

# AD Insertion

For Commercial Insertion



# Key Features

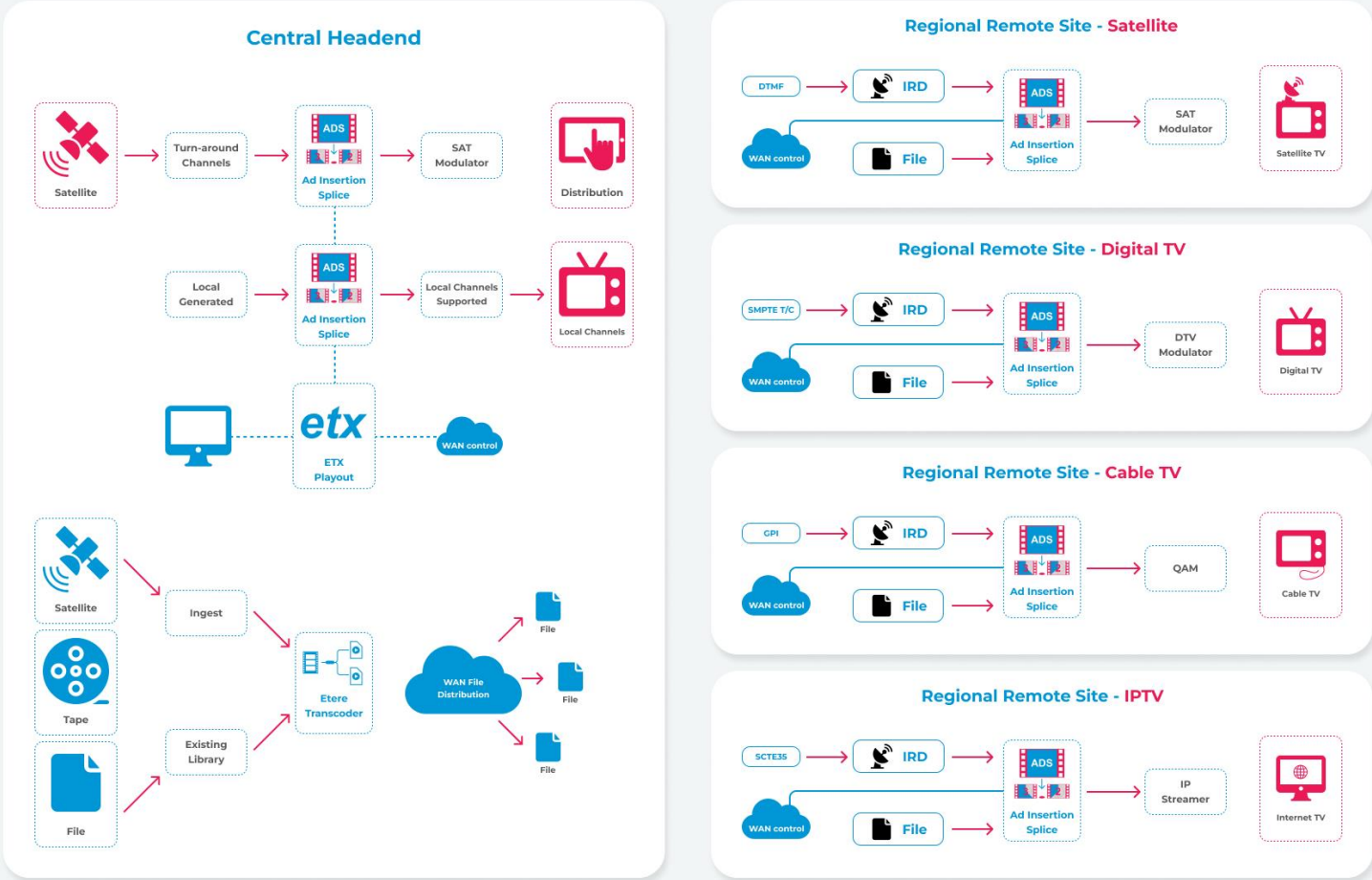
- Etere Ad Insertion enables effective monetization of TV programming
- Seamless insertion of advertisements into live, linear or video-on-demand (VOD) content
- Supports IP-connected devices
- Airsales integration allows operators to vary the commercial scheduling of a station in the various transmission 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

ETERE AD INSERTION

Etere  
a consistent system



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 Error Tone received Video Signal Test

