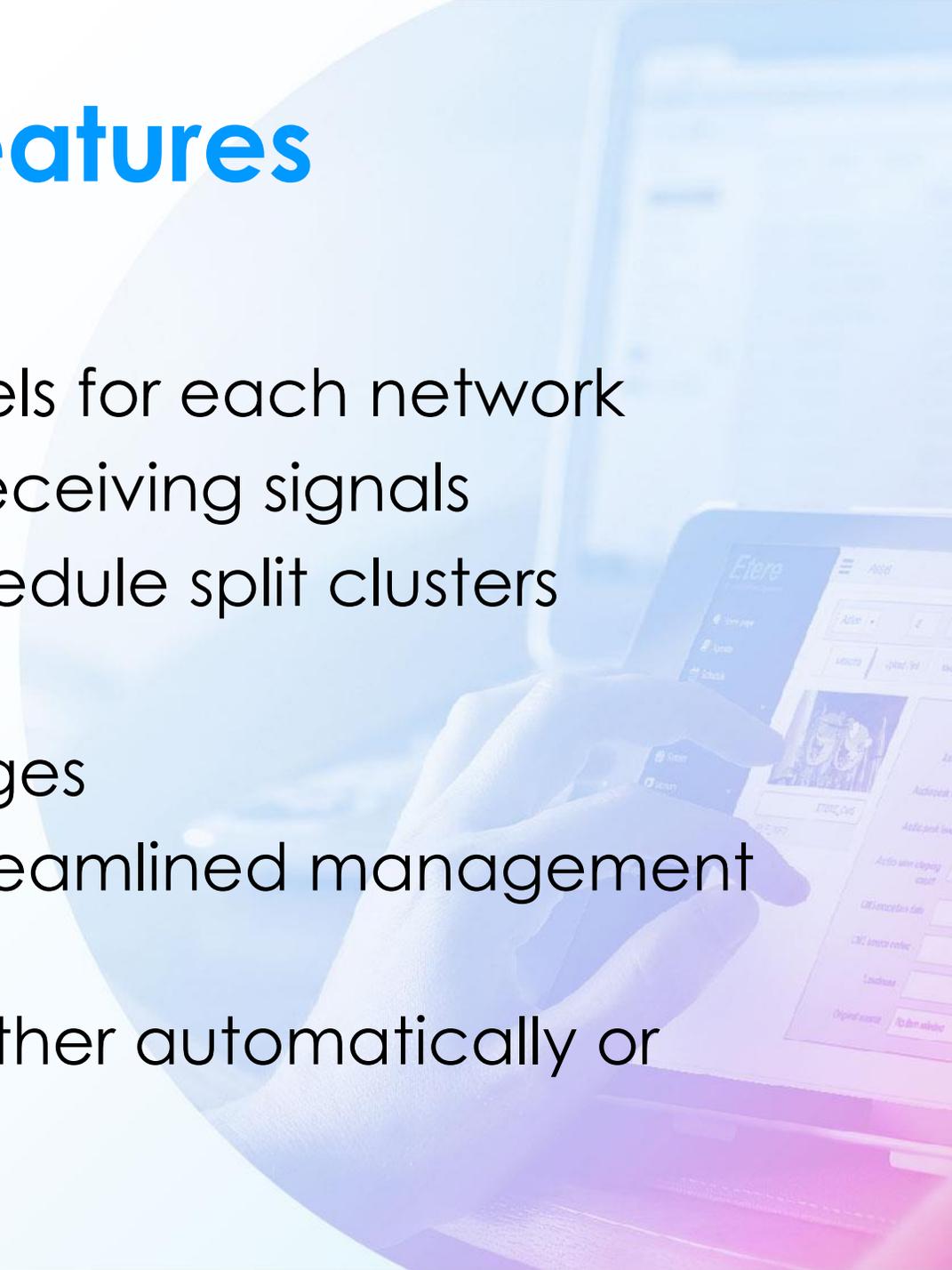# AD Insertion

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
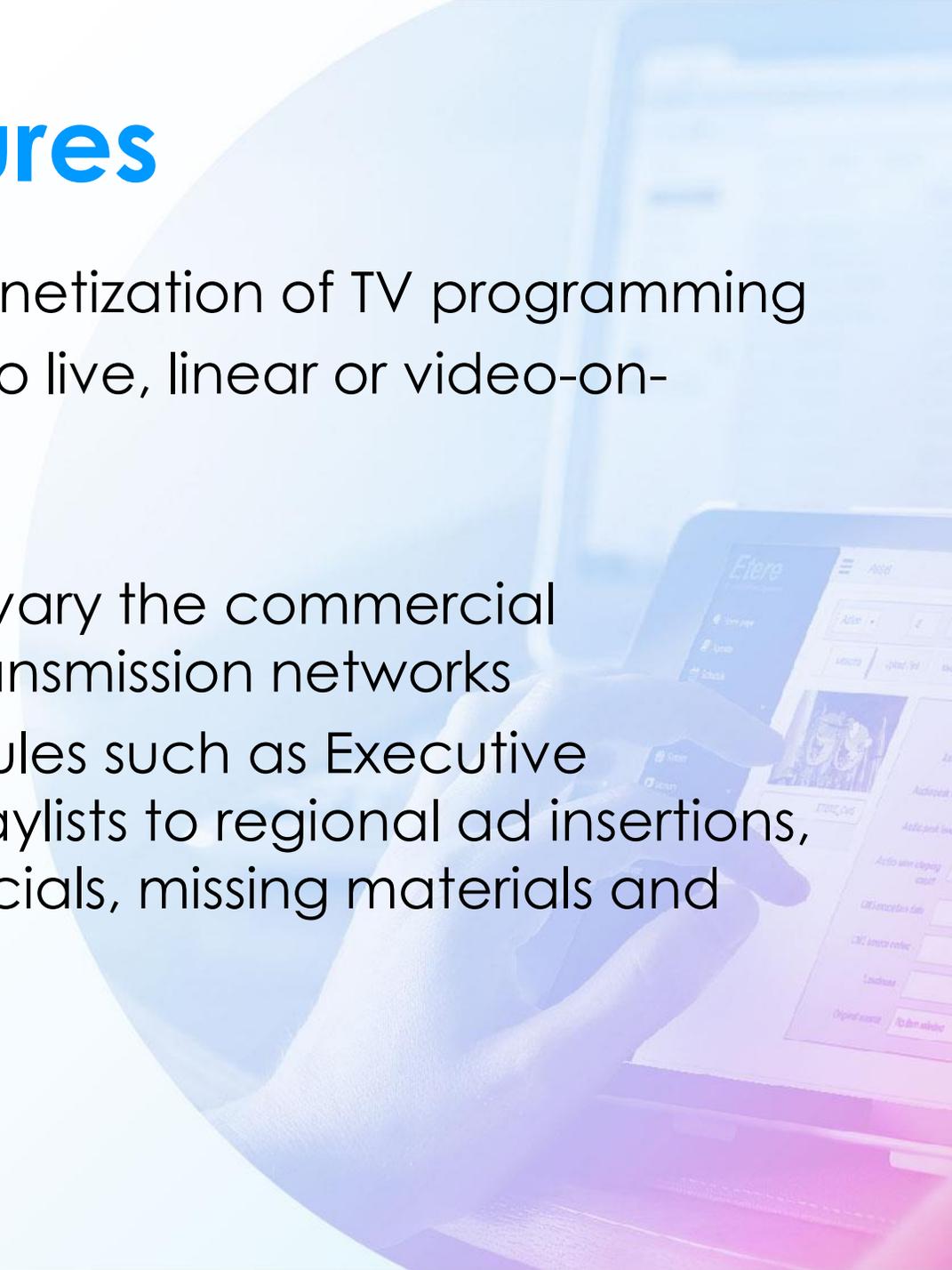
Other Key Features

- 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**   **Duration**
Status :   **PLAY**   **Status**

