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

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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

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ETERE AD INSERTION

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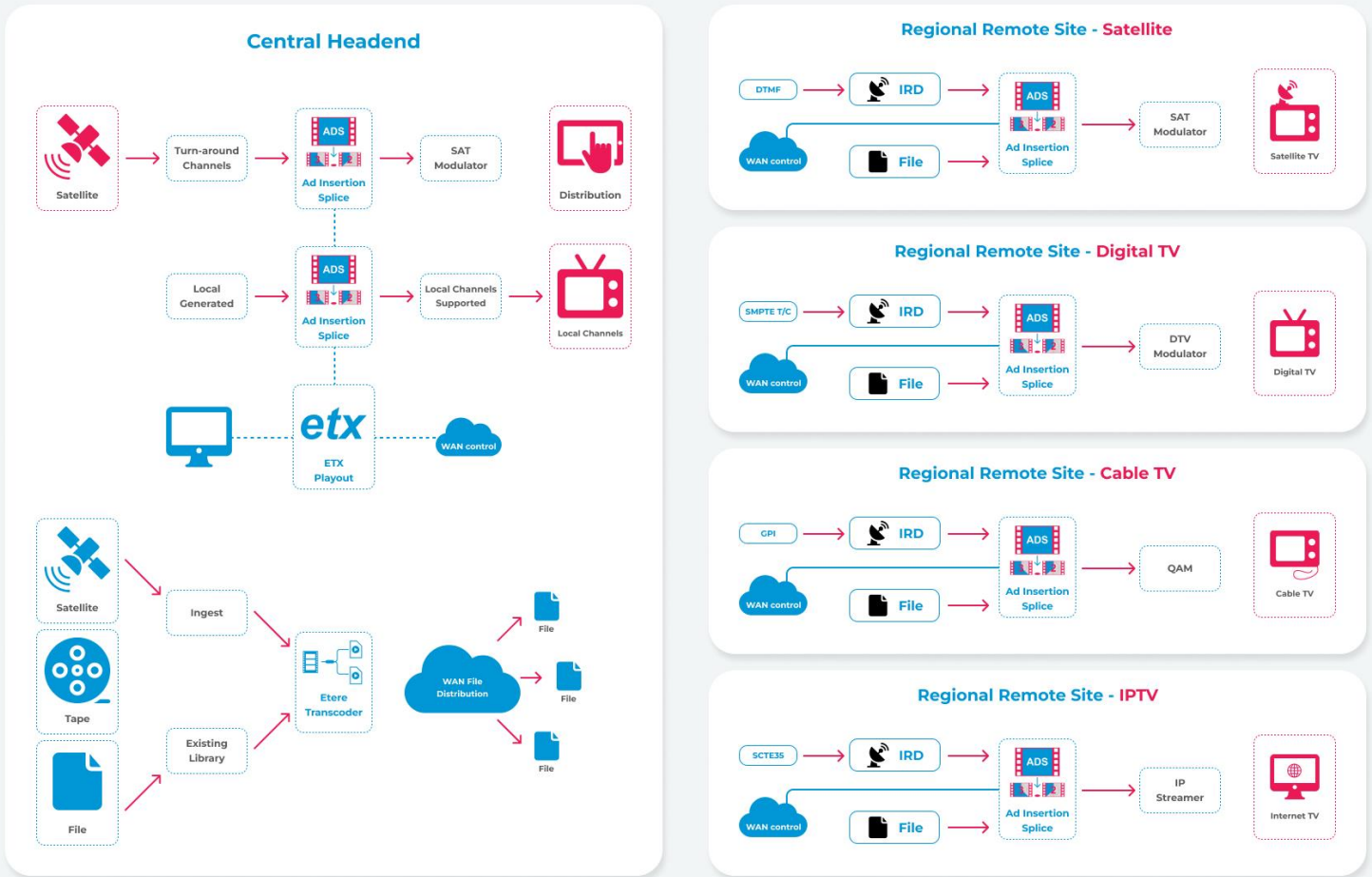