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

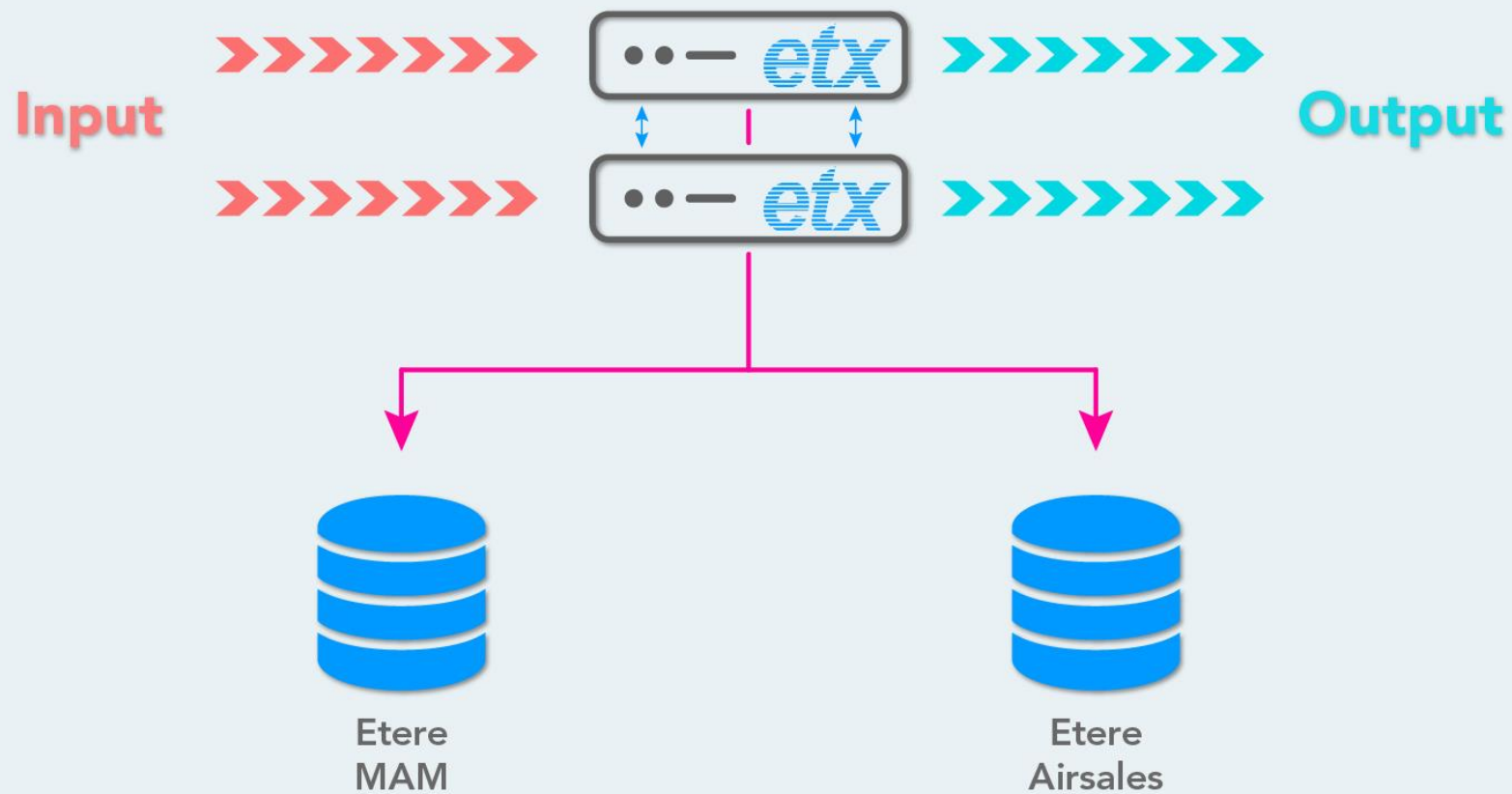
Duration

Status

Real start time

Scheduled start time

## Ad Insertion



# 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

# An Ecosystem 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



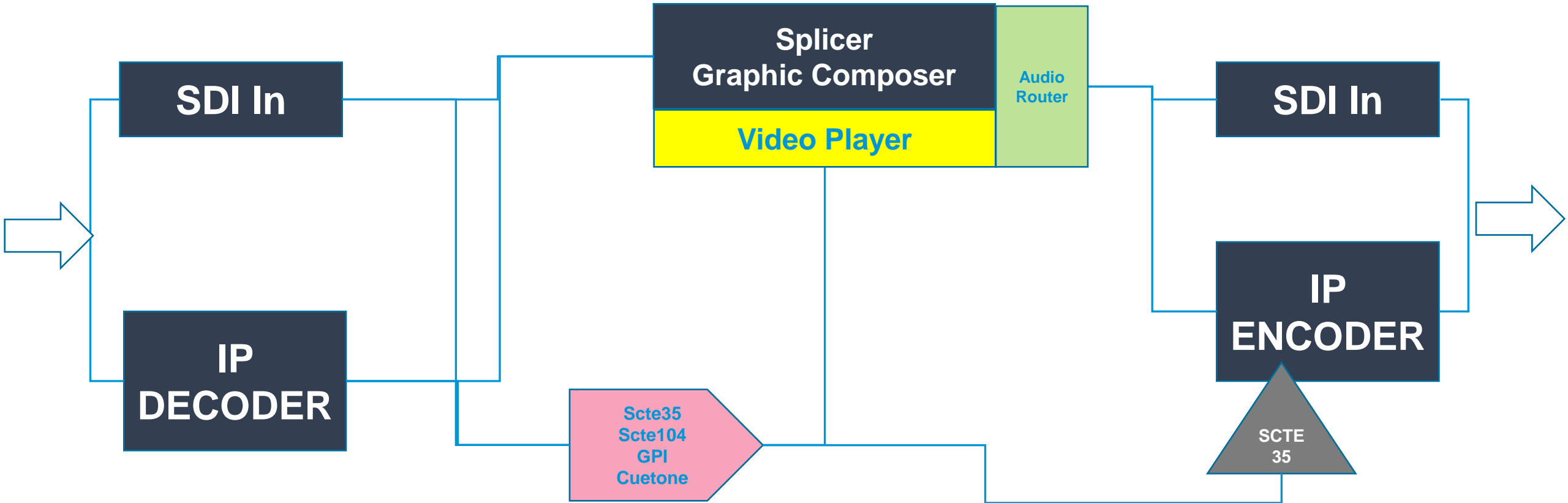
# ETX Integration

- Ad Insertion can be integrated with Etere ETX and ETX-G
- A single system to perform both Time Delay and Ad insertions
- The 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

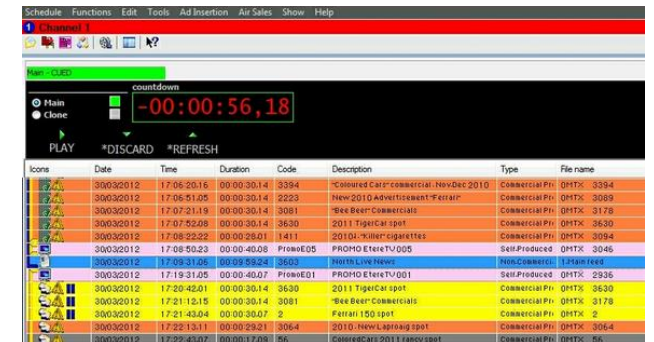
- Integration with Etere ETX and Etere ETX-G enables time-delay playout
- Integration with ETX-G enables commercial logos, animated logos, and overlays to be created
- Comes with a graphics MAM for an efficient organization of commercial graphics
- Real-time preview
- Automatic invoice logs for a streamlined 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



The screenshot displays the Etere Remote Control interface. At the top, there is a menu bar with options: Schedule, Functions, Edit, Tools, Ad Insertion, Air Sales, Show, and Help. Below the menu, there is a toolbar with icons for various functions. A large central area shows a countdown timer set to 00:00:56,18. Below the timer, there are buttons for PLAY, \*DISCARD, and \*REFRESH. At the bottom, there is a table with columns: Icons, Date, Time, Duration, Code, Description, Type, and File name. The table contains several rows of data, including entries for 'Coloured Cat Commercial', 'New 2010 Advertisement', 'New Beer Commercial', '2011 Tiger Cat spot', '2010 Tiger Cat spot', 'PRIMO Etere TV005', 'PRIMO Etere TV001', '2011 Tiger Cat spot', 'New Beer Commercial', 'PRIMO 150 spot', '2010 New Laptop spot', and 'Coloured Cat 2011 Tiger spot'.

