

## ADTH RAS/R Ad Solution

**ADTH RAS/R Ad Solution** allows broadcasters, media, content or program facilities to deliver relevant and localized content to consumers enhancing their user experience; at the same time helping advertisers to target their message more appropriately, and open up new revenue streams.

With the rise of social media, mobile devices and advance connectivity, consumers have access to content and brands quickly and easily. They are more connected therefore consumers are demanding a more personalized viewing experience. In response to this changing behavior, broadcasters want to deliver relevant, localized advertising and content across different geographic, linguistically diverse regions within their broadcast umbrella. Advertisers will benefit with the targeted messaging capabilities and broadcasters will increase their ad revenue with this new channel method as well as be able to protect themselves from potential copyright infringements by blocking out sensitive material selectively across their broadcast distribution reach.

The RAS/R Ad Solution allows broadcasters to swap any content or insert a targeted ad to an existing content stream. The process will seamlessly localize the alternate content while preserving the quality of the existing content. The system is also able to splice different content with the same standards as the program stream and deliver accurate frame-to-frame insertion. The solution coordinates with the broadcast schedule so that the ad or content insertion operation can be pre-planned and/or scheduled ahead to go live. The entire operation is automated and the substitution history can be logged for future reference.

The solution runs across multiple platforms and network types such as digital television, IPTV, cable and satellite. Unlike traditional broadcasting systems in which all ads are set at the main distribution studio, RAS/R Ad solution has the ability to set specific advertising to suit a smaller region of viewers.

With the RAS/R Ad Solution, advertisers can now adopt a targeted and cost-effective advertising plan; broadcasters can set different revenue streams monetizing content on every mobile device.

### System Benefits

- Allows segments of one or more compressed program streams to be substituted with alternate content at a specified time for a specified duration.
- Allows the swapping of commercial content of a program stream with alternate content; thus tailoring the advertising message to a different demographic group than the initial target group.

### System Functions

- Main operator transfers playlist from automation system to RAS Server database;
- Main operator uploads alternate program content (ads) to RAS Server;
- Main operator enters group substitution lists that paired the original program with alternate content. Such group lists is created for each region and channels that has a distinct set of alternate ads
- Ras Server assigns a list of Splice Event IDs that attached to SCTE35 messages whenever a particular Asset ID appears in the schedule of a particular source.
- Main operator assigns a group substitution list to each site so that the site-splicer(s) know which substitution list to follow for each channel.
- Splice schedule information, group substitution lists and alternate content (ads) are replicated from the main database/server to the regional studio cache.
- Regional splicers send alternate content (ad) playout log to database (or regional database cache) for each regional studio splice point.

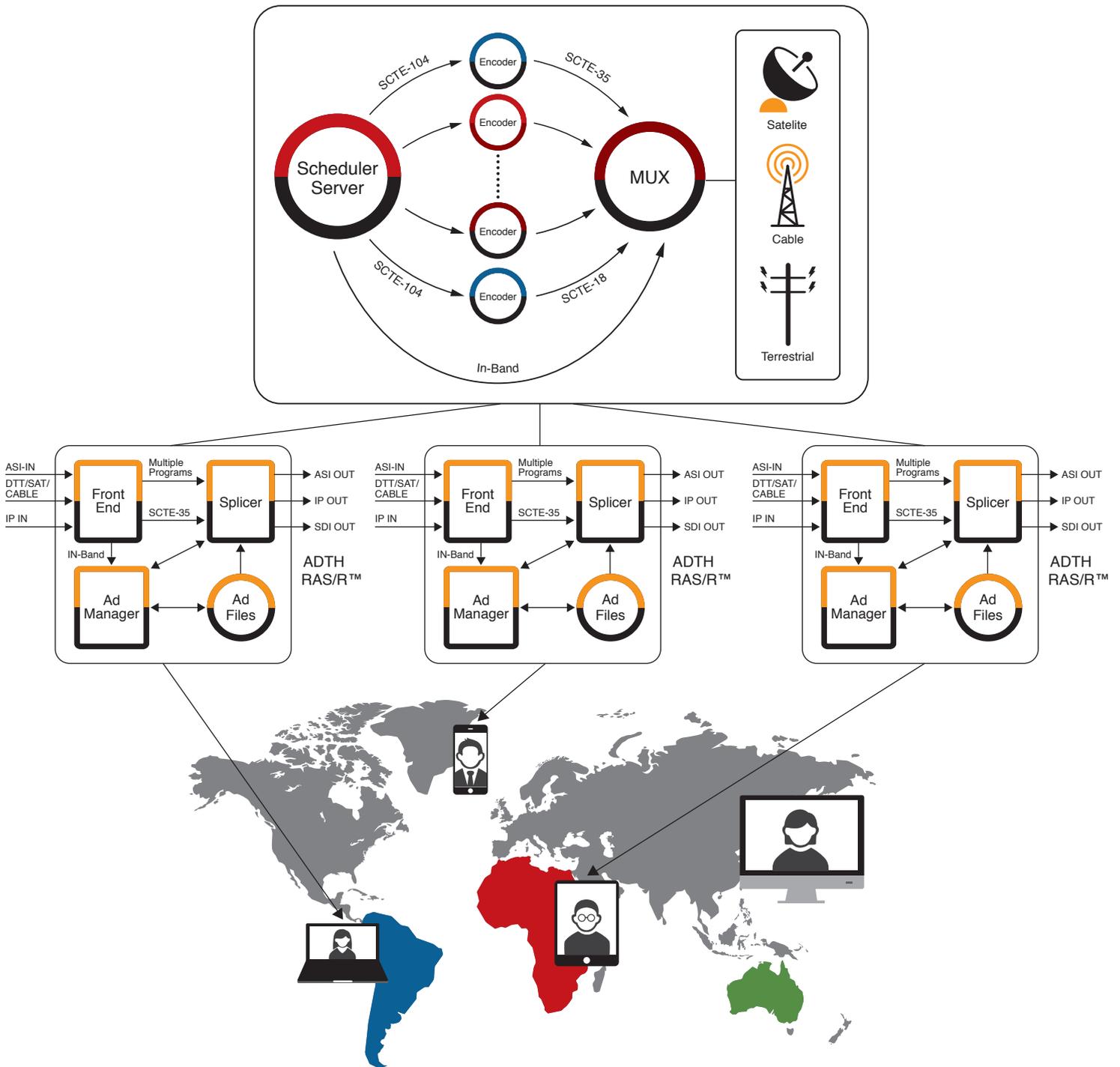
### System Features

- Centralised management system (RAS Server).
- Multiple channel splicing engine.
- Integrated inband data and content delivery module.
- Integrated SCTE104 messaging module.
- Playlist and splicing schedule processor.

### System Requirements

- An automation and playout system.
- DVB Encoders with DPI feature for carrying SCTE35 messages.
- DVB multiplexer for carrying original program and in-band data.
- Enough bandwidth to handle both the original program and the alternate ad content as in-band data.
- An NTP or PTP time server to synchronize the time between the playout server and the RAS server.

# System Drawing



## ADTH

For over 20 years, Atlanta DTH, Inc. has been a leading supplier of Cable and Satellite DTH communications equipment and an innovator of ground-breaking telecommunication systems for IPTV, OTT, DTT and other media related applications. Our solutions provide the tools for content broadcasters to expand their service offerings to existing and new customers allowing them to expand and develop their markets. We strive to meet the technological goals of our customers; be it in the broadcast, telecommunications or IPTV markets.