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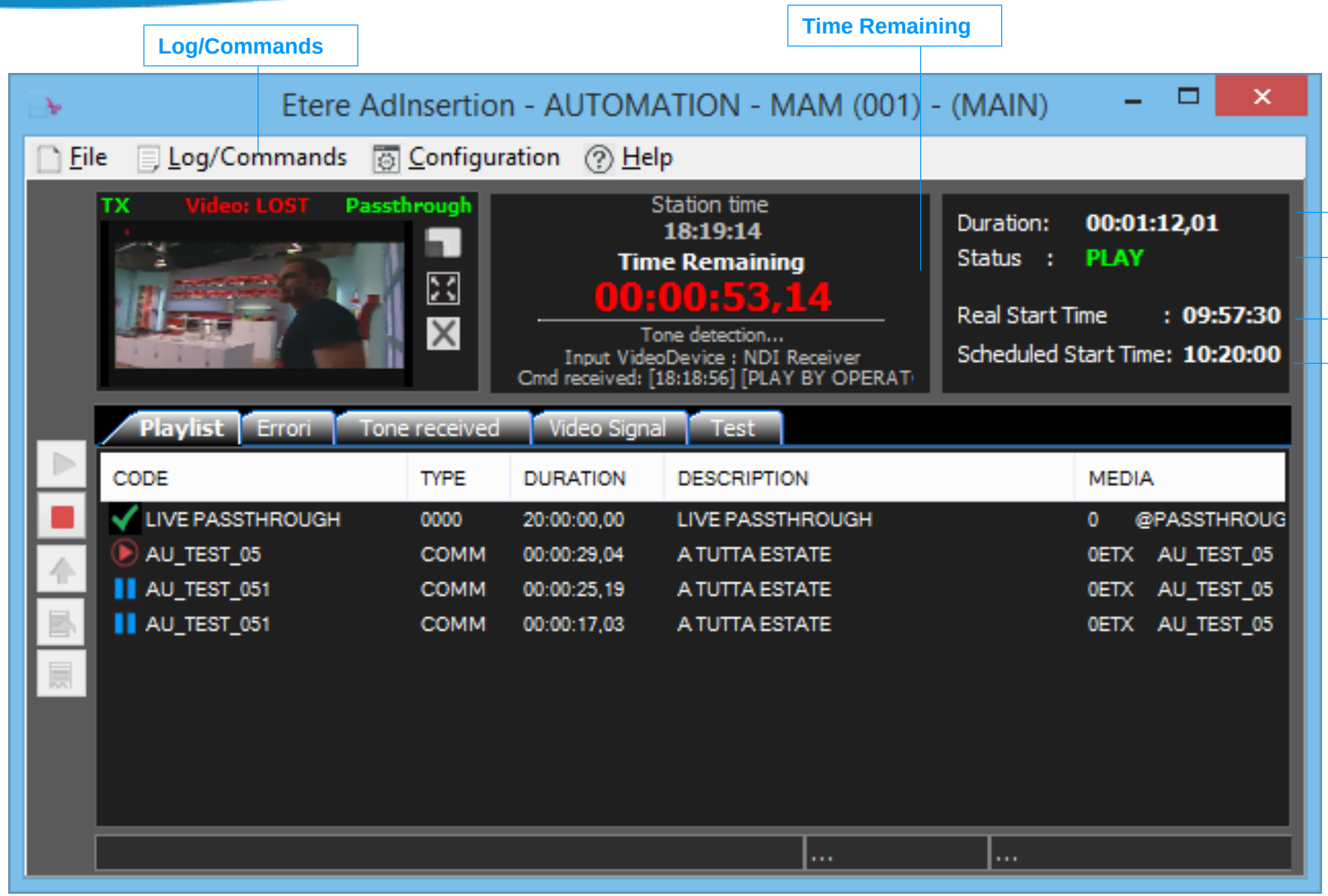

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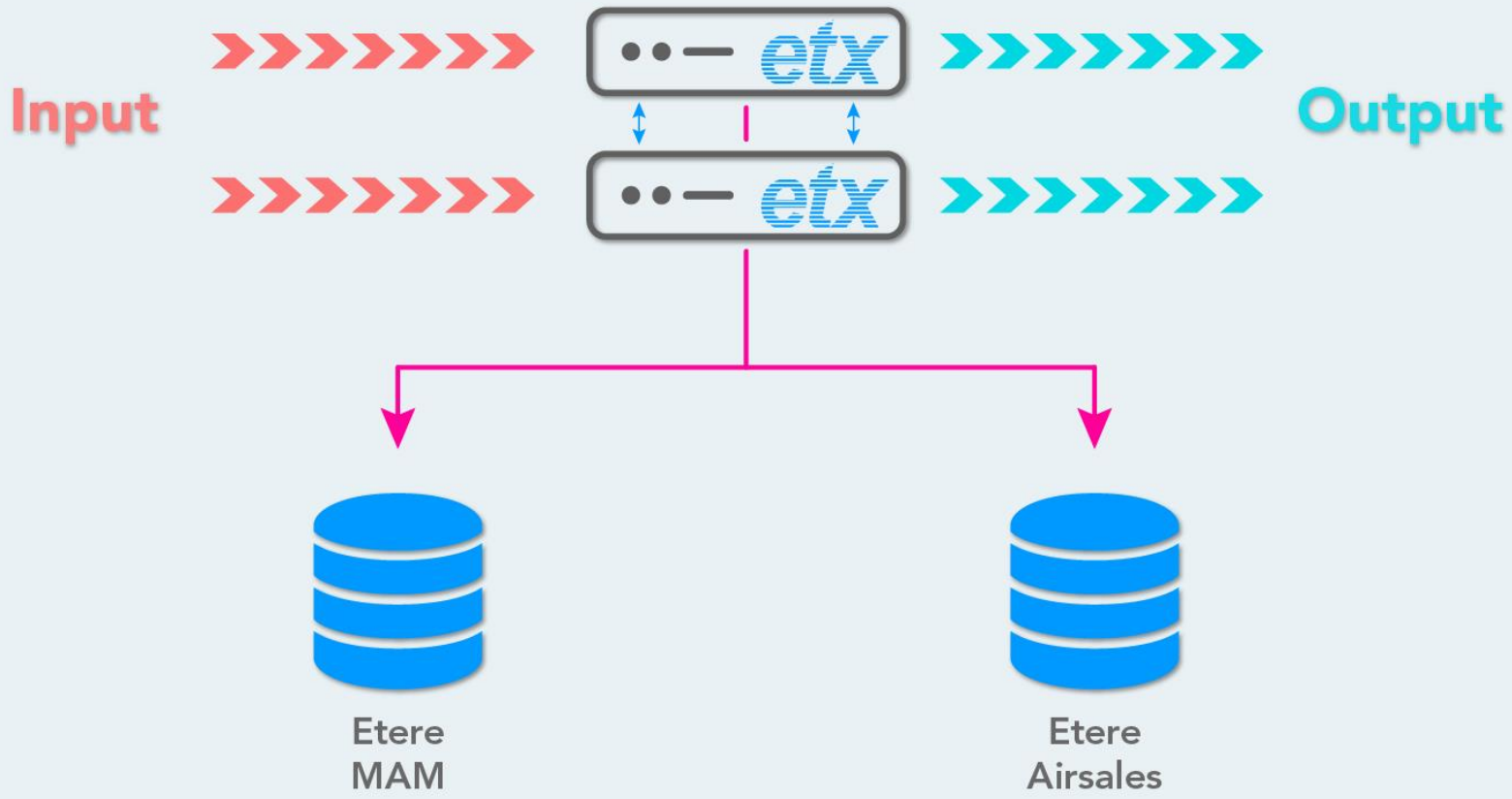
Ad Insertion