Icons	Date	Time	Duration	Code	Description	Type	File name
	30032012	17:06:29.15	00:00:30.14	3394	Coloured Cat Commercial New Dec 2010	Commercial Pri	DMTK_3394
	30032012	17:06:51.05	00:00:30.14	2223	New 2010 Advertisement Female	Commercial Pri	DMTK_3089
	30032012	17:07:21.19	00:00:30.14	3081	New Beer Commercial	Commercial Pri	DMTK_3178
	30032012	17:07:52.08	00:00:30.14	3630	2011 Tiger Cat spot	Commercial Pri	DMTK_3630
	30032012	17:08:22.92	00:00:30.01	1411	2010 Tiger Cat spot	Commercial Pri	DMTK_3094
	30032012	17:08:50.23	00:00:40.00	PRIMO05	PRIMO Etere TV005	Sell Produced	DMTK_3046
	30032012	17:09:31.05	00:00:59.24	3603	2011 Tiger Cat spot	Commercial Pri	DMTK_3630
	30032012	17:19:31.05	00:00:40.00	PRIMO01	PRIMO Etere TV001	Sell Produced	DMTK_2936
	30032012	17:20:42.01	00:00:30.14	3630	2011 Tiger Cat spot	Commercial Pri	DMTK_3630
	30032012	17:21:12.15	00:00:30.14	3081	New Beer Commercial	Commercial Pri	DMTK_3178
	30032012	17:21:43.04	00:00:30.07	2	PRIMO 150 spot	Commercial Pri	DMTK_2
	30032012	17:22:13.31	00:00:29.21	3064	2010 New Laptop spot	Commercial Pri	DMTK_3064
	30032012	17:22:43.07	00:00:17.09	56	Coloured Cat 2011 Tiger spot	Commercial Pri	DMTK_56

# Activation

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

## 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

# Graphics Insertion

L-shaped squeeze and overlay for ads



## Multi-Channel

- Each ETX can insert up to 8 independent advertising channels
- Each one triggers 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

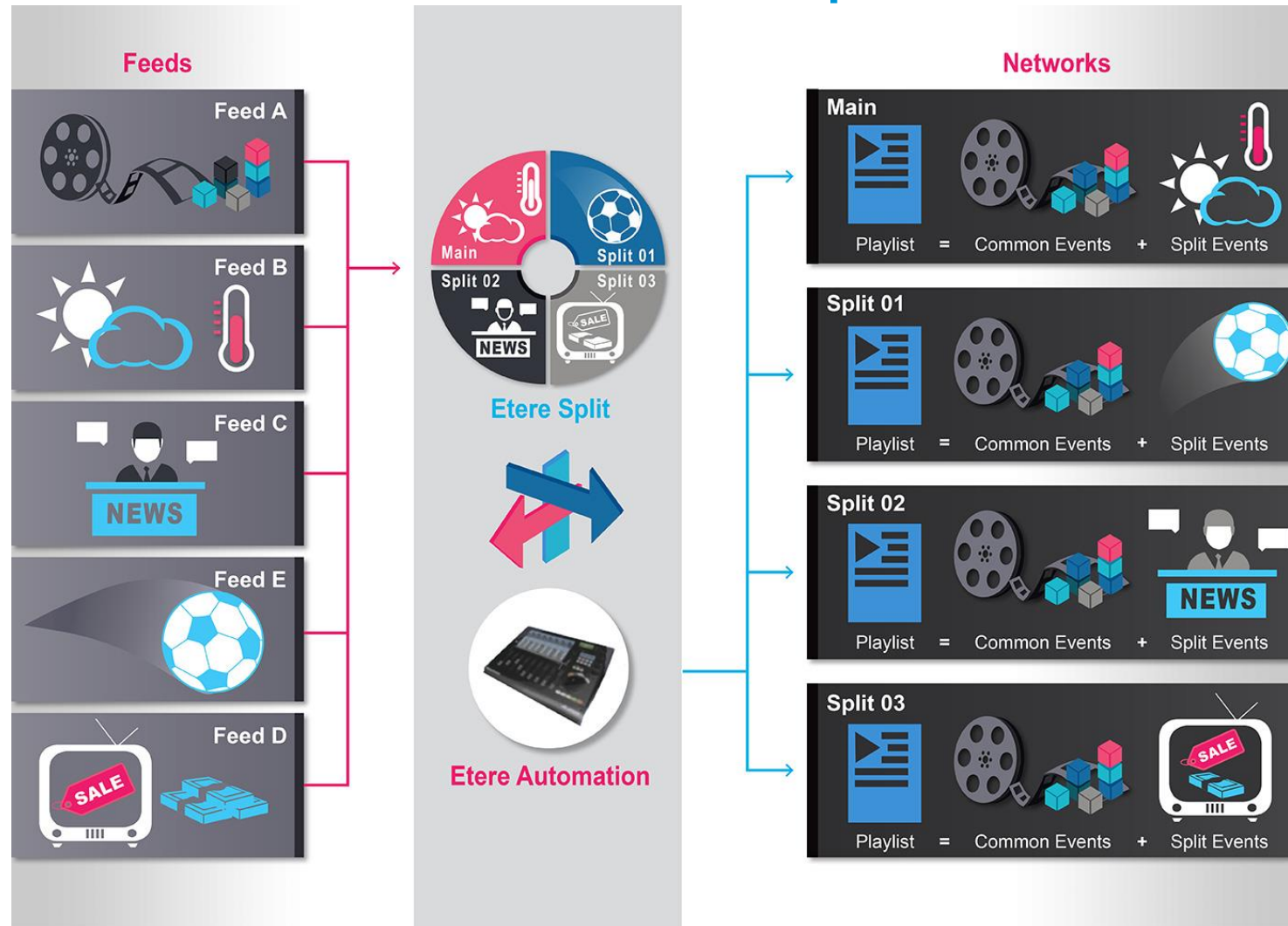
CHANNelhd only, Real schedule, Wednesday 09 March 2016

