PRISMA

For Linear TV Advertising

Redefining Linear TV Advertising

The rise of OTT services and Dynamic Ad Insertion (DAI) has not eclipsed the well-established linear advertising business. Delivered regionally or over ad zones, linear ad inventory still represents an attractive and relevant spend for advertisers.

With the convergence of media delivery (anywhere, any device), media video ad inventory buying must also be simplified and streamlined to enable both impression-based and schedule-based ad insertion.

PRISMA solution for Linear TV Advertising has been designed to meet those challenges: protect existing deployment using legacy SCTE-30/35 insertion, while paving the way for hybrid models (combine schedule and impression-based) with CCMS linear ad schedule and VAST interface.

Combined with PRISMA DAI solution, a complete and uniform solution can be deployed to manage content monetization.

Benefits

- **Protect existing revenues** by upgrading "legacy TS" ad insertion chain with state-of-the-art next generation linear ad splicing SW-based solution
- **Linear Ad ecosystem integration:** combine splicing capabilities with linear ad schedule ingest (CCMS) for central and regional local advert.
- **Cost–Optimized Architecture:** Leverage Aquila video transcoding solution to enable baseband splicing with ad schedule ingest (CCMS)
- **Increase yield and revenue** with the ability to introduce and manage new inventory monetization options (local, addressable/impression-based using VAST, hybrid)
- **Optimize TCO:** unify ABR backbone content delivery across "legacy" main STB and OTT 2nd screen audiences with Dash-TS ingest

Protecting existing revenue

Regional, local advertising remains the lion-share versus impression-based for some distributors like MVPDs who own a portion of the ad inventory. Protecting existing revenue, while paving the way for increasing ad inventory value (with addressable TV, Dynamic Ad Insertion) value is essential.

PRISMA supports how traditional ad splicing is managed today, via a full SW-based architecture:

- Multicast ingest with SCTE-35 signaling
- SCTE-30 interface towards Ad server
- Digital ad splicing based on ad multicast
- Generate verification files (.VER)

PRISMA goes beyond traditional ad splicing by **simplifying the architecture**, and providing a way to **monetize unsold inventory** via its next generation architecture

All-in-one solution

PRISMA not only features ad splicing capabilities, it also supports ingest of linear ad schedules like CCMS, or CSV for combining regional or central ad splicing with local ad decisioning:

- PRISMA Ingests linear ad schedule per channel, for each ad zone (either centrally or regionally)
- Upon SCTE-35, PRISMA knows the list of ads scheduled for that particular ad break
- Instead of splicing ads based on an ad multicast, PRISMA fetches creatives as files, or retrieves them via HLS

Simplify your architecture

As a SW-based linear ad splicing solution, PRISMA simplifies your architecture:

- Streamline ad decisioning using VAST protocol
- Unify your core delivery network with DASH-TS ingest instead of multicast
- Unify the way creatives are managed between Dynamic Ad Insertion and linear ad using HLS

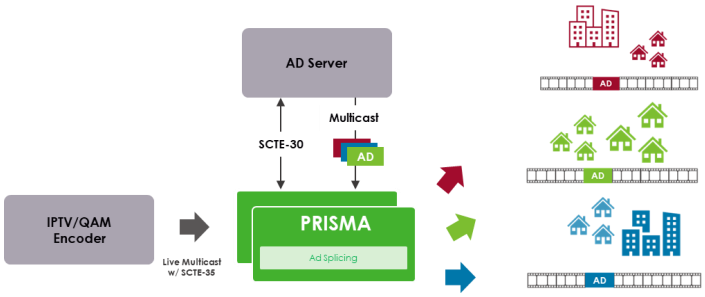
Diversify ad inventory monetization

PRISMA solution for Linear TV Advertising redefines the way traditional ad splicing is managed by combining directly sold ad inventory with impression-based ad decisioning:

- Depending on the ad break opportunity, PRISMA may splice ads directly sold (coming from CCMS for instance), or get the ad decisioning from a Ad Decision Server (ADS) using VAST interface.
- PRISMA implements an audience interface to convey audience details to the ADS
- Monetize unsold inventory using impression-based ad decisioning by combining directly sold ad inventory, and impression-based (based on connected audience)

Traditional Ad splicing

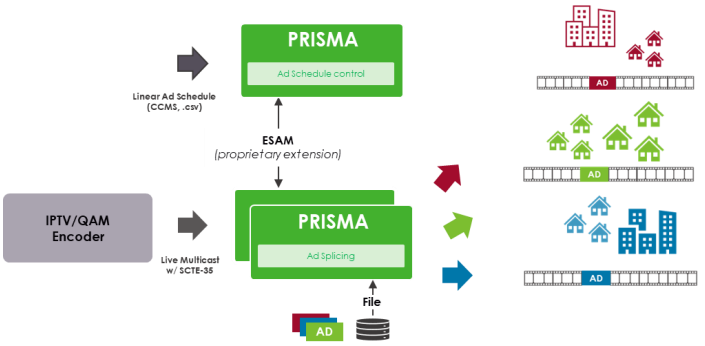
Workflow: Legacy TS Ad Splicing



Renew your TS ad splicing infrastructure with a full SW-based solution, enabling legacy TS ad splicing and future migration to advanced workflows:

- TS Ad splicing based on **SCTE-35 in-band signals**
- **SCTE-30** compatibility with legacy Ad Server
- Splicing based on ad multicast