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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

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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

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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

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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

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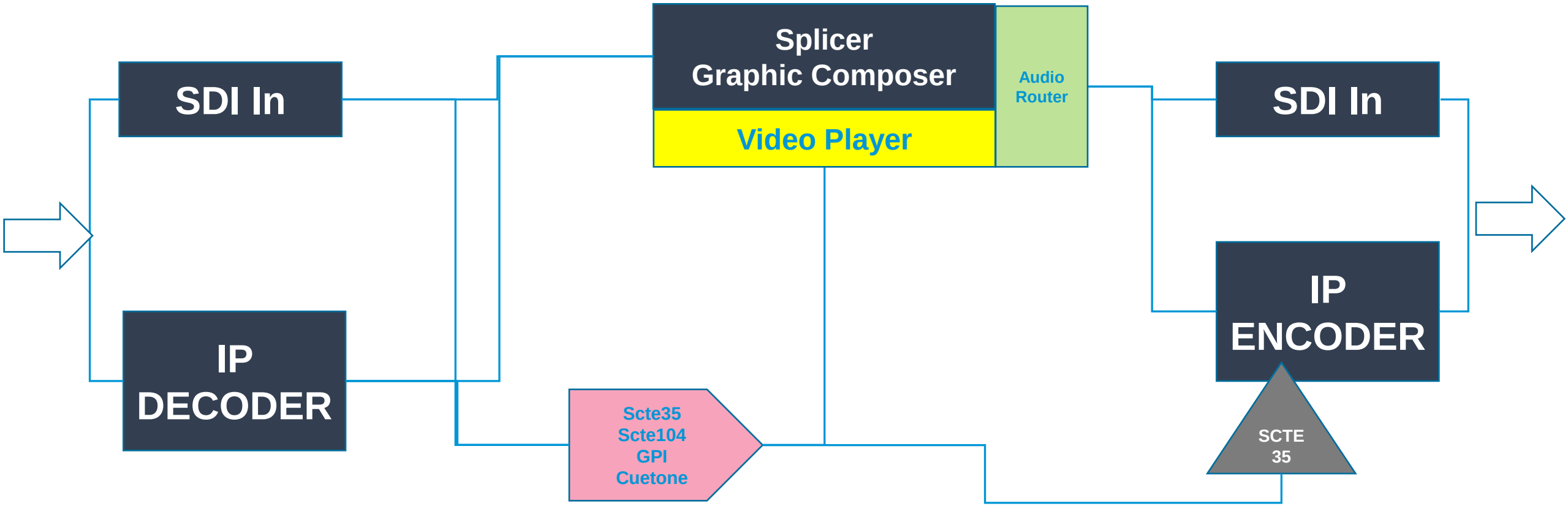
Ad Insertion



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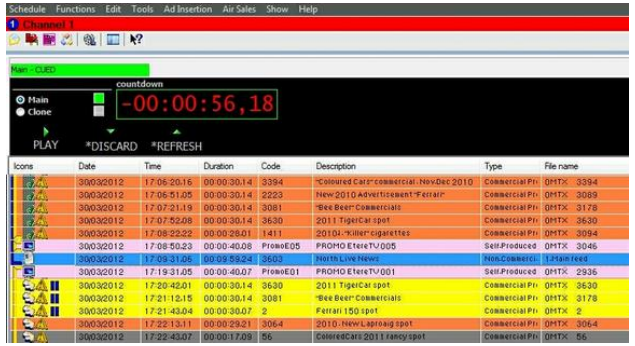
Remote Control

- 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



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Activation

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

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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

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Graphics Insertion

L-shaped squeeze and overlay for ads

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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