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	0002:51.04	A BORDO RING	1MTX CS05	16-9 HD	SPORT EVENT	CS05			
	11:20:16.13	ARGO	00:00:00.00	00:04:00.02	0004:00.03	ARGO	1MTX argo	16-9 HD	HOME SHOPPING	argo			
	11:24:16.16	BRAVE	00:00:00.24	00:02:19.08	0002:18.10	RIBELLE - THE BRAVE	1MTX BRAVE	16-9 SD	PROGRAM - ENTERTAINME	BRAVE			
	11:26:35.01	CS01	00:00:00.09	00:00:17.09	0000:17.01	CLOUD Episode 1	1MTX CS01	16-9 SD	SPORT EVENT	CS01			
	11:26:52.02	CS02	00:00:00.00	00:00:52.09	0000:52.10	BIKE	1MTX CS02	16-9 HD	SPORT EVENT	CS02			
	11:27:44.12	CS03	00:00:00.09	00:00:56.21	0000:56.13	CLOUD Episode 2	1MTX CS03	16-9 HD	PROMO	CS03			
	11:28:41.00	CS04	00:00:04.06	00:03:32.17	0003:28.12	DUBAI	1MTX CS04	16-9 HD	PROGRAM - ENTERTAINME	CS04			
	11:32:09.12	CS05	00:00:00.24	00:02:52.02	0002:51.04	A BORDO RING	1MTX CS05	16-9 HD	SPORT EVENT	CS05			
	11:35:00.16	BRAVE	00:00:00.24	00:02:19.09	0002:18.11	RIBELLE - THE BRAVE	1MTX BRAVE	16-9 SD	PROGRAM - ENTERTAINME	BRAVE			
	11:37:19.02	CS05	00:00:00.24	00:02:52.01	0002:51.03	A BORDO RING	1MTX CS05	16-9 HD	SPORT EVENT	CS05			
	11:40:10.05	ARGO	00:00:00.00	00:04:00.02	0004:00.03	ARGO	1MTX argo	16-9 HD	HOME SHOPPING	argo			
	11:44:10.08	BRAVE	00:00:00.24	00:02:19.08	0002:18.10	RIBELLE - THE BRAVE	1MTX BRAVE	16-9 SD	PROGRAM - ENTERTAINME	BRAVE			
	11:46:28.18	CS01	00:00:00.09	00:00:17.09	0000:17.01	CLOUD Episode 1	1MTX CS01	16-9 SD	SPORT EVENT	CS01			
	11:46:45.19	CS02	00:00:00.00	00:00:52.09	0000:52.10	BIKE	1MTX CS02	16-9 HD	SPORT EVENT	CS02			
	11:47:38.04	CS03	00:00:00.09	00:00:56.20	0000:56.12	CLOUD Episode 2	1MTX CS03	16-9 HD	PROMO	CS03			
	11:48:34.16	CS04	00:00:04.06	00:03:32.18	0003:28.13	DUBAI	1MTX CS04	16-9 HD	PROGRAM - ENTERTAINME	CS04			
	11:52:03.04	CS05	00:00:00.24	00:02:52.02	0002:51.04	A BORDO RING	1MTX CS05	16-9 HD	SPORT EVENT	CS05			
	11:54:54.08	BRAVE	00:00:00.24	00:02:19.08	0002:18.10	RIBELLE - THE BRAVE	1MTX BRAVE	16-9 SD	PROGRAM - ENTERTAINME	BRAVE			
	11:57:12.18	CS05	00:00:00.24	00:02:52.02	0002:51.04	A BORDO RING	1MTX CS05	16-9 HD	SPORT EVENT	CS05			
	12:00:03.22	ARGO	00:00:00.00	00:04:00.02	0004:00.03	ARGO	1MTX argo	16-9 HD	HOME SHOPPING	argo			
	12:04:04.00	BRAVE	00:00:00.24	00:02:19.08	0002:18.10	RIBELLE - THE BRAVE	1MTX BRAVE	16-9 SD	PROGRAM - ENTERTAINME	BRAVE			
	12:06:22.10	CS01	00:00:00.09	00:00:17.09	0000:17.01	CLOUD Episode 1	1MTX CS01	16-9 SD	SPORT EVENT	CS01			
	12:06:39.11	CS02	00:00:00.00	00:00:52.09	0000:52.10	BIKE	1MTX CS02	16-9 HD	SPORT EVENT	CS02			
	12:07:31.21	CS03	00:00:00.09	00:00:56.20	0000:56.12	CLOUD Episode 2	1MTX CS03	16-9 HD	PROMO	CS03			
	12:08:28.08	CS04	00:00:04.06	00:03:32.18	0003:28.13	DUBAI	1MTX CS04	16-9 HD	PROGRAM - ENTERTAINME	CS04			
	12:11:56.21	CS05	00:00:00.24	00:02:52.02	0002:51.04	A BORDO RING	1MTX CS05	16-9 HD	SPORT EVENT	CS05			
	12:14:48.00	BRAVE	00:00:00.24	00:02:19.08	0002:18.10	RIBELLE - THE BRAVE	1MTX BRAVE	16-9 SD	PROGRAM - ENTERTAINME	BRAVE			
	12:17:06.10	CS05	00:00:00.24	00:02:52.02	0002:51.04	A BORDO RING	1MTX CS05	16-9 HD	SPORT EVENT	CS05			