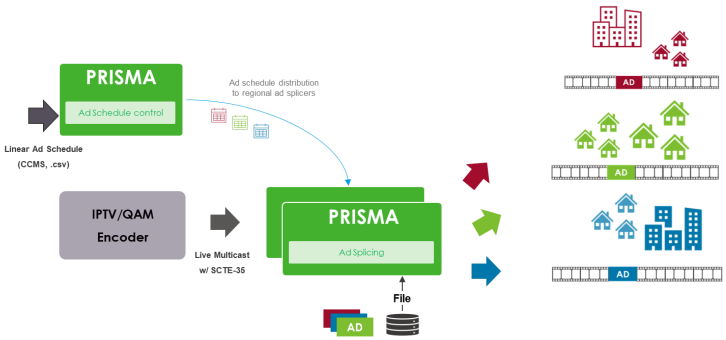
Workflow: all-in-one TS Ad Splicing



Simplify your operations by combining linear ad schedule ingest with TS ad splicing processing

- Linear Ad schedule ingest (CCMS or .CSV), co-located with splicer or separate)
- Ad decisioning using MediaKind interface (ESAM proprietary extension)

Workflow: Distributed/Edge Ad Splicing

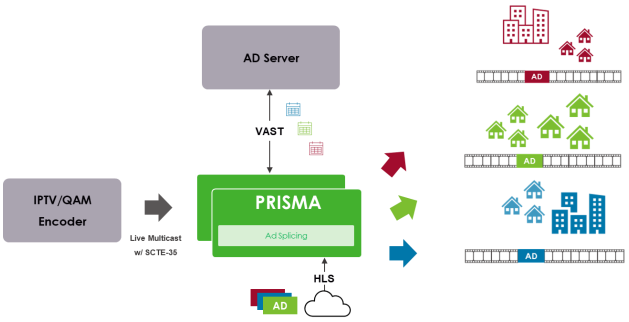


Distribute your ad splicing capacity regionally, at the edge of your network, while simplifying the flow:

- Consolidate linear ad schedules centrally for each ad zone, each channel, and distribute schedule per ad zone
- TS Ad splicing based on **SCTE-35 in-band signals** and local ad schedule
- Deploy at the edge using PRISMA as standalone, or integrated into MediaKind RX1

Next Generation Linear Ad splicing

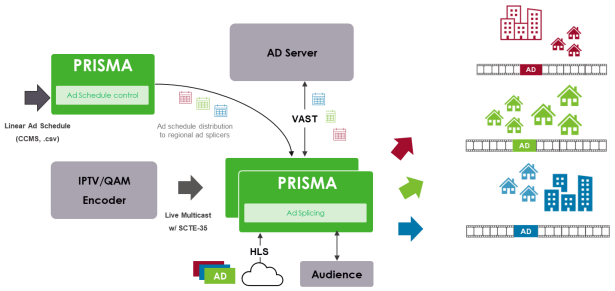
Workflow: Linear advertising using VAST decisioning



Streamline your Ad insertion flow between linear ad insertion and Dynamic Ad Insertion for OTT, and monetize unsold ad inventory

- Leverage **VAST** interface, enabling campaigns to be managed from a single ADS
- Mutualize the way creatives are fetched between DAI and linear ad insertion using **HLS** protocol

Workflow: Hybrid ad inventory monetization



Increase linear ad inventory revenue by combining direct sales (linear ad schedule) and impression-based (using VAST) ad decisioning

- TS Ad splicing based on **SCTE-35 in-band signal**
- **Ad routing:** based on signal type, PRISMA decides to fetch ad decisioning from either linear ad schedule or from the ADS (using VAST)
- Mutualize the way creatives are fetched between DAI and linear ad insertion using **HLS** protocol

Linear Ad Splicing capabilities

Input	**Protocols:** MPEG-TS over IP (MPTS & SPTS), DASH-TS **Redundancy:** IGMPv3-based redundancy (MPEG-TS input only), dual source redundancy (active/active or active/passive modes) **Codec:** MPEG-2, H.264, HEVC—MPEG1-LII, Dolby
Output	**Protocols**: MPEG-TS over IP (SPTS) **Redundancy**: dual output prevention (Multicast Guard Protocol)
SCTE-35 Management	Ad splicing based on **SCTE-35** in-band trigger (time signal or splice insert) **Ad routing capability**: Connect to ad decisioning entity based on signal type
Ad Server Interface	PRISMA features various options to retrieve ad decisioning: • **SCTE-30**: for legacy DPI/Ad insertion systems support • **VAST 3.0**: streamline connections to ad servers for impression-based and spot-based scheduling • **ESAM**: MediaKind proprietary extension to retrieve ad decisioning when using PRISMA Linear ad schedule ingest capabilities
Creatives/ads provisioning	• **Ad multicast**: Ingest and splice ads delivered as multicast (legacy SCTE-30) • **HTTP Ingest**: Ingest ads/creatives formatted in HLS (when using VAST interface) • **File ingest**: Ingest ads as TS or MP4 files stored locally or over external NAS (when using PRISMA Linear ad schedule ingest capabilities)

Ad Scheduling Ingest & Control

Linear Ad Schedule	Linear ad schedule ingest options: • CCMS: .SCH schedule ingest with verification file generation (.VER) • CSV file (MediaKind structure)
Multi-region distribution	For local/regional, ad-zone based scheduling, PRISMA can: • **Centralize ad schedules:** from same UI, collect and monitor your linear ad scheduling strategy per region/zone • **Distribute linear ad schedule**: per region/zone, PRISMA delivers the ad insertion strategy

Monitoring and Control

Control Interface	Control and monitoring via Web GUI. Fully configure-able using REST-API
Control and system protocols	REST, HTTP, NTP, FTP, IGMP v2 / v3, SNMP v2 / 3c
High Availability	Support both 1+1 and N+M redundancy schemes