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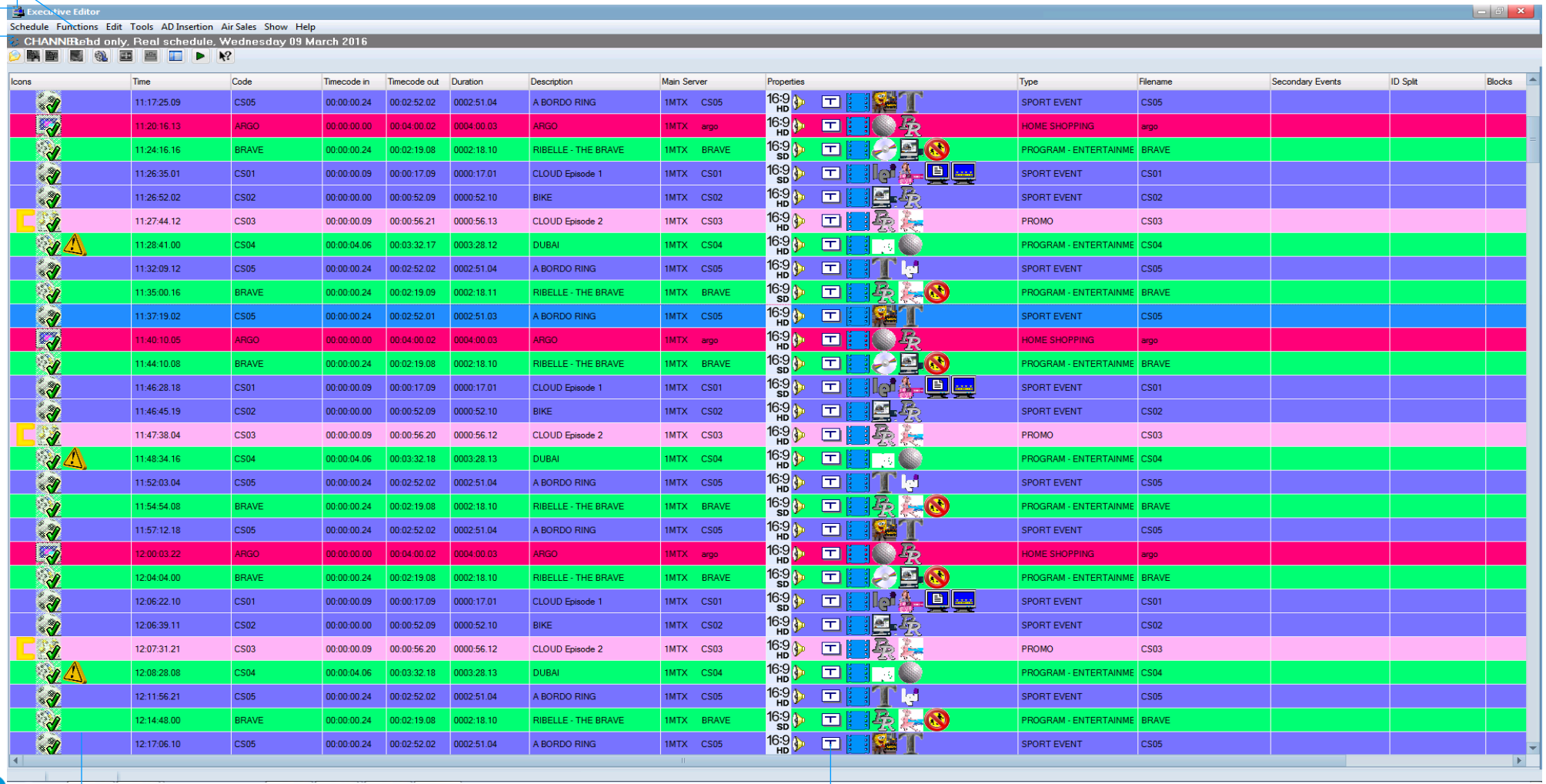
Scheduling

Functions Toolbar

Status Bar



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			

Program Main Attribute

Secondary Events

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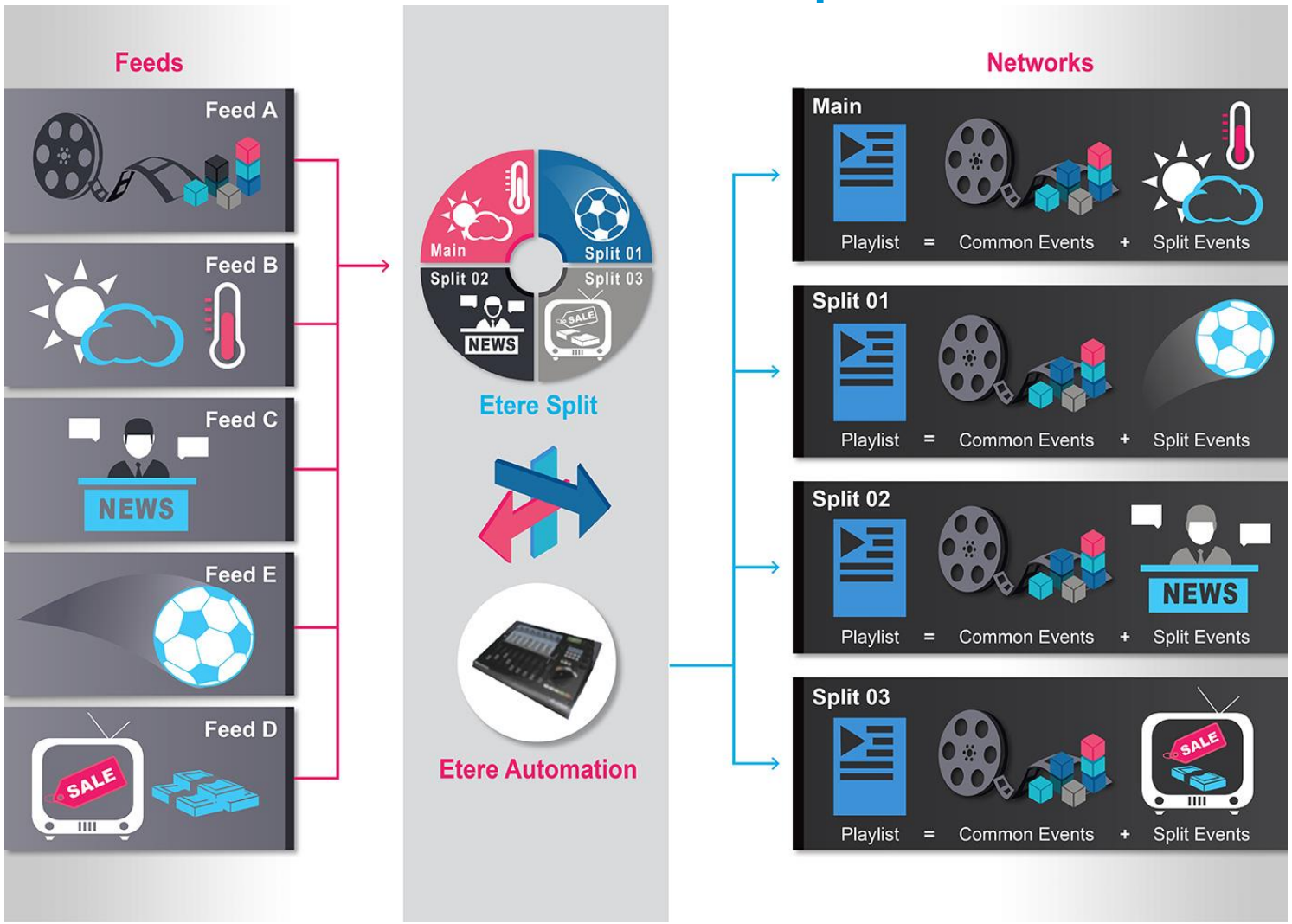
Split Scenarios