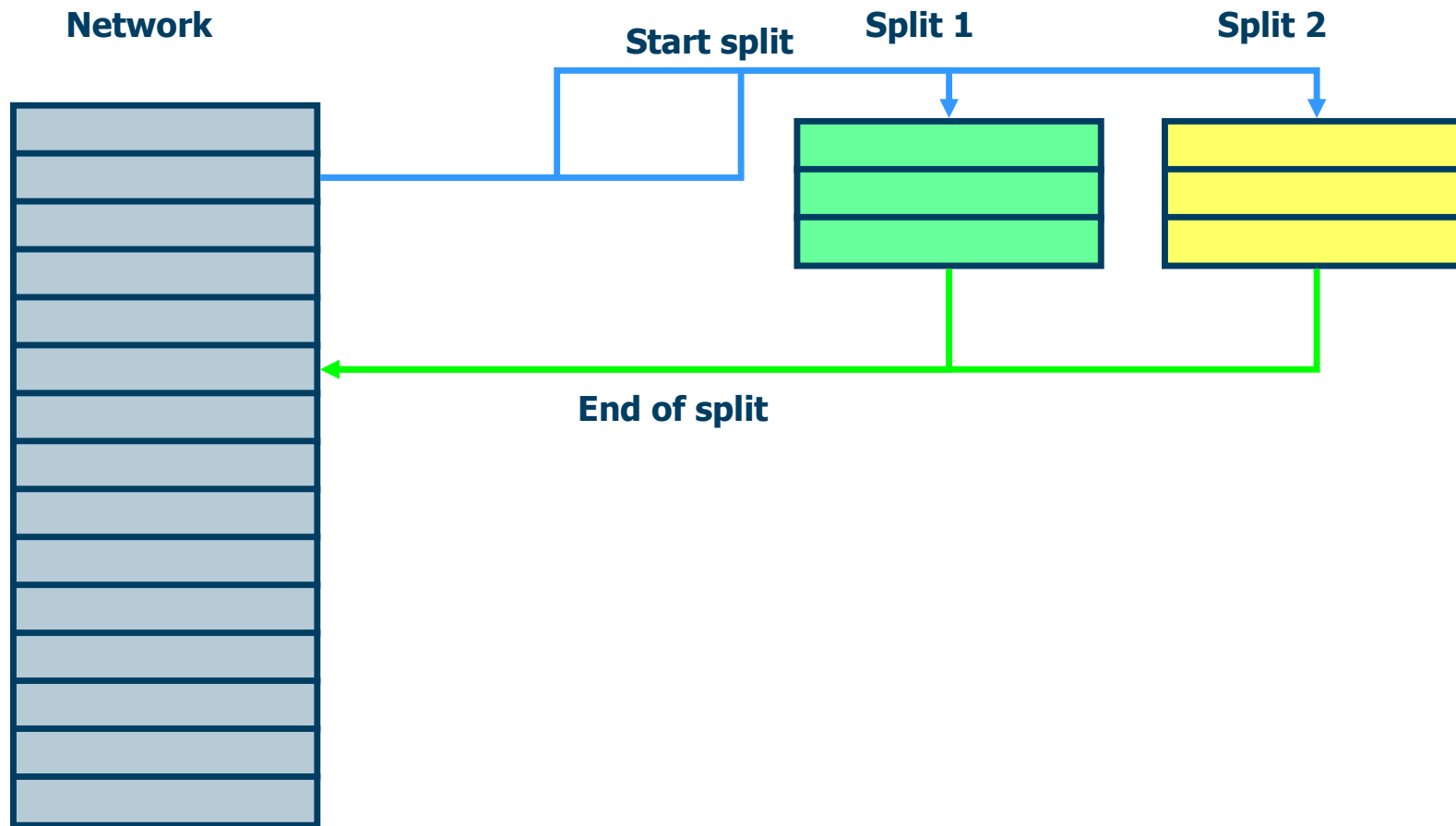
# Split Scenarios



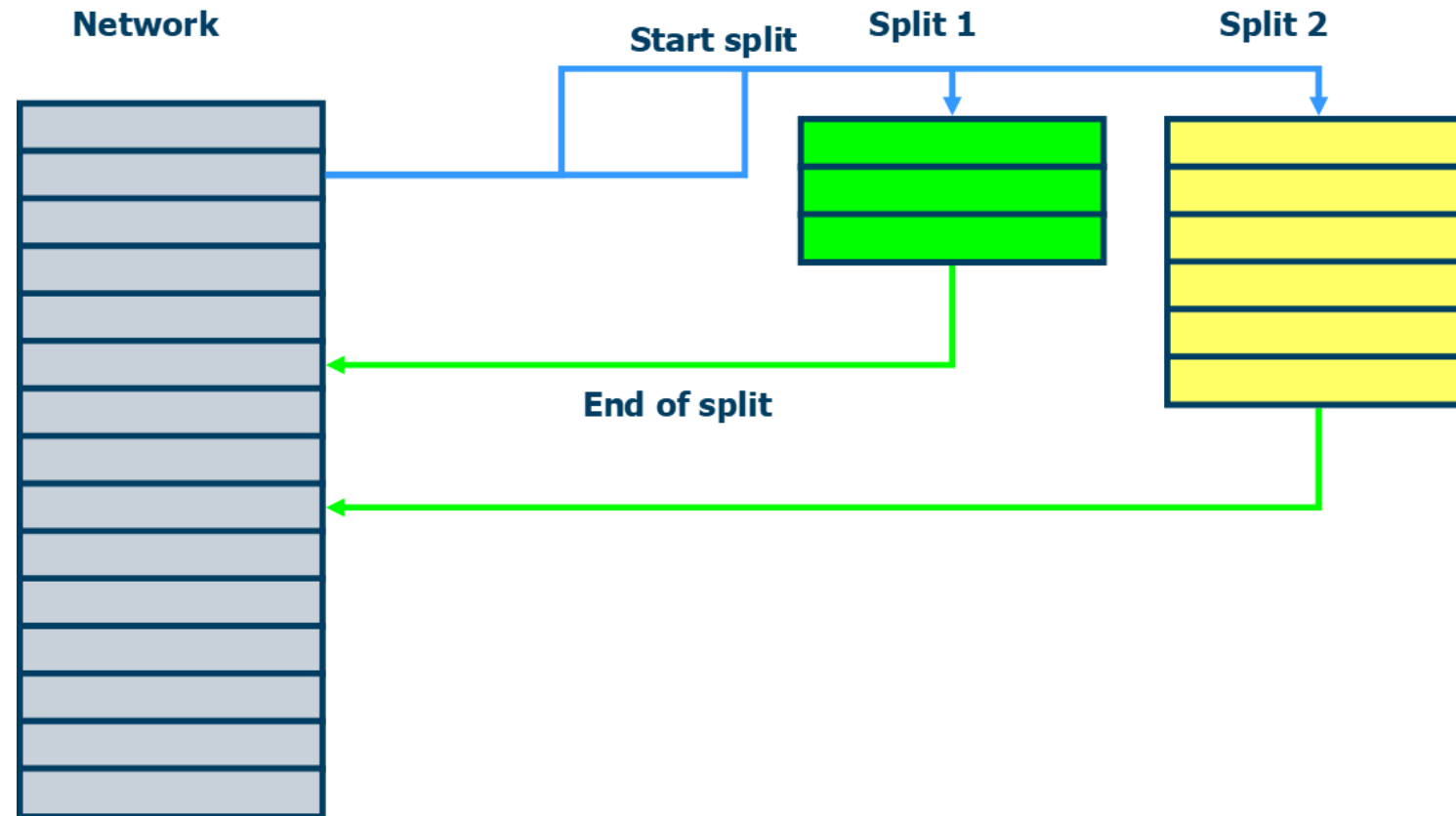
# Broadcast Across Split Networks



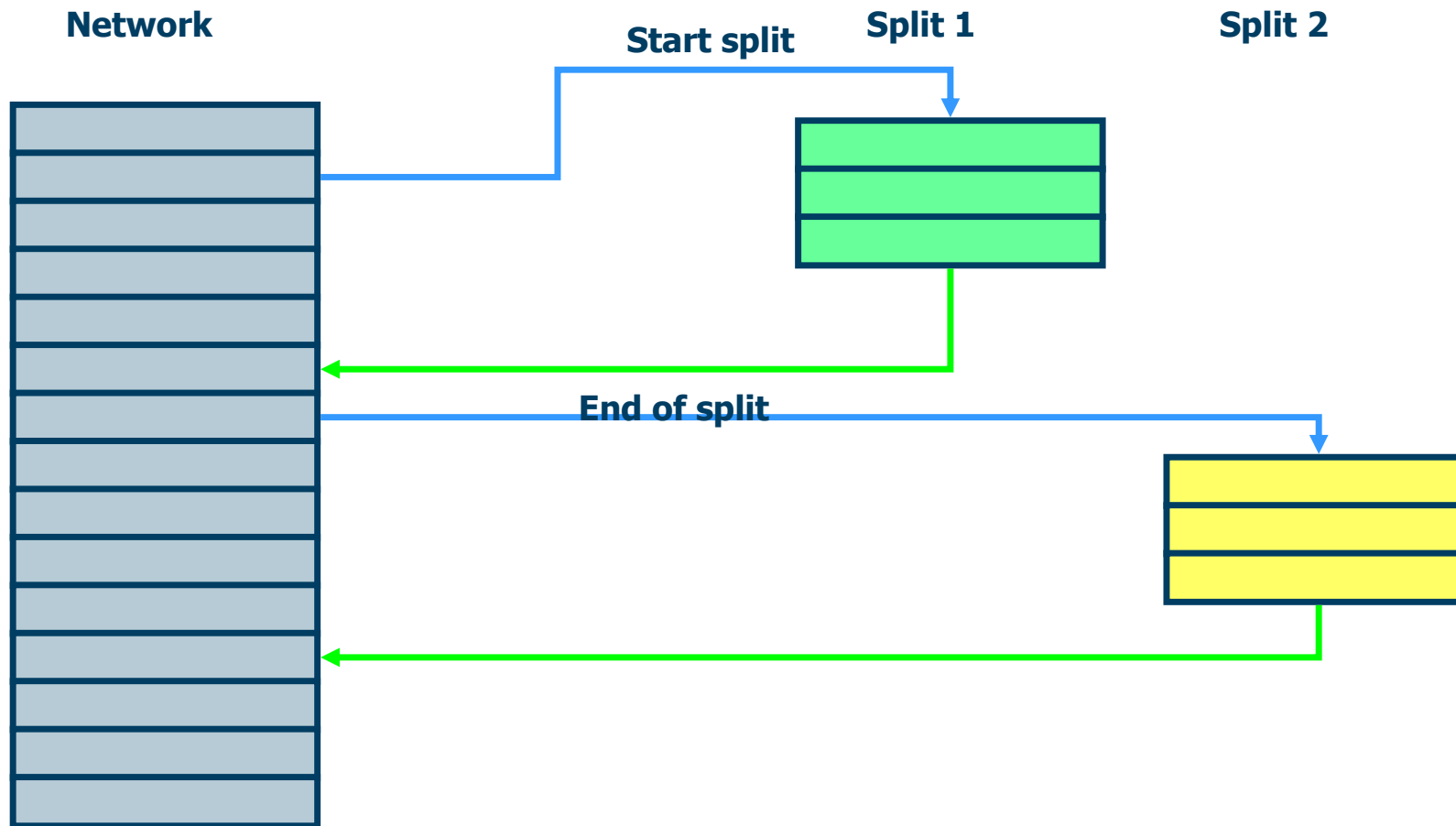
# Basic Split System



# Asymmetric Split System



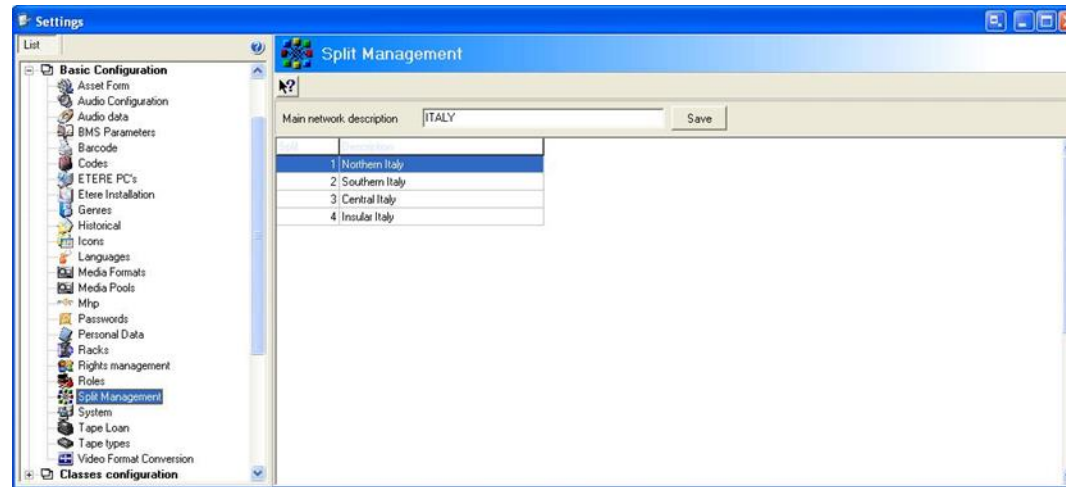
