



## Press Release

# ENENSYS ENABLES LAST-MILE CONTENT LOCALISATION AND MONETISATION FOR DTT NETWORKS

Rennes – 8<sup>th</sup> July 2015: [ENENSYS Technologies](http://www.enensys.com), designers and manufacturers of digital TV transmission technologies, today announced its brand new AdsEdge solution. The system has been specifically designed to enable broadcasters to more effectively monetise their content, offering an innovative approach to local video content management.

Television remains the most effective means of engaging audiences and DTT free-to-air still dominates the broadcast and content delivery landscape. AdsEdge allows broadcasters to maximise this opportunity. The system offers an elegant means to generate additional revenue from existing output through the insertion of local content, such as adverts, news and weather forecasts, at the final stage of DTT delivery.



AdsEdge relies on SCTE 35 markers and enables locally targeted content to be inserted at the edge of the content delivery process – at the transmitter site – within a DTT Single Frequency Network (SFN) environment. The system’s deterministic approach allows it to handle the usual constraints of having the same content on the same frequency at the same time, vital with the predominance of SFN networks.

The AdsEdge solution is compatible with any terrestrial network, including DVB-T, DVB-T2, ISDB-T and fully supports MPTS, T2-MI and BTS inputs/outputs. It enables the step-by-step regional deployment of local ads and content and is supported by ENENSYS’ HDc chassis platform, enabling maximum flexibility, scalability and cost-efficiency.

Laurent Roul, Product Line Manager, Broadcast Networks Equipment at ENENSYS said, “Monetising content more effectively is an issue that every broadcaster, regardless of size, is concerned with. Even with the growth of anytime, anywhere content access, free-to-air DTT is what the majority of viewers access their content via. Local ad insertion is a very effective way of generating additional revenue from this existing infrastructure, and with AdsEdge we have designed a solution that specifically allows local content - whether ads, news or weather forecasts - to be inserted as close to the end-user as possible.”

**About ENENSYS:**

Founded in 2004 by digital TV professionals, ENENSYS Technologies has years of experience in the design and manufacturing of digital TV transmission systems. Its products sit between encoding/multiplexing and transmission, facilitating signal distribution over a wide variety of networks including IP. ENENSYS is the world leader for DVB-T2 technology, and covers other standards such as DVB-T, LTE Broadcast, T-DMB and DTMB. The company develops the technology embedded in its products and has released 15 patents to protect its intellectual property. For more information visit [www.enensys.com](http://www.enensys.com).

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