Broadcast Across Split Networks



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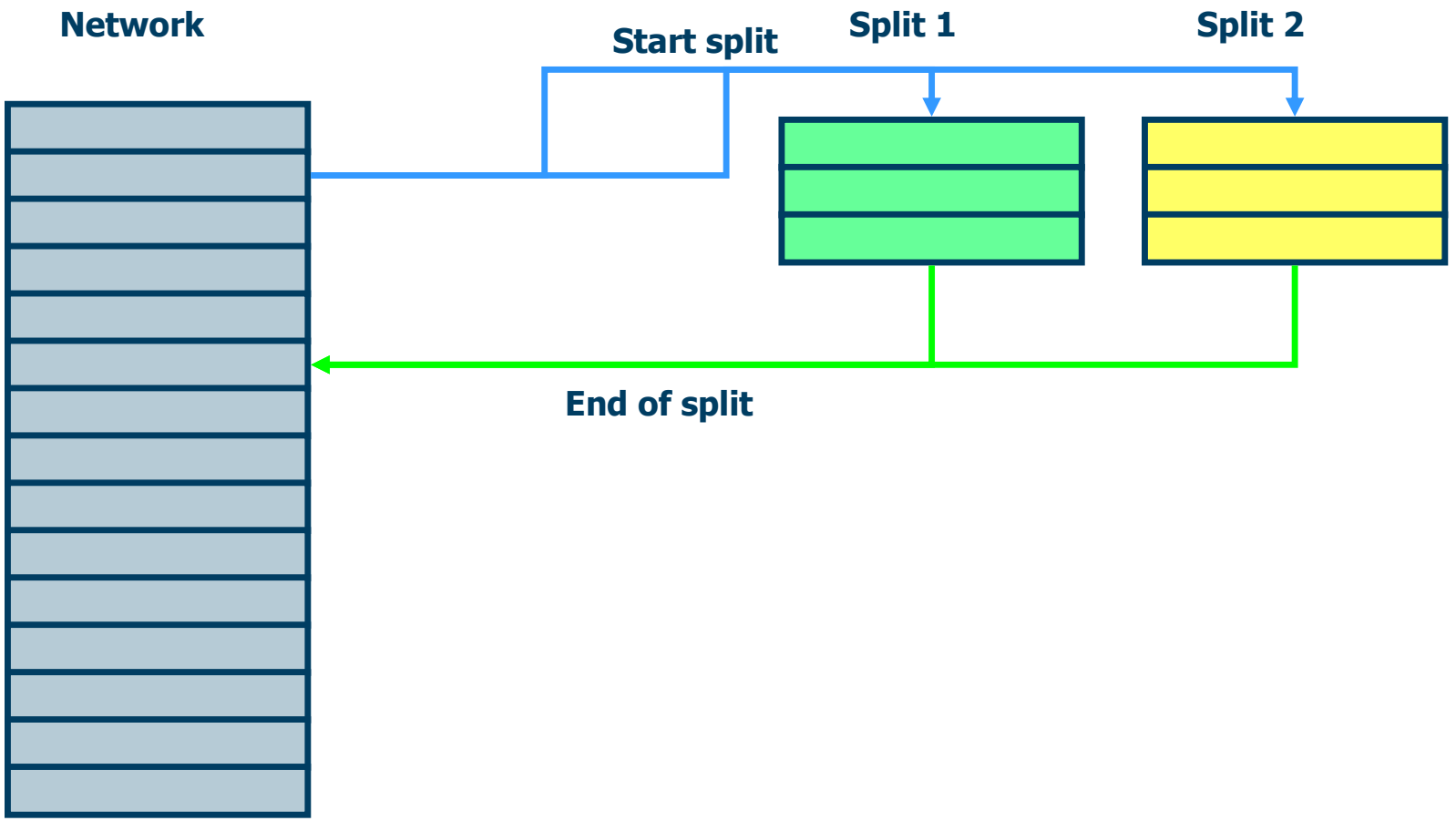
Basic Split System