# Complex Split System



# Easy Configuration



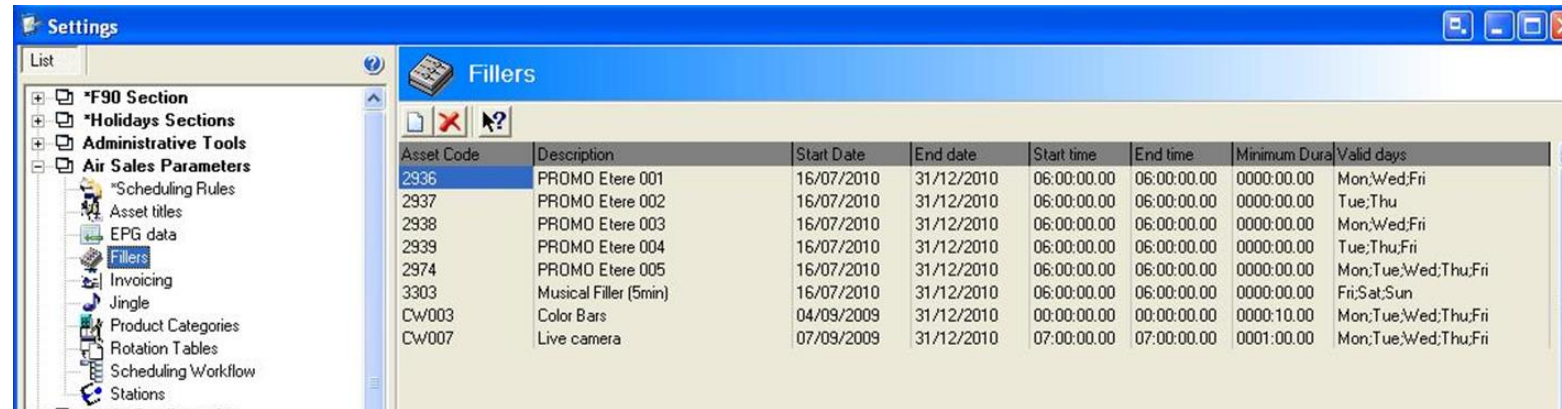
# Multiple Regions



- Etere allows broadcasters to manage any number of regions
- Each region can be easily configured in Etere interface