Real Start Time   : **09:57:30**   **Real start time**
Scheduled Start Time: **10:20:00**   **Scheduled start time**

| Playlist | Errori | Tone received | Video Signal | Test |

CODE	TYPE	DURATION	DESCRIPTION	MEDIA	
✓ LIVE PASSTHROUGH	0000	20:00:00,00	LIVE PASSTHROUGH	0	@PASSTHROUG
▶ 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

| ... | ... |

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 playout

- 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 playout

AD insertion
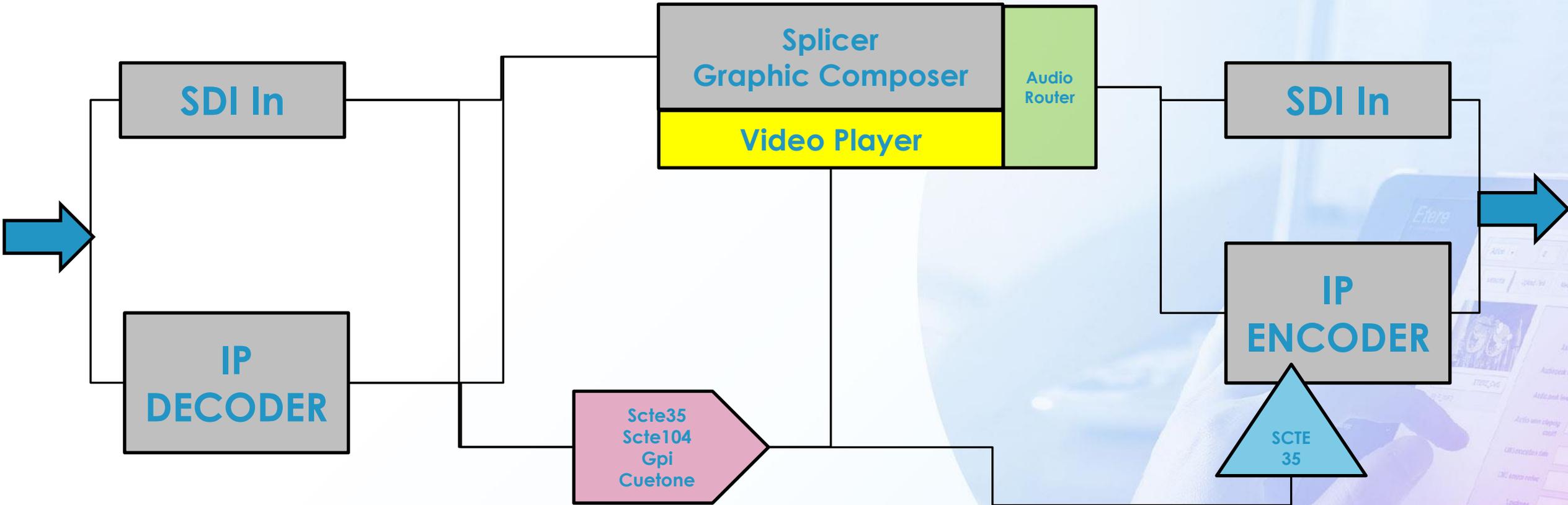
Remote Control

- 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

Activation

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

Ad Insertion

Inputs

Outputs

Etere MAM
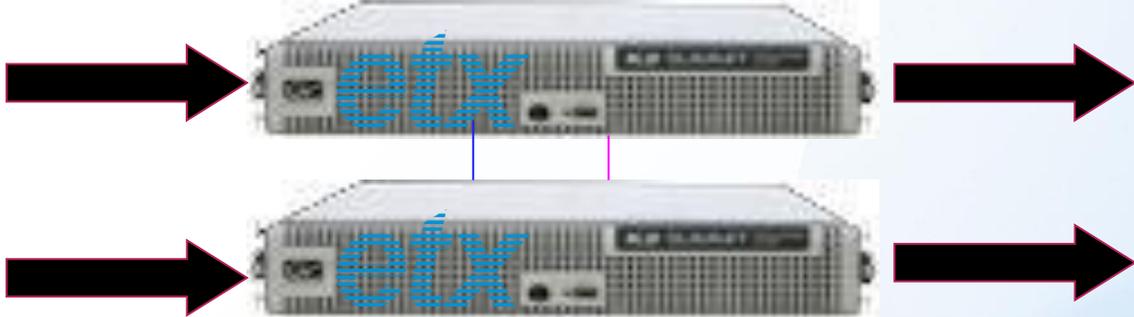
Etere Airsales
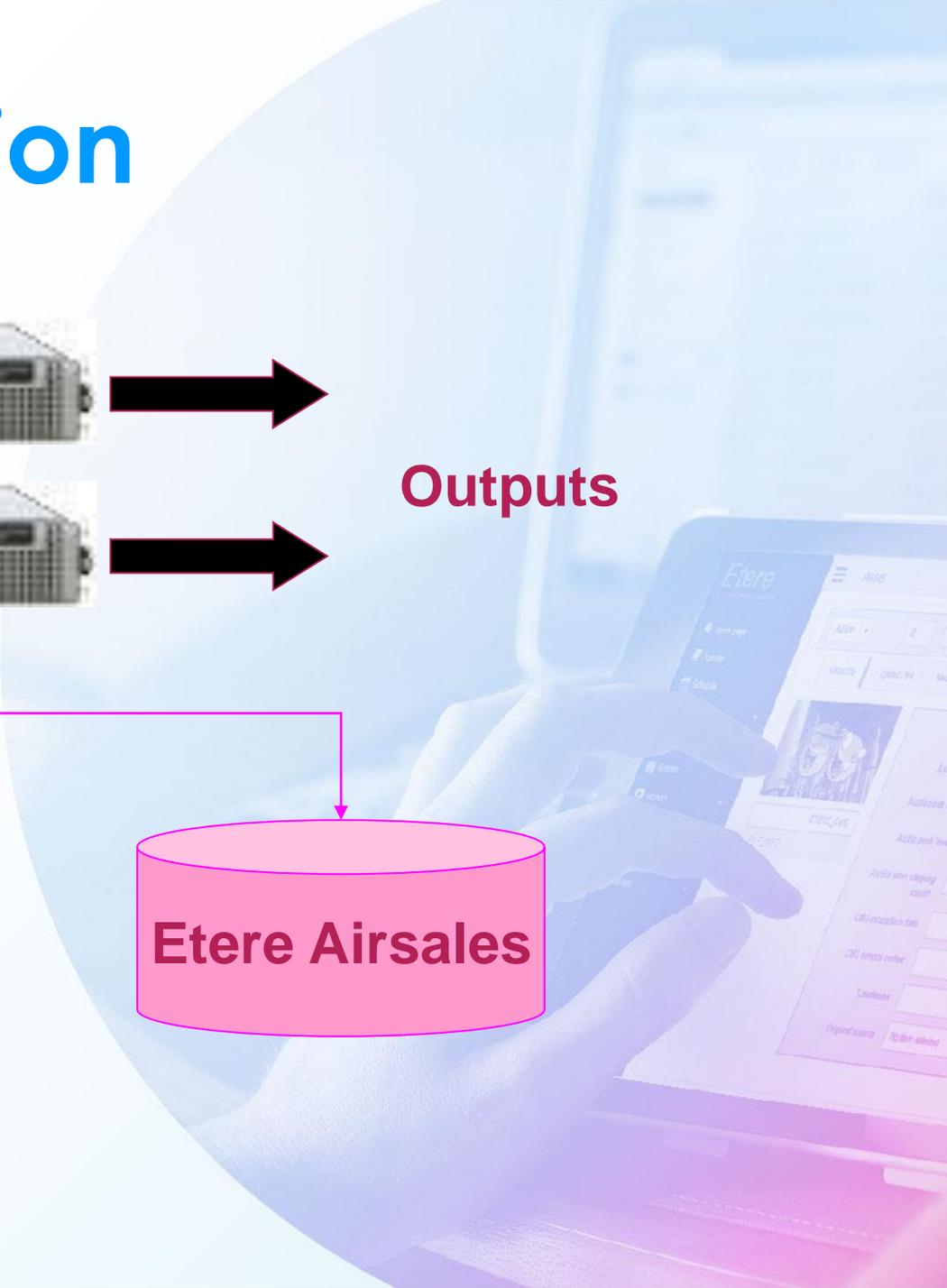
AD Insertion and Logo