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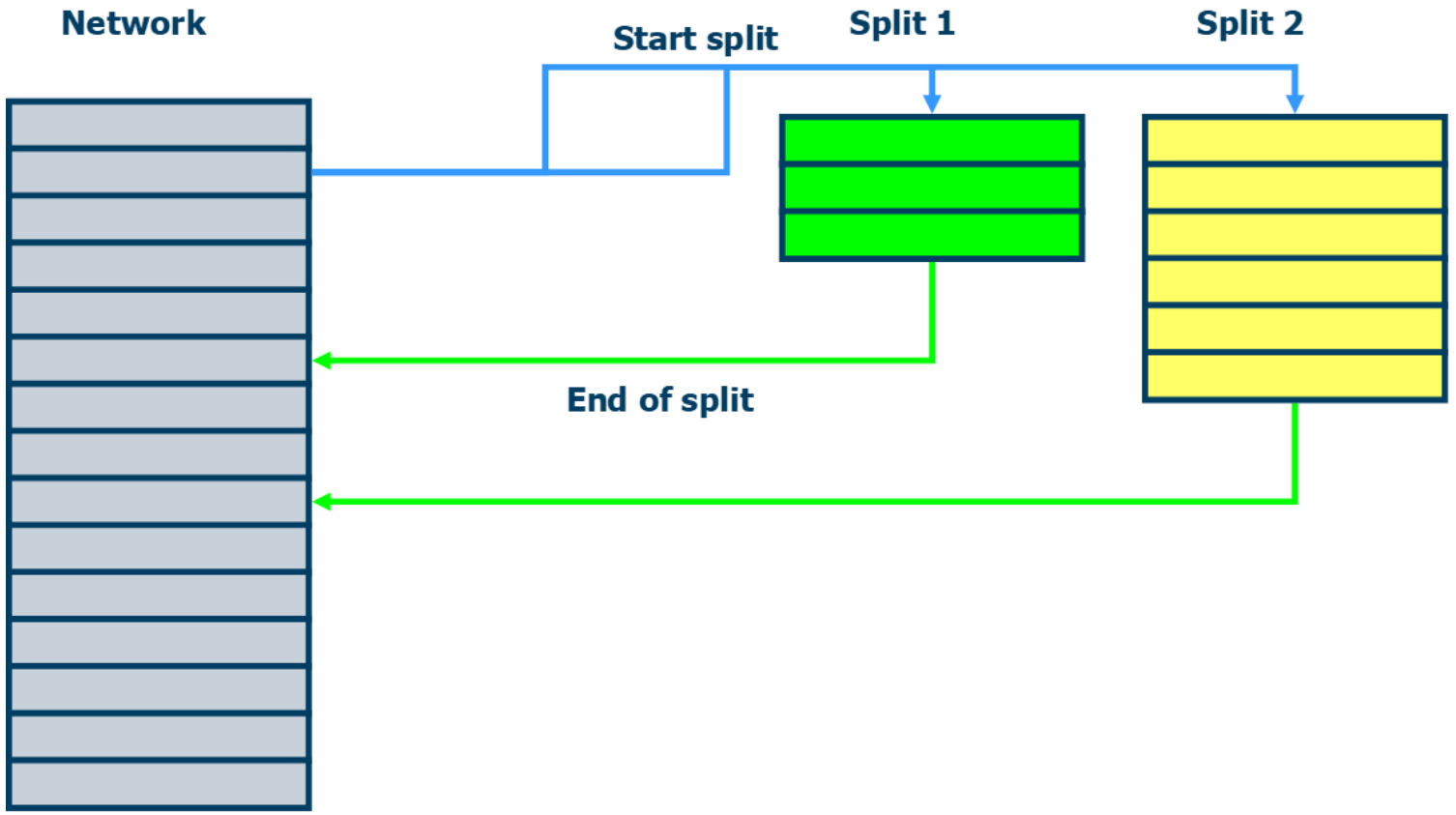
Asymmetric Split System



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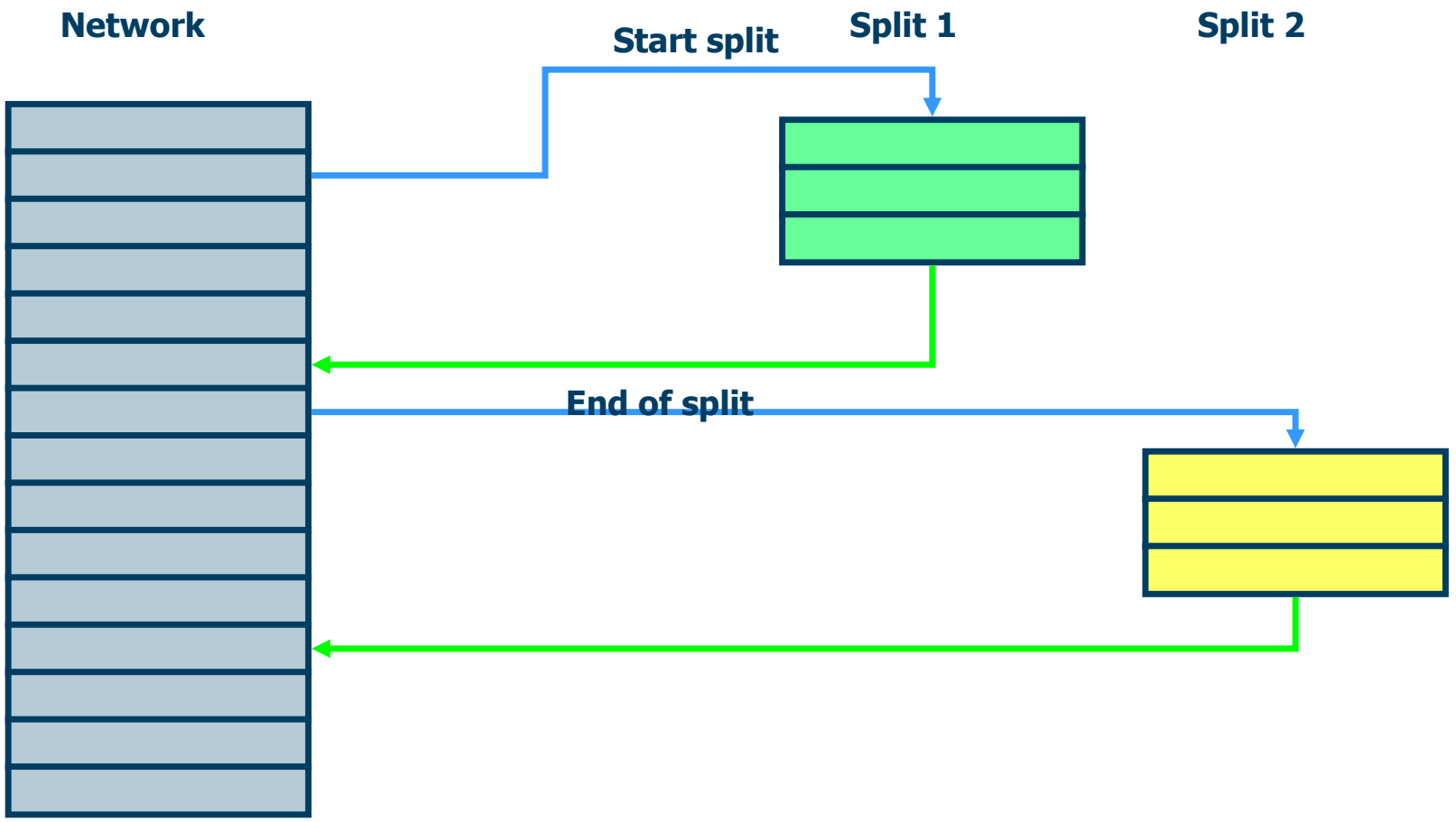
Complex Split System



