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S T A N D A R D S

Digital Video Subcommittee

AMERICAN NATIONAL STANDARD

ANSI/SCTE 118-3 2019

**Program-Specific Ad Insertion - Traffic System to Ad
Insertion System File Format Specification**

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1. Introduction

1.1. Executive Summary

This document defines the information that **shall** be passed from an Affiliate's Traffic System to an Affiliate's Ad Insertion System for communications of ad insertion schedules, including Unique Program Identifiers where specified. It specifies the required data for multi-tiered, Program-Specific Insertion, as well as the file format for the data communications.

1.2. Scope

This document only describes digital ad insertion with SCTE 35 [1] cue messages.

1.3. Benefits

When implemented as described in SCTE 118-1 [9] and with additional reference to SCTE 118-2 [8], Program-Specific Ad Insertion will allow for an avail to be associated with a specific Program, as communicated by the content provider. 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] 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

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

2.3. Published Materials

- No normative references are applicable.

3. Informative References

The following documents might provide valuable information to the reader but are not required when complying with this document. [1]

3.1. SCTE References

- [7] SCTE 67 2017 – Recommended Practice for SCTE 35 Digital Program Insertion Cueing Message for Cable
- [8] SCTE 118-2 2019 – Program-Specific Ad Insertion – Content Provider to Traffic Communication Applications Data Model
- [9] SCTE 118-1 2019 – Program-Specific Ad Insertion - Data Field Definitions, Functional Overview and Application Guidelines
- [10] SCTE 104 2017 – Automation System to Compression System communications Applications Program Interface (API)

3.2. Standards from Other Organizations

- No informative references are applicable.

3.3. Published Materials

- [11] Ad-ID - Advertising Digital Identification, LLC - <http://www.ad-id.org/>.