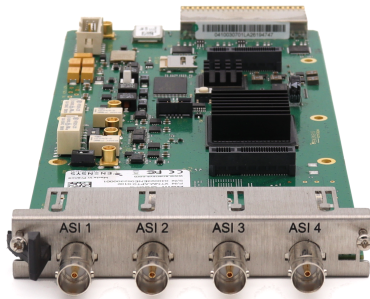


## AdsEdge Regional Ad Splicer



Combining both functions of an Ad Server and a Splicer, AdsEdge is a standard-based solution designed to insert Targeted Content of file-based content (Ads, News, Weather, etc.) for DTT or cable networks. It behaves as an Ad Server to store content and schedule files, and behaves as a deterministic Splicer to update the live stream upon reception of SCTE-35 triggers.

### Ad Server & Splicer in One Box

AdsEdge combines both functions of Ad Server and Splicer. It behaves as an Ad Server to store content files (Ads, News, etc.), schedule files and it also generates the reports. It behaves as a deterministic Splicer to update the live stream with dedicated content upon reception of triggers.

### Deterministic Ad Insertion for DTT SFN Operations

AdsEdge performs deterministic content replacement in order to be compliant with terrestrial SFN broadcasting networks: bit-to-bit equivalent playlist insertion for each AdsEdge of the same SFN cell.

### Ad Insertion for Statmux TV Multiplexes

Content insertion for both constant and variable bitrate (CBR/VBR), enabling insertion at the edge of the network. Real-time analysis is performed to insert the highest quality possible, based on the ABR technology.

### Industry-standard SCTE Interfaces

Content insertion is based on deterministic playlist (SCTE-118-3) insertion into a live stream following a SCTE-35 trigger.

### Available for Different TV Platform Delivery

The solution is compatible with any terrestrial network, including DVB-T, DVB-T2, ISDB-T and is also efficient for cable networks.

### STB or iDTV Receiver Agnostic

The content insertion does not modify audio and video content, ensuring compatibility with all DTV receivers and no service quality loss.

AdsEdge is ENENSYS' standard-based solution designed to insert targeted advertising in TV networks at the regional scale (DTT, cable, OTT...)

## AdsEdge Regional Ad Splicer

### Applications

- Targeted Ad insertion in live TV service
- Regional based content insertion:
  - Local TV news
  - Local Weather forecast
- Sustainable TV program

### Other benefits

- Easy to deploy, easy to use
- Cost efficient : keep control of the costs while increasing the advertisement catalog and revenue generation
- Ensures viewers loyalty by matching viewers expectations
- Reduces environmental impact by mutualising TV distribution at the network's edge

## Technical specifications

### INPUTS

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#### Control

1x Gigabit Ethernet (RJ45) for GUI/SNMP and for file upload

#### TS/T2-MI

Up to 2x ASI inputs (BNC)

1x Gigabit Ethernet (RJ45) - Option for TS/T2-MI over IP input streams

Up to 2x DVB-S/S2 inputs (F-type) with HDmSat-AdsEdge (one active)

### OUTPUTS

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#### TS/T2-MI

2x mirrored ASI outputs (BNC)

1x Gigabit Ethernet (RJ45) - Option for TS/T2-MI over IP output streams

#### Availability

ASI bypass (option) to always output incoming TS/T2-MI over ASI

### FEATURING

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#### Standards

ETSI TS 102 773 V1.3.1

SCTE-35 and SCTE-118-3

MPEG-2 and MPEG-4 AVC/HEVC

#### Storage

128 GB internal memory available

Schedule files and reports

Flexible files delivery (FTP or other)

#### SFN Compliant

Deterministic local Ad insertion to enable SFN broadcasting

No external reference needed

#### Service Availability

ASI bypass to deliver the live stream in case of power failure

#### TV Content Insertion

Regional insertion of file-based content into a live TS/T2-MI stream

Upon SCTE-35 trigger reception or manual trigger command

Report generation for Ad agencies (sales houses)

Up to 8 simultaneous insertions (in 1 MPTS or 8 SPTS)

#### DVB-T2 Compliant

T2-MI input and T2-MI output

Single and multiple PLP support

#### VBR Insertion

Variable bitrate insertion for STATMUX streams

Automatic detection of the available bitrate

Selection of the corresponding video chunk

#### Monitoring & Supervision

Easy-to-use HTML5 GUI

User management

Full SNMPv2 support

## AdsEdge Regional Ad Splicer

### PHYSICAL

#### Height

1.69 in (43 mm)