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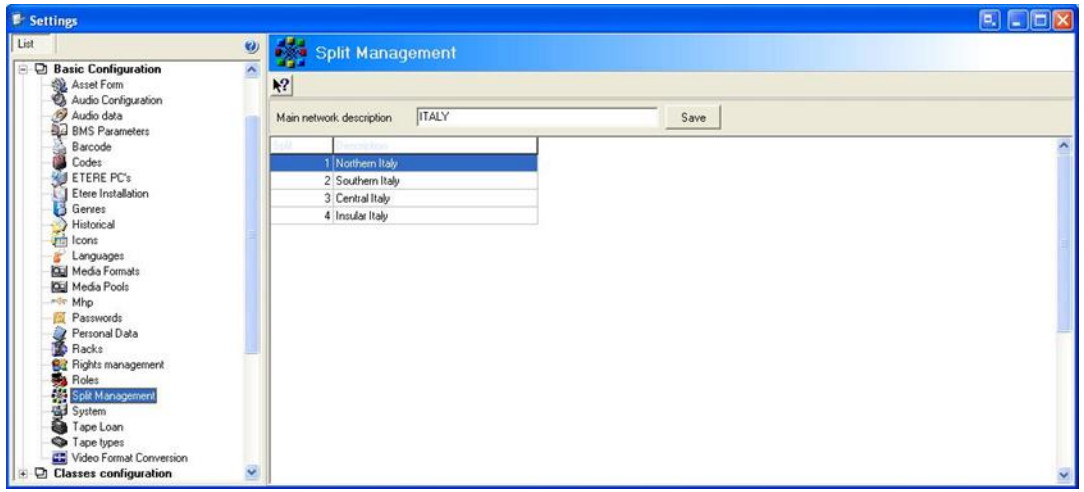
Easy Configuration

Multiple Regions



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

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Fillers Configuration

- 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

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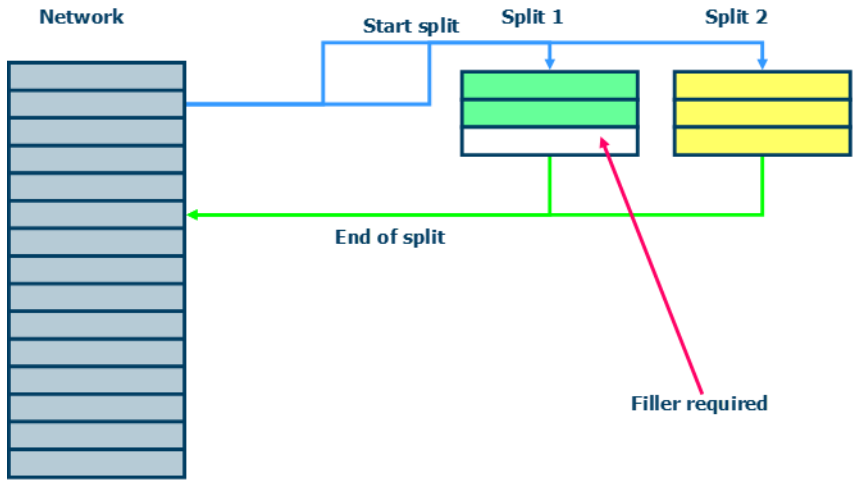
Fillers



- 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

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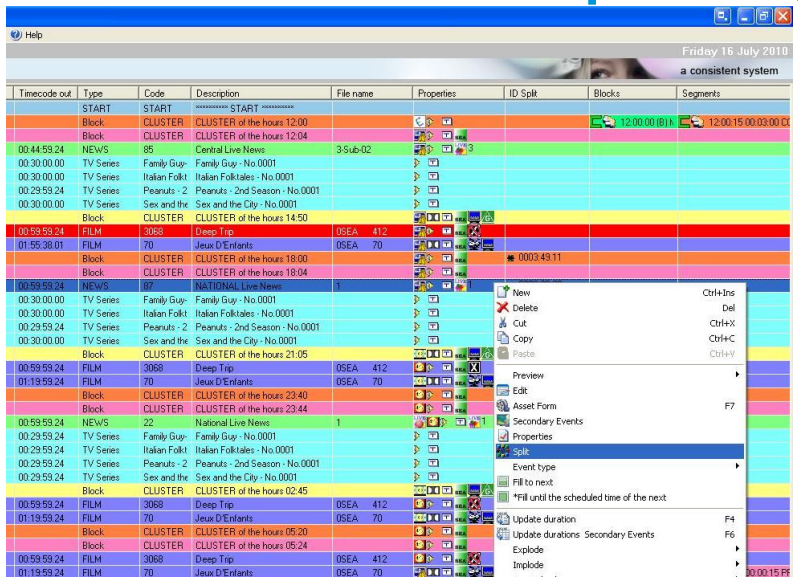
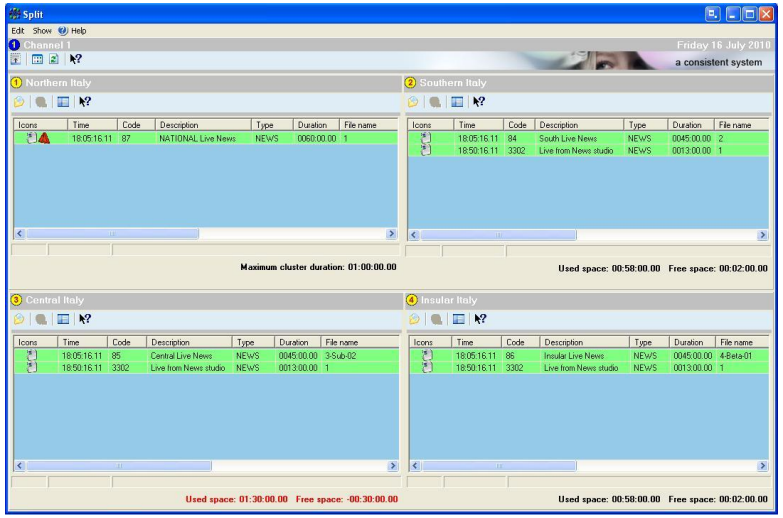
Split from the schedule

