

SCTE • ISBE[®]

S T A N D A R D S

Digital Video Subcommittee

SCTE OPERATIONAL PRACTICE

SCTE 268 2021

**Operational Practice on the Usage of SCTE 224 for
Advertising Information**

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1. Introduction

1.1. Executive Summary

This operational practice discusses the use of SCTE 224 to enable addressable and enhanced advertising for the Provider and Distributor.

1.2. Scope

This operational practice describes some of the current addressable ad use cases and how to create SCTE 224 elements to obtain the expected ad response.

1.3. Benefits

By using these sample use cases it may be easier to integrate with existing ad systems. It would also simplify the work required for an MVPD or ad vendor to work with multiple programmers.

1.4. Intended Audience

Provider and Distributor ad sales, engineering and development groups, ad vendors

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

Common demographic terms for passing addressable ad information. Adapt and adjust the <Measured> element to account for new measurement techniques and additional devices.

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

- No normative references are applicable.

2.2. Standards from Other Organizations

- No normative references are applicable.

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.

3.1. SCTE References

- SCTE 35 – Digital Program Insertion Cueing Message
- SCTE 67 - Recommended Practice for Digital Program Insertion for Cable
- SCTE 130 - Digital Program Insertion – Advertising Systems Interfaces Part 1: Advertising Systems Overview
- SCTE 224 - Event Scheduling and Notification Interface (ESNI)
- SCTE 250 – Real-Time Event Signaling and Management API (ESAM)

3.2. Standards from Other Organizations

- IAB VAST – Digital Video Ad Serving Template
- ATSC [A/335:2016, Video Watermark Emission, with Amendment No. 1](#)
- SMPTE RP 2021-5:2013 Using Ad-ID and EIDR as Alternate Identifiers in SMPTE BXF and ATSC PMCP

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.
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5. Abbreviations and Definitions

5.1. Abbreviations

ACR	automatic content recognition
ADS	ad decision service
ATSC	Advanced Television System Committee
SCTE	Society of Cable Telecommunications Engineers
MVPD	Multichannel Video Program Distributor
VAST	Video Ad Serving Template

5.2. Definitions

Advertisement (also called “Ad”)	Non-program material telecast as a solicitation to buy a product or service.
Ad-ID	Format identifier for identifying advertising assets
Affiliate	A content Distributor (MVPD) which has negotiated rights for local or regional Spot insertion into Provider-designated Avails.
Aggregation	A placement opportunity where the entire duration is being given to an ADS to fill with appropriate ads based on whatever information the ADS has available.
Allocation	A subdivision of a MediaPoint used as an action in a ViewingPolicy to allow for multiple owners of the time allocated. An Allocation may be divided into individual insertion events (Slots).
Avail (Availability)	An Avail is a Network provided opportunity for an Affiliate to insert a Spot(s) into a Program. The start of an Avail is indicated as a splice event in the programming stream. The duration of the Avail <i>may</i> vary from a few seconds to several minutes. (See SCTE 67)
Break	In SCTE 35 and this document there is a Segmentation Type of Break Start/End that is typically used to mark all of the non-program sections. That would include promotional material and advertisements including barter ads. In other contexts a Break may be an Avail or an actual insertion in progress. In a sales context, a break is divided into sellable units (Avails). In an insertion context, a break is divisible into individual insertion events.
Conditional Linear	Play the linear ad as telecast if the viewer is of the correct demographic, otherwise replace.
Creative Versioning	A type of ad replacement that lets a single advertiser specify one or more ads that are more appropriate for the viewer. An example would be a car company having ads for a sports car, minivan, SUV and truck that could be played depending on the viewers demographics.
Demographic String	A method of encoding multiple demographic identifiers into a single object.
Distributor	Entity that receives content from Provider(s) and then sends that to subscribers. In the context of this operational practice, the Distributor typically will insert or replace advertisements for itself and the Provider.
Kidvid	FCC rules that limit the amount and types of advertising that can appear on programming that is directed at an audience of children.

Linear Addressable	An ad type where a Distributor may replace an ad for a Provider. Creative versioning and aggregation are types of Linear Addressable.
Network	A cable, satellite, or digital terrestrial content channel(s) such as CNN, ESPN, etc. offered by a content Provider. The term can also apply to an Affiliate's locally originated programming.
Placement Opportunity	A potentially constrained location relative to digital content where ad insertion or content alterations can occur. The alterations may include insertions, replacements, or deletions of content in whole or in part. These locations, which contain the opportunity for content insertion, have traditionally been referred to as Avails for linear video content; however, placement opportunity refers to address and time locations where content may be placed, regardless of platform (i.e. Video in VOD, Banner Images on Menus and ITV channels, etc.).
Program	A television show or event, aired by a Network, which <i>may</i> be at a regularly scheduled time and of determinate duration (e.g., SportsCenter, The Andy Griffith Show) or an occasional event at a non-regular time and of a variable duration (e.g., live coverage of a sports event or an awards show).
Provider	Content originator, entity that typically creates SCTE 224 feeds.
Slot	A Slot is a segment of time within an Allocation into which a Provider can supply additional information on how to schedule the unit.
Spot	A single, schedulable and verifiable, element of non-program material (such as an Advertisement, a public service announcement or a promotional announcement) inserted into an Avail. A Spot usually has a duration under 2 minutes, typically of a standard fixed length of 15, 20, 30, 60, 90, or 120 seconds.
Traffic System (also, commonly "traffic and billing system" or "T&B system")	A system that processes client orders, creates schedule files, assigns specific copy, processes Verification Files, and produces invoices.
Zone	A geographic region within an MVPD's distribution plant separable from other regions for the purpose of geographically targeted Spot insertion.

6. Use of SCTE 224

Early versions of adding advertising information to SCTE 224 focused on adding the information to the <Metadata> tag. While the information is metadata, it also tends to need additional information as to when to perform the addressable ad insertion and the information may vary depending on the Distributor or platform the content is being delivered on. This operational practice uses the SCTE 224 <Policy> element instead of <Metadata>. It also uses a <ViewingPolicy> to create an audience and action to implement the <Policy>. Using a <Policy> has advantages for processing since some ad systems will not really care if a <MediaPoint> changes, only if the ad directives under that <MediaPoint> have changed, and they can track the <Policy> or <ViewingPolicy> to that effect.

6.1. SCTE 224 Producers

This is typically the Provider of the content as a single feed that can be used for many purposes. The Provider can also create unique feeds for each consumer if there is information that it does