Press Release

ENENSYS DEBUTS ADSEDGE AT IBC 2015: ADDRESSING DTT CONTENT LOCALISATION AND MONETISATION

Amsterdam, IBC, Stand 2.A31 – 11ᵗʰ September 2015: ENENSYS Technologies, designers and manufacturers of digital TV transmission technologies, will demonstrate its brand new AdsEdge solution at IBC 2015 for the first time. Specifically designed to address broadcasters' growing need to more effectively monetise their content, the system offers an innovative approach to local video content management in DTT networks.

Despite the proliferation of new platforms and increasing fragmentation in the market, television remains the most effective means of engaging audiences, and DTT free-to-air continues to dominate the broadcast and content delivery landscape. AdsEdge is aimed at enabling broadcasters to maximise this opportunity. The system provides an elegant approach to generating additional revenue from existing output via the insertion of local content, such as adverts, news and weather forecasts, at the final stage of DTT delivery.

Laurent Roul, Product Line Manager, Broadcast Networks Equipment at ENENSYS said, "Even with the growth of anytime, anywhere content access, the majority of audiences around the world still access their content via free-to-air DTT services. More effective monetisation of content is an issue that's front and centre for every broadcaster; regardless of size, and local content insertion is a very effective way of achieving this. It enables broadcasters to generate valuable additional revenue from existing infrastructure, and with AdsEdge we have designed a solution that specifically allows local content (ads, news, weather forecasts, etc.) to be inserted at the last mile."

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.

In keeping with ENENSYS' ethos for network agnostic technology, AdsEdge is compatible with any terrestrial network, including DVB-T, DVB-T2, ISDB-T and completes ENENSYS' existing local content management solution for DTT environments. It is supported by ENENSYS' HDc chassis platform, enabling maximum flexibility, scalability and cost-efficiency.