Splitting Programs





- 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

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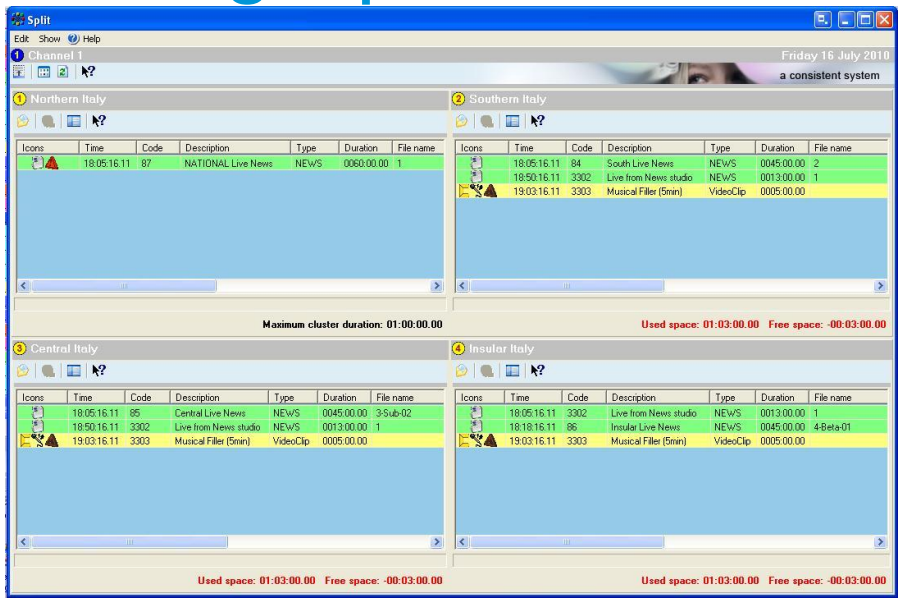
Filling Split Networks



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

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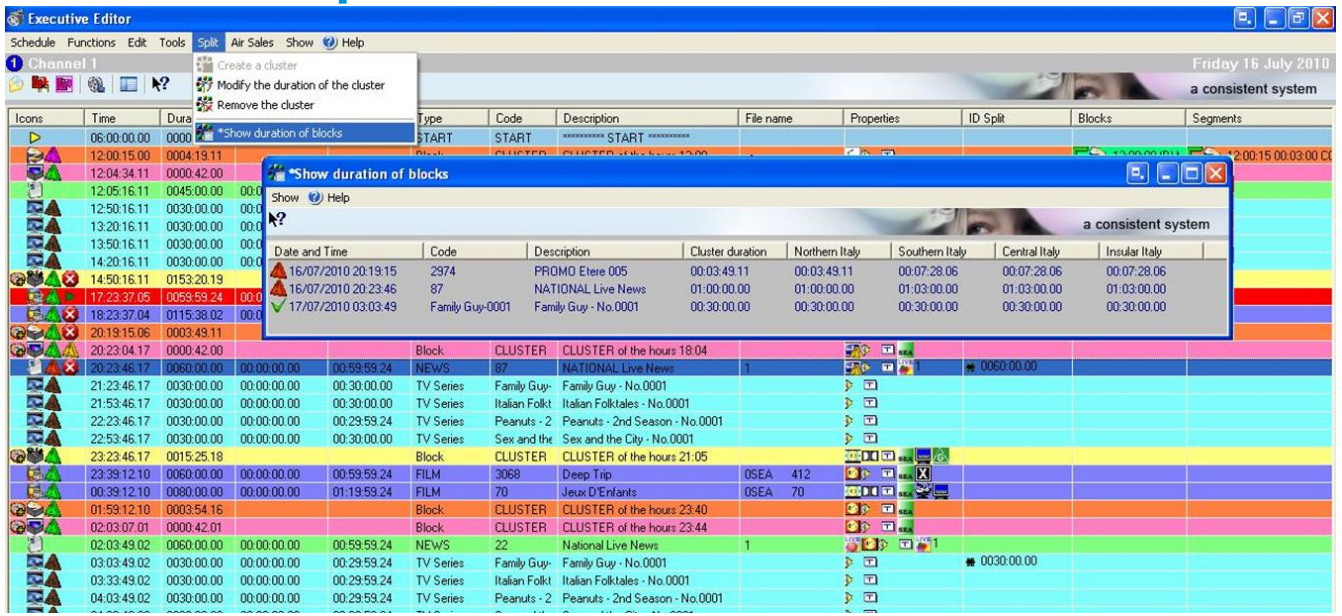
Split Clusters View



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

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Redundancy

Redundancy

Etere Ad Insertion support redundancy

- One to many
- One to one

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Thank you

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