# Fillers Configuration

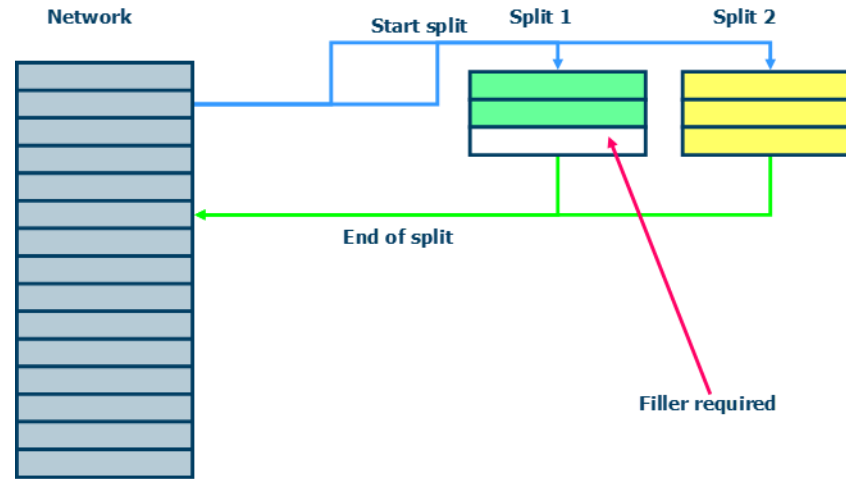


The screenshot shows the 'Settings' window with the 'Fillers' tab selected. The left sidebar lists various settings categories, with 'Fillers' highlighted under 'Air Sales Parameters'. The main area displays a table of configured fillers.

Asset Code	Description	Start Date	End date	Start time	End time	Minimum Dura	Valid days
2936	PROMO Etere 001	16/07/2010	31/12/2010	06:00:00.00	06:00:00.00	0000:00.00	Mon;Wed;Fri
2937	PROMO Etere 002	16/07/2010	31/12/2010	06:00:00.00	06:00:00.00	0000:00.00	Tue;Thu
2938	PROMO Etere 003	16/07/2010	31/12/2010	06:00:00.00	06:00:00.00	0000:00.00	Mon;Wed;Fri
2939	PROMO Etere 004	16/07/2010	31/12/2010	06:00:00.00	06:00:00.00	0000:00.00	Tue;Thu;Fri
2974	PROMO Etere 005	16/07/2010	31/12/2010	06:00:00.00	06:00:00.00	0000:00.00	Mon;Tue;Wed;Thu;Fri
3303	Musical Filler (5min)	16/07/2010	31/12/2010	06:00:00.00	06:00:00.00	0000:00.00	Fri;Sat;Sun
CW003	Color Bars	04/09/2009	31/12/2010	00:00:00.00	00:00:00.00	0000:10.00	Mon;Tue;Wed;Thu;Fri
CW007	Live camera	07/09/2009	31/12/2010	07:00:00.00	07:00:00.00	0001:00.00	Mon;Tue;Wed;Thu;Fri

- Configure as many fillers as required, they will be used to make the splitting duration between networks equal
- Fillers count with the following properties:
  - Description: A brief description of the filler
  - Start/End Date: The initial and last validity dates
  - Start/End Time: The time slot on which the filler will be allowed
  - Minimum duration: The minimum actual length
  - Valid Days: The weekdays on which the filler will be available

# Fillers



- Each split automation will compute how many fillers are necessary to reach the Network duration
- If the split duration is longer, the last split (s) event will be short to reach the correct duration
- The fillers must be configured and their choice use different parameters

Split from the  
schedule



# Splitting Programs

Timecode out	Type	Code	Description	File name	Properties	ID Split	Blocks	Segments
START	START	START	START					
Block	CLUSTER		CLUSTER of the hours 12:00				12:00:00:00	12:00:15:00:00:00
Block	CLUSTER		CLUSTER of the hours 12:04					
00:44:59:24	NEWS	85	Central Live News	3-Sub-02				
00:30:00:00	TV Series	Family Guy - No.0001	Family Guy - No.0001					
00:30:00:00	TV Series	Italian Folk	Italian Folktales - No.0001					
00:29:59:24	TV Series	Peanuts - 2	Peanuts - 2nd Season - No.0001					
00:30:00:00	TV Series	Sex and the City	Sex and the City - No.0001					
Block	CLUSTER		CLUSTER of the hours 14:50					
00:59:59:24	FILM	3068	Deep Trip	OSEA 412				
01:55:38:01	FILM	70	Jeu D'Enlants	OSEA 70				
Block	CLUSTER		CLUSTER of the hours 18:00				00:03:43:11	
Block	CLUSTER		CLUSTER of the hours 18:04					
00:59:59:24	NEWS	87	NATIONAL Live News	1				
00:30:00:00	TV Series	Family Guy - No.0001	Family Guy - No.0001					
00:30:00:00	TV Series	Italian Folk	Italian Folktales - No.0001					
00:29:59:24	TV Series	Peanuts - 2	Peanuts - 2nd Season - No.0001					
00:30:00:00	TV Series	Sex and the City	Sex and the City - No.0001					
Block	CLUSTER		CLUSTER of the hours 21:05					
00:59:59:24	FILM	3068	Deep Trip	OSEA 412				
01:19:59:24	FILM	70	Jeu D'Enlants	OSEA 70				
Block	CLUSTER		CLUSTER of the hours 23:40					
Block	CLUSTER		CLUSTER of the hours 23:44					
00:59:59:24	NEWS	22	National Live News	1				
00:29:59:24	TV Series	Family Guy - No.0001	Family Guy - No.0001					
00:29:59:24	TV Series	Italian Folk	Italian Folktales - No.0001					
00:29:59:24	TV Series	Peanuts - 2	Peanuts - 2nd Season - No.0001					
00:29:59:24	TV Series	Sex and the City	Sex and the City - No.0001					
Block	CLUSTER		CLUSTER of the hours 02:45					
00:59:59:24	FILM	3068	Deep Trip	OSEA 412				
01:19:59:24	FILM	70	Jeu D'Enlants	OSEA 70				
Block	CLUSTER		CLUSTER of the hours 05:20					
Block	CLUSTER		CLUSTER of the hours 05:24					
00:59:59:24	FILM	3068	Deep Trip	OSEA 412				
01:19:59:24	FILM	70	Jeu D'Enlants	OSEA 70				