#### Depth

12.70 in (322.8 mm)

#### Front Panel

LCD display and controls

#### Power Consumption

20 W/module

#### Width

17.46 in (443.7 mm)

#### Format

1 RU, width 19 in

#### Power Supply

100-240 V 50/60 Hz or 48 V DC

#### Operating Temperature

0 to 50°C / 0 to 131°F with 3 modules - 0 to 45°C / 0 to 131°F with 6 modules

### Front

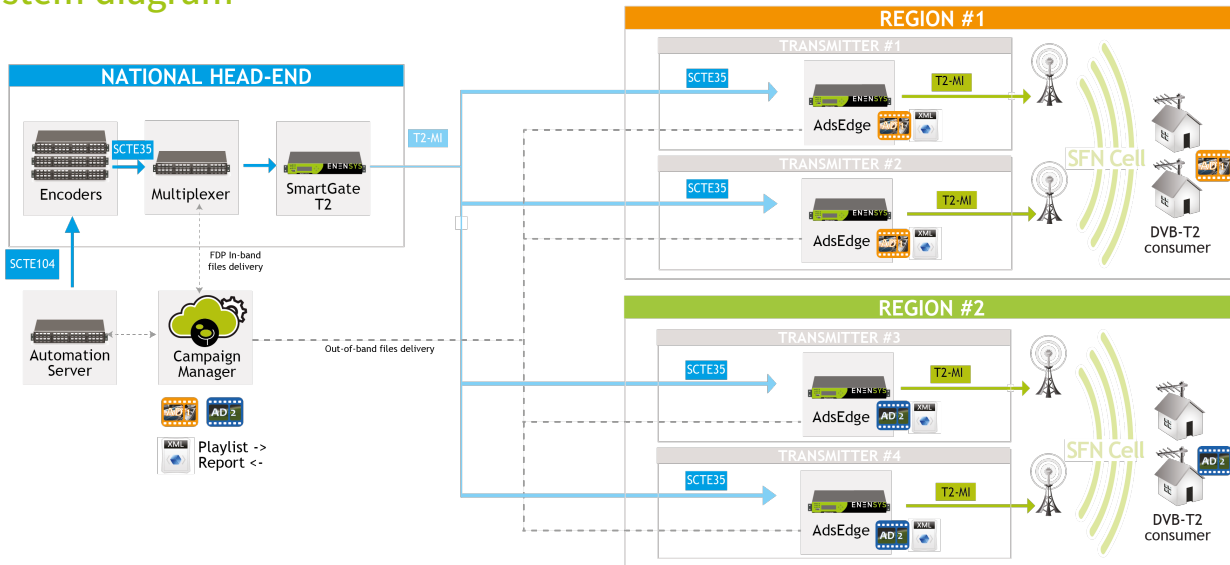


### Back



# AdsEdge Regional Ad Splicer

## System diagram



## Ordering codes

### AdsReach-Access

- Ads substitution based on SCTE-35 trigger, Scheduled or manual through API
- Centralized Ads Management including Ads provisioning and delivery, Playlist management, AsRun logs storage, AdsServer interfaces
- To order with a minimum of 1 day of Project Development and 1 day of Technical Assistance for system setup
- 1 year, 3 years or 5 years commitment

### AdsReach-Ultimate

- Ads substitution based on SCTE-35 trigger, Scheduled or manual through API
- Centralized Ads Management including Ads provisioning and delivery, Playlist management, AsRun logs storage, AdsServer interfaces
- System redundancy for ads substitution and centralized Ads Management
- SCTE-35 generation based on content detection
- TS and SCTE-35 Monitoring
- To order with a minimum of 3 days of Project Development and 5 days of Technical Assistance for system setup
- 1 year, 3 years or 5 years commitment

### AdsReach-Performance

- Ads substitution based on SCTE-35 trigger, Scheduled or manual through API
- Centralized Ads Management including Ads provisioning and delivery, Playlist management, AsRun logs storage, AdsServer interfaces
- System redundancy for ads substitution and centralized Ads Management
- To order with a minimum of 1 day of Project Development and 3 days of Technical Assistance for system setup
- 1 year, 3 years or 5 years commitment

## Ordering options

### Streamprobe IPTV