SCTE-35

Library for Dynamic Ad-Insertion

Introducing SCTE-35 SDK for retrieval of SCTE-35 information from MPEG-2 TS and re-insertion this data into the Transport Stream.

SCTE-35 is a specification which defines "Dynamic Ad-Insertion". In the past, DVDs and Blu-rays often contained "trailers" and ads for future to-be-released titles. Today a lot of OTT content contains hard-coded advertisements in the stream. These ads become outdated after a while and need to be replaced. In the earlier days this required re-authoring the titles and re-encoding media.

Dynamic Ad-Insertion addresses this problem. Inside an MPEG Transport Stream (TS) information is embedded which marks the start and the duration of a pre-produced ad. This information is referred to as SCTE-35 data. Using this information it is possible to replace the pre-produced ad in such a stream with fresh, up-to-date content from a server.

OTT platform operators see this technology as the next key to monetizing their content.

KEY FEATURES

- **SCTE-35 Extraction:** Extraction of SCTE-35 information from MPEG Transport Stream.

- **XML Conversion:** Conversion of SCTE-35 data into XML, compliant with SCTE schemes.

- **SCTE-35 Insertion:** Timed insertion of SCTE-35 data into transport streams (with PID selection).

- **Heartbeat Information:** Inserting SCTE-35 dummy data as a placeholder to make the receiver aware that valid SCTE-35 information will appear later in the stream.

MAINCONCEPT SCTE-35 SDK PACKAGE

SCTE-35 SDK

Set of components allowing users of the MainConcept MPEG-2 TS Multiplexers and Demultiplexers to retrieve SCTE-35 information from MPEG-2 Transport Streams and / or re-insert this information into a Transport Stream. Corresponding encoders / decoders need to be licensed separately.

COMPONENTS

SCTE-35 SDK	MPEG-2 Demultiplexer (LL)
	SCTE-35 Extractor (LL)
	SCTE-35 Producer (LL)
	MPEG-2 Multiplexer (LL)
	(Corresponding encoders / decoders need to be licensed separately)

TECH SPECS

- Microsoft Windows 10 (64-bit, x86 and ARM)
- Apple macOS 10.11 and newer (64-bit x86), macOS 11 and newer (M1)
- Linux Ubuntu 14.04 LTS, CentOS 7.9 (64-bit, x86), Ubuntu 18.04 (64-bit, ARM)

For Windows, Mac OS X and Linux, the codec package consists of a Low Level API (in the C programming language).

MORE INFORMATION:
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