Icons	Time	Code	Description	Type	Duration	File name
	18:05:16:11	87	NATIONAL Live News	NEWS	00:02:00:00	1

Icons	Time	Code	Description	Type	Duration	File name
	18:05:16:11	84	South Live News	NEWS	00:04:00:00	2
	18:50:16:11	3302	Live from News studio	NEWS	00:13:00:00	1

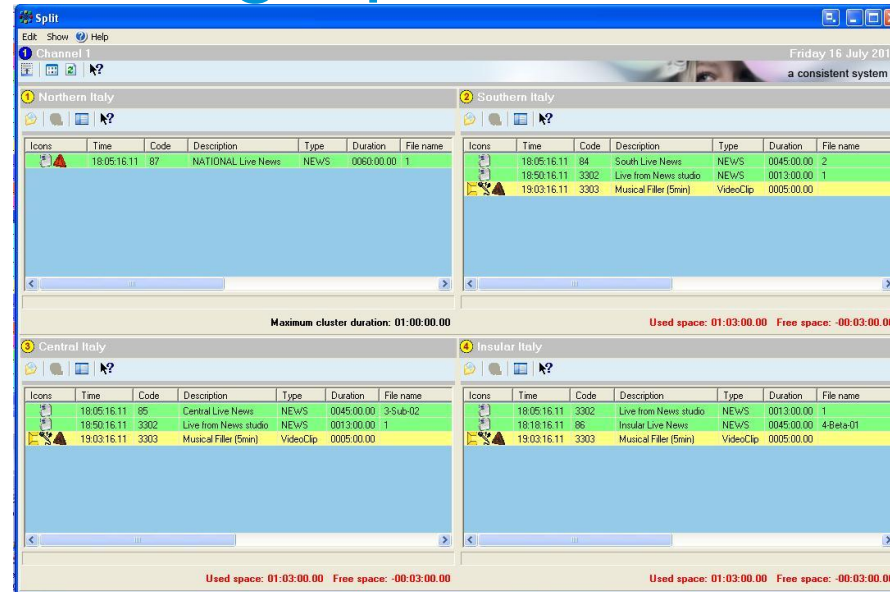
Icons	Time	Code	Description	Type	Duration	File name
	18:05:16:11	85	Central Live News	NEWS	00:04:00:00	3-Sub-02
	18:50:16:11	3302	Live from News studio	NEWS	00:13:00:00	1

Icons	Time	Code	Description	Type	Duration	File name
	18:05:16:11	86	Insular Live News	NEWS	00:04:00:00	4-Beta-01
	18:50:16:11	3302	Live from News studio	NEWS	00:13:00:00	1

- Create clusters for the programs to be split across different networks
- Clusters allow to insert of the programs that will be transmitted on the other split networks
- The duration of the split is, of course, identical across the stations

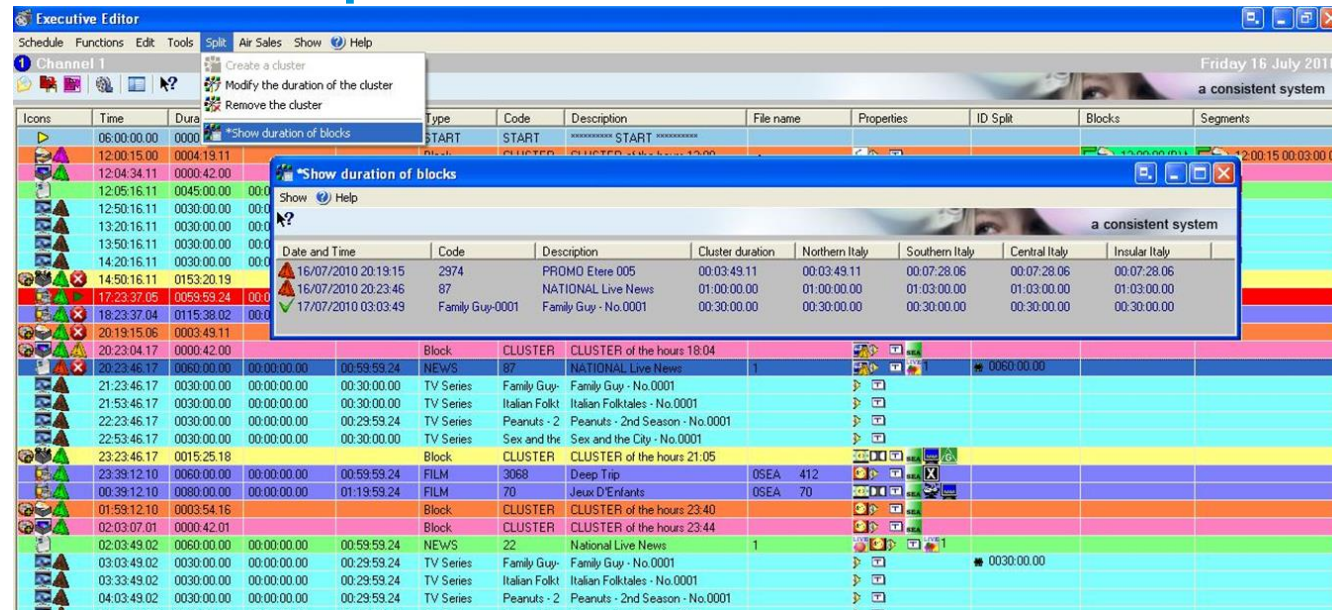
# Filling Split Networks



- The “Automatic Filling” feature allows you to take up all remaining space by automatically inserting all –predefined- fillers



# Split Clusters View



- All split clusters can be controlled from a single form that offers a simple view for split programs

# Redundancy



# Redundancy

Etere Ad Insertion support redundancy

- One to many
- One to one



# Thank you

[www.eterere.com](http://www.eterere.com)

