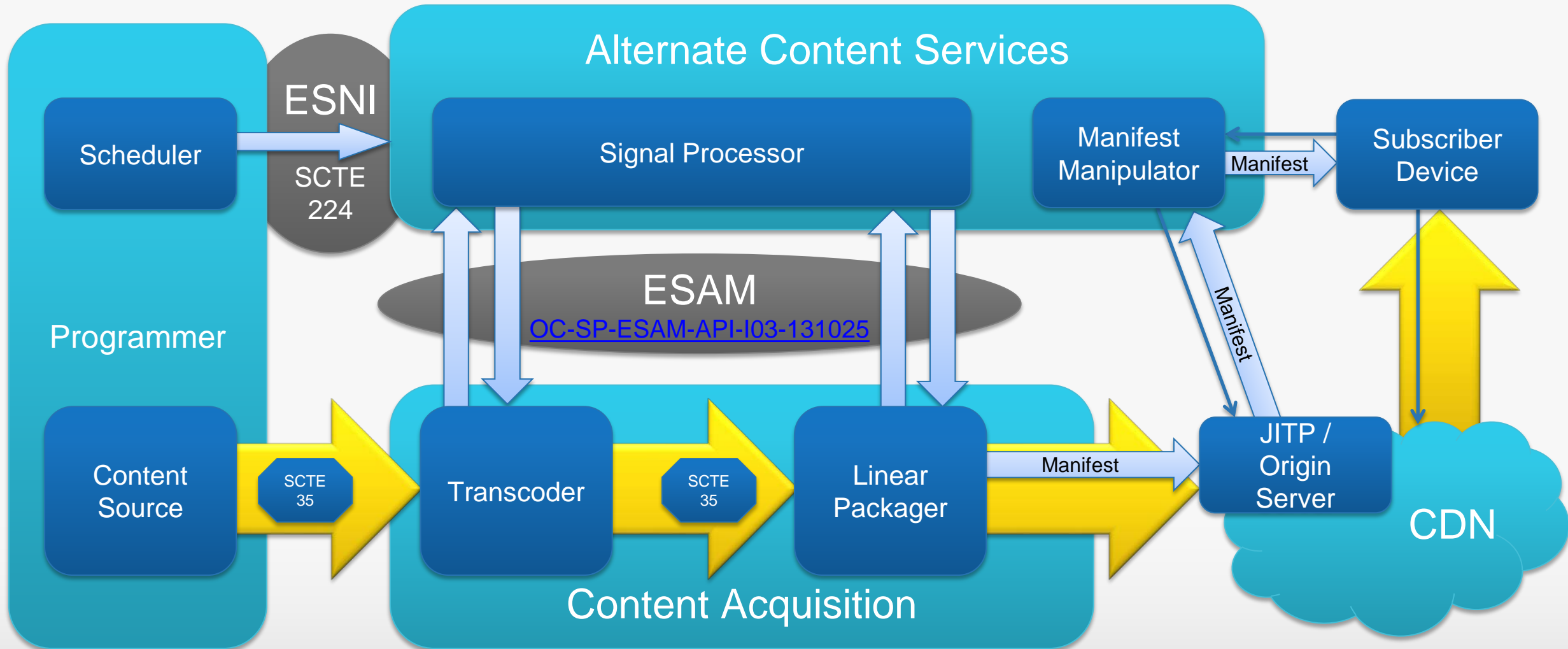


DYNAMIC ADVERTISING & ALTERNATIVE CONTENT

David Agranoff

January 21, 2016

Alternative Content Management & Blackout





Event Signaling and Notification Interface (ESNI)

- Programmer to Distributor interface
- Simulate programmed, linear content over all distribution channels
- Manage blackouts, content switching, ad insertion
- Supports Production Use Cases:
 - Blackout or switch content based on physical location of user
 - Blackout or switch content based on client device characteristics (device type, OS)
 - Blackout or switch content for schedule-based syndication exclusivity
 - Downgrade content based on device characteristics (unprotected outputs)
 - Provide linear schedule with metadata
 - Announce upcoming advertising placement opportunities



Use of EIDR in ESNI

- Video Service ID
 - Coordinate precise linear network from provider to distributor
 - Identify alternative content linear feed
- Content ID
 - Identify particular program within a linear network
 - Identify alternative VOD content
- Ad-ID
 - Identify existing advertisements
 - Identify targeted advertisements (for dynamic placement)

SCTE 35 - Digital Program Insertion Cueing Message for Cable

- In-band message to indicate “splice points” or segments
- Originally designed for MPEG2 Transport Stream
- May be represented in:
 - ISOBMFF (in ‘emsg’ box)
 - DASH
 - HLS
- Includes one or more unique content identifiers (UPID)
 - EIDR
 - Ad-ID
 - Proprietary Airing ID

Dynamic Advertising and Content Identification in DASH

- Periods
 - Custom Manifest
 - XLink
- MPD Chaining – great for pre-rolls
- Asset Identifier
- Essential or Supplemental Property