- 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
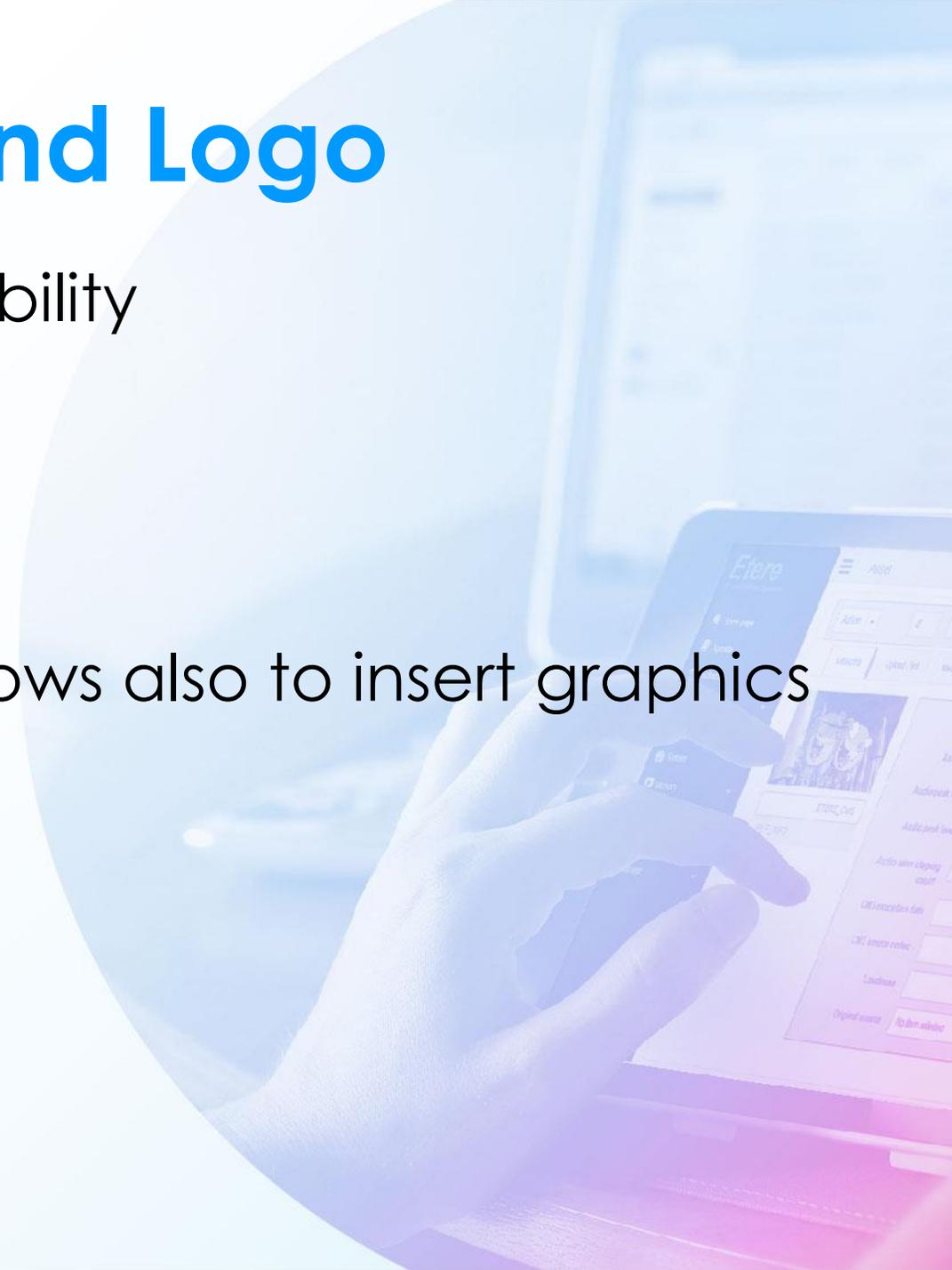
Graphic insertion capability

