:14:48.00	BRAVE	00:00:00.24	00:02:19.08	00:02:18.10	RIBELLE - THE BRAVE	1MTX BRAVE	16:9 SD	PROGRAM - ENTERTAINME	BRAVE			
	12:17:06.10	CS05	00:00:00.24	00:02:52.02	00:02:51.04	A BORDO RING	1MTX CS05	16:9 HD	SPORT EVENT	CS05			

Program Main Attribute

Secondary Events

Redundancy



Redundancy

- Etere Ad insertion support redundancy
 - One to many
 - One to one

