



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

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.



Applications

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

Other benefits

- Insertion of pre-stored content into a live stream
- Targeted insertion upon SCTE-35 reception
- Insertion according to SCTE-118-3 schedule files
- Report generation (SCTE-118-3 based AsRun logs)
- TV content, schedule and reports files delivered through FTP or other transport protocols
- DVB-T2 SFN support in SPLP or MPLP
- Constant and Variable BitRate support (CBR and VBR)
- Built-in DVB-S/S2 reception as an option
- Bypass mode to guarantee service availability

Technical specifications

INPUTS

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

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

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

43 mm / 1.69 in.

Depth

322,8 mm / 12,70 in.

Front Panel

LCD display and controls

Power Consumption

20 W/module

Width

443,7 mm / 17.46 in.

Format

1 RU, width 19"

Power Supply

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

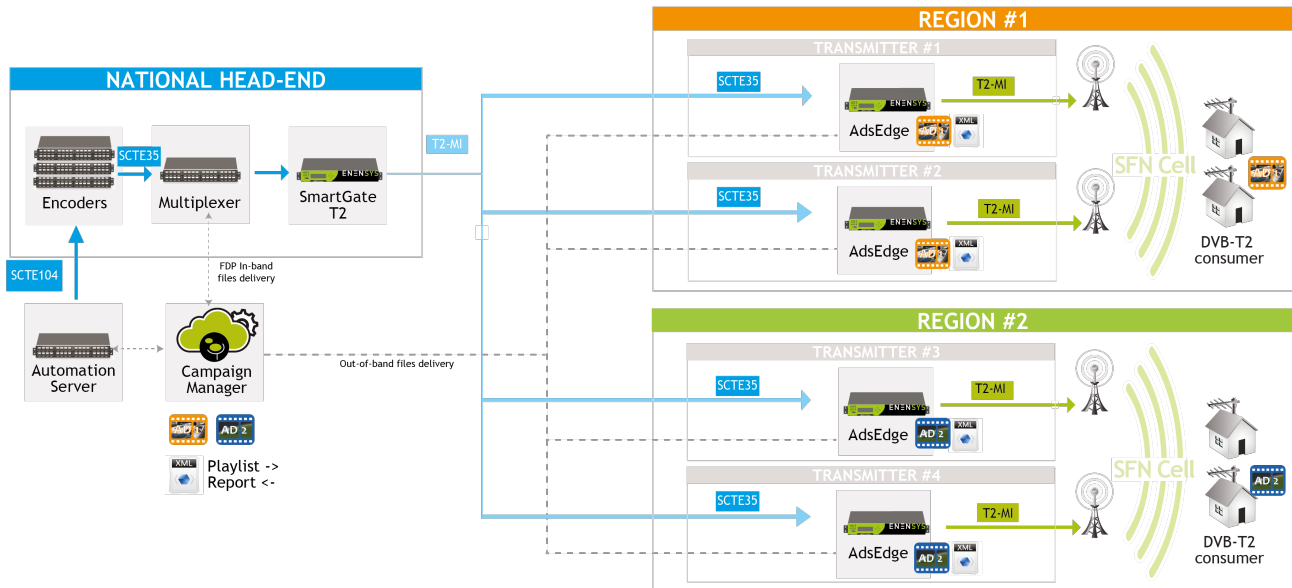
Front



Back



System diagram



Ordering codes

HDc-Multi-220V

High Density chassis with 220V input

HDmII-AdsEdge

Local Ad Insertion module for HDc chassis using 1 slot (2xASI In/2xASI Out)

HDc-Multi-48V

High Density chassis with 48V input

HDmII-Sat-AdsEdge

Local Ad Insertion module for HDc chassis using 1 slot (2xASI/2x DVB-S/S2 F-connectors)

Ordering options

AdsEdge-Bypass

ASI hardware passthru to maintain live TV stream

AdsEdge-Splicing8

Deterministic Ad Insertion for 8 TV services

AdsEdge-Splicing4

Deterministic Ad Insertion for 4 TV services

AdsEdge-VBR

Content Insertion in Statmux multiplexes (variable bitrate)