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
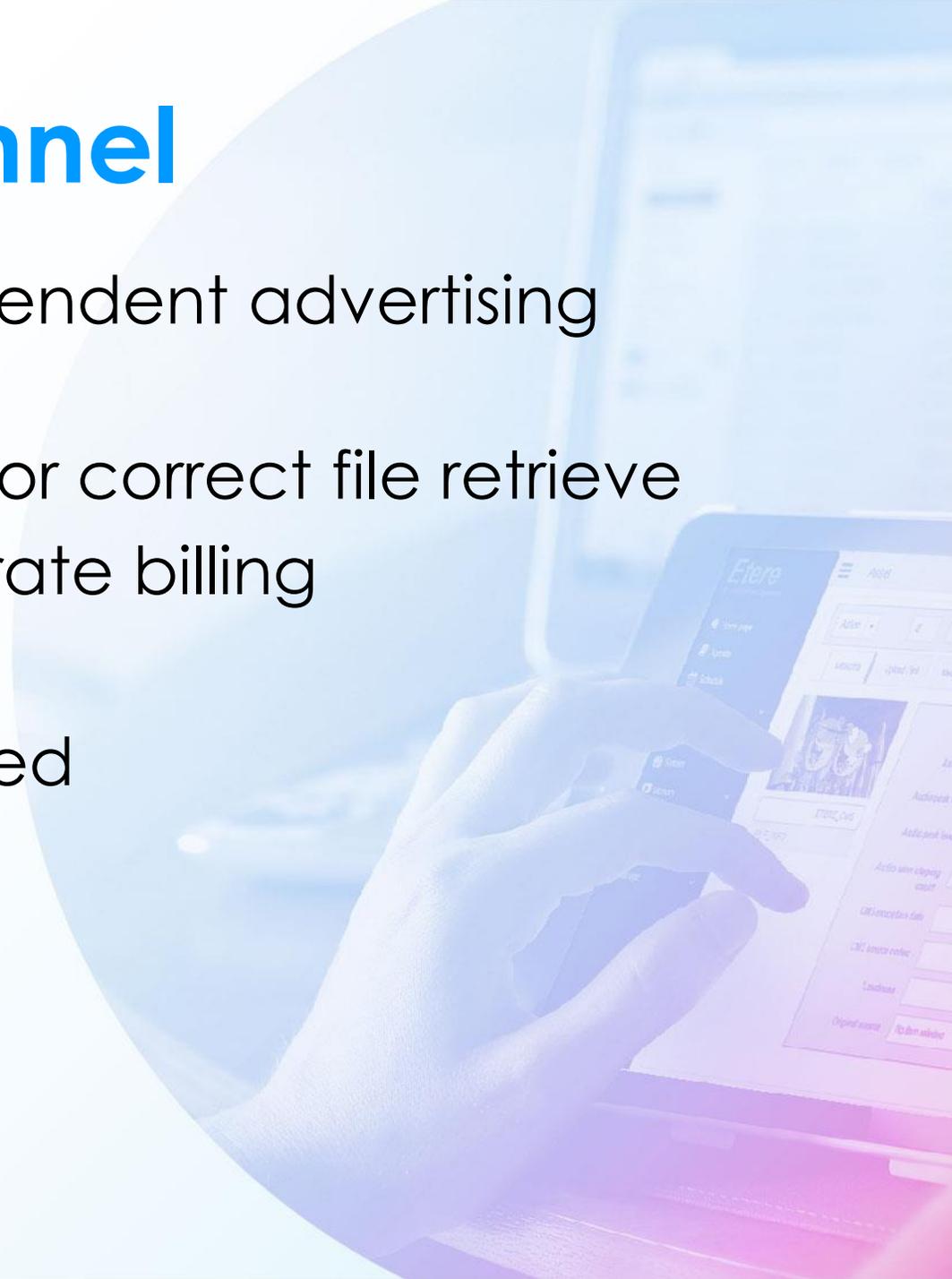
Scheduling

Functions Toolbar

Status Bar

Program Main Attribute

Secondary Events

Redundancy

Redundancy

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