

SCTE • ISBE[®]

S T A N D A R D S

Digital Video Subcommittee

AMERICAN NATIONAL STANDARD

ANSI/SCTE 118-2 2019

**Program-Specific Ad Insertion - Content Provider to Traffic
Communication Applications Data Model**

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1. Introduction

1.1. Executive Summary

This document describes the information that is required to communicate the Program and Avail structure from a content provider (Network) to an Affiliate's SCTE 35[1] compliant Traffic System.

Additionally, this document describes the information required to comply with the Tier 0, Tier 1 and Tier 2 Program-Specific Ad Insertion models as defined by SCTE 118-1[12].

1.2. Scope

Current Traffic Systems allow Affiliates to schedule the insertion of commercial advertising in either a Time-Based or Event-Based "window" format. Both Time-Based and Event-Based reservations are setup well in advance based on communication from the content provider as described in SCTE 118-1.

This document describes implementation requirements to achieve the functionality associated with Program-Specific Ad Insertion. Program-Specific Ad Insertion is the scheduling and insertion of a Spot into a digital broadcast Program based on the program identifier passed in the SCTE 35 Cue Message.

This document does not specify the source of the data that is required by the Traffic System. This data *may* be provided by the content provider or by a 3rd party (such as a network schedule aggregator, etc.). The data *may* be provided in its entirety, or a subset of the data *may* be provided and then manually supplemented.

1.3. Benefits

When implemented as described in SCTE 118-1 and with additional reference to SCTE 118-3[11], Program-Specific Ad Insertion will allow for an Avail to be associated with a specific Program, as communicated by the Network. By associating advertising to programming instead of simply to windows, the Affiliate *should* be able to earn more revenue by guaranteeing the context of the advertisement, and by adapting to occurrences surrounding live events, such as delayed starts, early ends, or overrun. These scenarios, especially when dealing with sports programming, can involve a great deal of high value advertising.

1.4. Intended Audience

The intended audience is content providers, multi-channel video program distributors, TV Everywhere providers/distributors and vendors/developers who build solutions.

1.5. Areas for Further Investigation or to be Added in Future Versions

See SCTE 118-1, Section 1.5 for implementation comment.

2. Normative References

The following documents contain provisions, which, through reference in this text, constitute provisions of this document. At the time of Subcommittee approval, the editions indicated were valid. All documents are subject to revision; and while parties to any agreement based on this document are encouraged to investigate the possibility of applying the most recent editions of the documents listed below, they are reminded that newer editions of those documents might not be compatible with the referenced version.

2.1. SCTE References

- [1] SCTE 35 2017 – Digital Program Insertion Cueing Message for Cable

2.2. Standards from Other Organizations

- [2] SMPTE ST 2021-2:2017- Broadcast Exchange Format (BXF)
- [3] A/65: “Program and System Information Protocol for Terrestrial Broadcast and Cable (PSIP)”, Advanced Television Systems Committee, Washington, DC, 14. 2013
- [4] A/76B: “Programming Metadata Communication Protocol Standard, Revision B”, Advanced Television Systems Committee, Washington, DC, 14 January 2008SMPTE 2021-2-2017- Broadcast Exchange Format (BXF)
- [5] ISO 15706-2:2007 – Information and Documentation - International Standard Audiovisual Number (ISAN) – Part 2: Version Identifier
- [6] ISO 8601 2004 - Data elements and interchange formats -- Information interchange-- Representation of dates and times Move to 2.2 or change to non-segmented – get updated template

2.3. Published Materials

- [7] W3C Recommendation, “Extensible Markup Language (XML) 1.0 (Fourth Edition)”, Tim Bray, et al, 16 August 2006
- [8] W3C Recommendation, “Namespaces In XML (Second Edition)”, Tim Bray, et al, 16 August 2006
- [9] W3C Recommendation, “XML Schema Part 1: Structures (Second Edition)”, H. Thompson, et al, 28 October 2004
- [10] W3C Recommendation, “XML Schema Part 2: Datatypes (Second Edition)”, P. Biron, et al, 28 October 2004

3. Informative References

The following documents might provide valuable information to the reader but are not required when complying with this document.

3.1. SCTE References

- [11] SCTE 118-3 2019– Program-Specific Ad Insertion – Traffic System to Ad Insertion System File Format Specification.
- [12] SCTE 118-1 2019 – Program-Specific Ad Insertion - Data Field Definitions, Functional Overview and Application Guidelines.

[13] SCTE 67 2017 – Recommended Practice for Digital Program Insertion for Cable

3.2. Standards from Other Organizations

[14] SMPTE OV 2021-0:2017 – Broadcast Exchange Format — Roadmap for the 2021 Document Suite

[15] SMPTE ST 2021-1:2017 – Broadcast Exchange Format (BXF) — General Information and Informative Notes

3.3. Published Materials

- No informative references are applicable.

4. Compliance Notation

<i>shall</i>	This word or the adjective “ required ” means that the item is an absolute requirement of this document.
<i>shall not</i>	This phrase means that the item is an absolute prohibition of this document.
<i>forbidden</i>	This word means the value specified shall never be used.
<i>should</i>	This word or the adjective “ <i>recommended</i> ” means that there may exist valid reasons in particular circumstances to ignore this item, but the full implications should be understood and the case carefully weighted before choosing a different course.
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5. Abbreviations and Definitions

5.1. Abbreviations

See SCTE 118 Part 1 [12] for Abbreviations used in this part.

5.2. Definitions

See SCTE 118 Part 1 [12] for Definitions used in this part.