AdsReach Targeted Advertising Solution



ENENSYS

From zero to cash with AdsReach targeted advertising solution for linear TV!

As the TV industry seeks to generate more advertising revenue, it faces challenges in personalizing and monetizing linear TV content. Drawing on its extended experience, ENENSYS has developed a comprehensive, efficient and elegant targeted advertising solution called AdsReach, allowing TV operators, distributors and advertising agencies to generate additional revenue through localized advertising. The solution aims to substitute content for linear TV across all TV platforms.



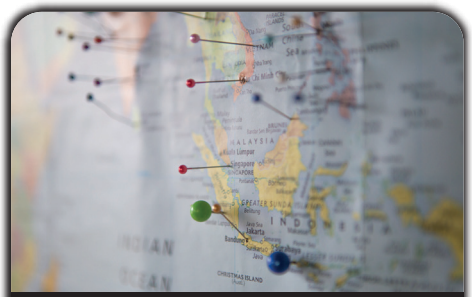
Localize content and advertising for internationally broadcasted channels



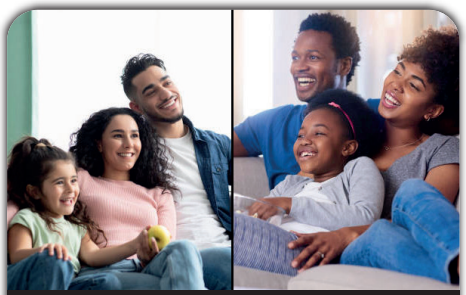
Unlock Addressable TV potential by making streams technologically compatible with SSAI and DAI



Remove unsuitable content, solve broadcasting rights issues, and unlock new broadcasting areas and ad inventories



Personalize content on a domestic DTT network, at a scale of a region or a city



Perform client-side insertion in the operator set-top-box

Benefits

- End-to-end solution: generate revenues without specific ad signaling
- Easy to deploy, easy to use
- Unique performance: lowest latency of the market
- Interoperability with third-party AdTech solutions: use your digital inventories on linear TV

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www.tonercable.com

toner cable equipment, inc.

AdsReach Targeted Advertising Solution

AdsReach™ covers the full range of the ad insertion process

ENABLE

Create new ad inventories

To unlock the potential of Addressable TV, TV channels will need to manage a proper ad signaling to enable content substitution and benefit from its additional revenue potential.

MediaCast AdsReach

Targeted ads signaling server

- Automatic content detection
- Enable server-side and client-side insertion
- Ad triggers insertion
- New ad inventory creation

MONITORING

MANAGE

Lower operational costs & focus on the value creation

Manage all your channels and substitution campaigns from a single central point.

Campaign Manager

Centralized campaign management

- Audience segmentation
- Playlist & spot delivery
- Reporting centralization
- Integration with Ad Decisioning systems

Monitor the video quality of your entire targeted advertising solution. Content substitution can only be enabled with correct signaling: control your signaling quality and ensure that your ads are effectively replaced at the right time with the right content!

SUBSTITUTE

Personalize the content & ensure its quality

Launch hundreds of network-side or client-side insertions each day with ENENSYS splicing technology. Increase the advertising revenue without compromising the stream quality.

AdsEdge

Fastest ad inserter on the market

- Low latency splicer
- Ad server & splicer in one box
- Content insertion for hours

CubeAgent

Client-side ad insertion for DTH

- Library operating in the STB
- In-band reception of content/playlist
- Supporting constrained environment

StreamProbe

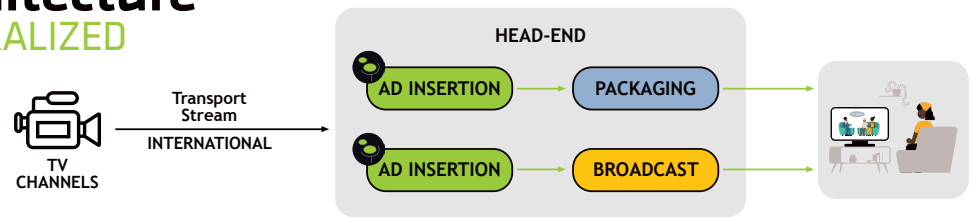
Video quality monitoring

- Quality of Service/Experience monitoring
- On-error alarming & recording
- Specific monitoring for ad insertion

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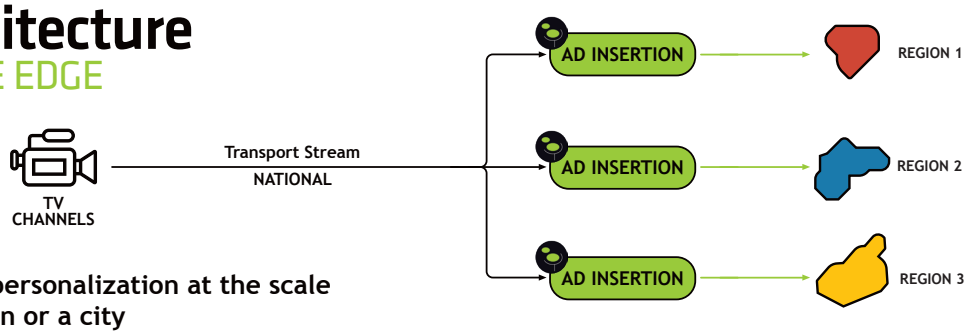
AdsReach Targeted Advertising Solution

Architecture
CENTRALIZED



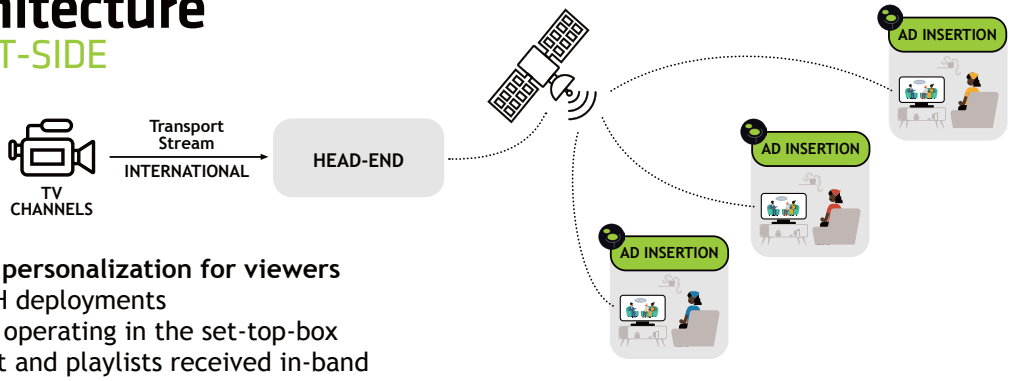
Content personalization at the scale of a country
- Applicable for OTT, Cable, IPTV and DTT deployment
- VBR compliancy
- Deployment hardware or software

Architecture
AT THE EDGE



Content personalization at the scale of a region or a city
- Applicable for DTT, Regional Cable/IPTV, OTT Head-end
- Unique SFN feature for DTT networks
- Deployment hardware or software

Architecture
CLIENT-SIDE



Content personalization for viewers
- For DTH deployments
- Library operating in the set-top-box
- Content and playlists received in-band

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