

# SeaChange® AdPulse™ On Demand Advertising Manager

QuickSpec

## Version 1.4

The SeaChange® AdPulse™ On Demand Advertising Manager automates the dynamic insertion of advertisements into on-demand video streams. It enables critical back-office operations such as:

- Definition and management of on-demand advertising inventory
- Campaign Management – placement of orders against defined inventory and management of those orders
- Definition of ad placement rules that control run-time decision making about which advertising assets are streamed
- Distribution of ad insertion instructions to multiple VOD systems
- Comprehensive tracking and reporting on order execution across multiple VOD systems

The SeaChange AdPulse Manager uses core technology for playlists, splicing, and tracking provided in SeaChange Axiom® Content Dynamics.

Together, the SeaChange AdPulse Manager and SeaChange Axiom Content Dynamics provide a platform for generating new advertising revenue. They enable on-the-fly insertion of advertising into on-demand content and detailed tracking and reporting of the views and usage of inserted ads.

## COMPONENTS

The SeaChange AdPulse On Demand Ad Manager provides:

- A web-based campaign management interface to define inventory, enter orders, enter metadata for ad copy, and view reports aggregated from multiple VOD systems on ad execution and user actions during ads
- An ad decision schedule automation service that delivers ad insertion instructions to multiple VOD servers based on inventory definitions and orders
- An ad decision service that evaluates ad placement rules on stream request to determine which ads to play out in a VOD stream

## FEATURES

The key features of the SeaChange AdPulse On Demand Advertising Manager include:

- **Inventory management** – the ability to define advertising avails in on-demand content. Inventory definition includes first specifying a content group (by program, provider, or content category) to which the inventory definition will apply, then specifying the number and placement of ad breaks and the number of spots per break for programs in that content group.
- **Order entry** – the ability to specify the rules by which different ad copy will be inserted into on-demand content by assigning advertising copy to defined inventory.
- **Dynamic ad placement decisions** – the ability to modify a playlist at run-time to add, delete, or change ads played with assets based on defined ad placement rules.
- **Interior ad breaks** – In addition to pre and post-roll ad insertion, AdPulse On Demand allows ad insertion and/or replacement at ad breaks within the interior of on-demand content if interior ad breaks are marked with SCTE-35 descriptors.
- **Operational reporting** – the ability to view and track aspects of the overall operation of the SeaChange AdPulse Manager such as whether copy required to execute an order has been received and propagated.
- **Business reporting** – the ability to view and track specific business aspects of the SeaChange AdPulse Manager such as which inventory has been sold and which is unsold, summary of orders from a specific client, etc.
- **Verification reporting** – the ability to track and view data about execution of orders, views of specific ad copy, and user action during the ad views.

# Product Specifications

## SPECIFICATIONS

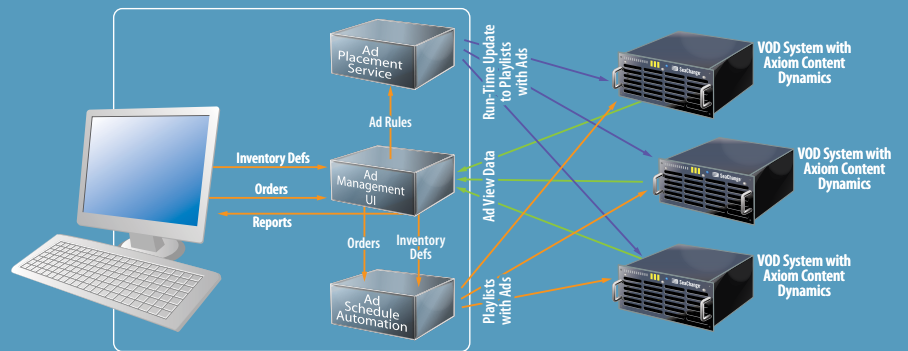
Includes a web-based user interface for inventory definition, order entry, and ad metadata entry.

Requires one (1) SeaChange AdPulse Management Server per market.

The SeaChange AdPulse Management Server includes:

- SeaChange AdPulse On Demand Ad Manager v1.4
- Microsoft® Windows® Server 2003 SP2
- Microsoft® SQL Server 2000
- Microsoft® IIS
- .NET v1.1\_4378 runtime

## SeaChange AdPulse On Demand Advertising Manager



## LIMITATIONS

- Axiom 3.5.3: All ads must be at least 30 seconds
- Axiom 4.0 or higher: All ads must be at least 15 seconds

## PREREQUISITES

The SeaChange AdPulse On Demand Advertising Manager requires that the following other components be installed in the VOD system:

- SeaChange Axiom Content Dynamics v1.4
- SeaChange Axiom On Demand v3.5.3, v4.x, 5.x or later with Asset Manager and CDS workstation

## OPTIONAL COMPONENTS

The SeaChange AdPulse On Demand Advertising Manager may be used in conjunction with the following other components depending on site requirements:

- SeaChange QuickSilver Input Workstation with SeaChange Ad Metadata Editor to ingest ads from tape
- SeaChange DigitalX Ad Automation Transcoder to automatically pull ads from an ad storage system
- Optional AdPulse Application Server may be required in markets with heavy playlist generation loads

SALES ORDER NO.	DESCRIPTION
<b>SWL-00-00007</b>	<b>AdPulse On Demand Ad Manager Application v1.4 Software License for Small TV Markets</b> — U.S. DMAs ranked 41 or greater; Non-U.S. TV markets of fewer than 750K TV households; Enables inventory definition, ad scheduling, and reporting across multiple VOD systems
<b>SWL-00-00008</b>	<b>AdPulse On Demand Ad Manager Application v1.4 Software License for Large TV Markets</b> — U.S. DMAs ranked 1- 40; Non-U.S. TV markets of greater than 750K TV households; Enables inventory definition, ad scheduling, and reporting across multiple VOD systems
<b>FGA-0458-00</b>	<b>AdPulse Management Server</b> — 2RU server runs AdPulse On Demand Ad Manager Application Software; Minimum one (1) per AdPulse installation; Requires one (1) AdPulse Software License
<b>FGA-0417-00</b>	<b>AdPulse Application Server</b> — 1RU server increases processing capacity of the AdPulse Management Server for sites with heavy playlist generation load; AdPulse Management Server is a pre-requisite
<b>TLA-0174-00</b>	<b>Axiom Content Dynamics Server Redundant Pair</b> — Two (2) 1RU servers running Axiom Content Dynamics Application Software and Legato CoStandbyServer software for redundancy; Minimum one (1) pair per Axiom on Demand back office solution; Requires one (1) pair for every 12,000 streams supported by the Axiom on Demand; Requires Axiom Content Dynamics Software License matched to the streaming capacity of the Axiom on Demand
<b>SWL-00-00009</b>	<b>Axiom Content Dynamics Software v1.4 License Pack</b> — 1000 Streams - Enables playlists, smooth splicing, and detailed ad measurement
<b>KEY-00-00003</b>	<b>Axiom Content Dynamics Smooth Splicing License Key</b> — One Content Dynamics Smooth Splicing License Key per Axiom on Demand is required



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