

Ad Insertion

Digital ad insertion adds significant revenue to video service providers top line.

Product Highlights:

Monitor local ads in real-time, simultaneously across hundreds of programs

Detect and display SCTE-35 ad cue messages including calculation of pre-rolls and program in/out information and timing

Validate the quality of the commercial

Measure audio volume levels of commercials

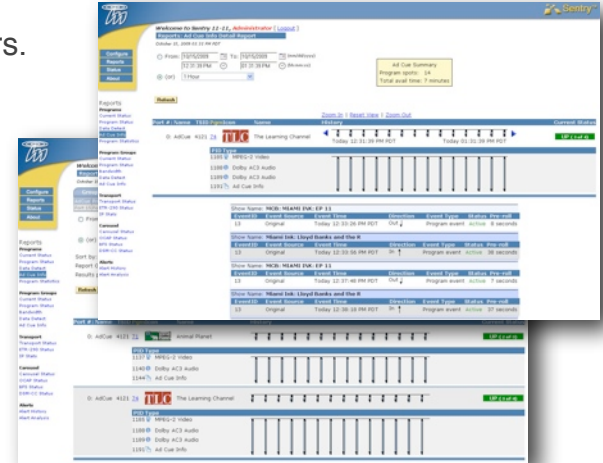
Compare reports against actual schedules

Historical reporting and auditing capability

Minimize loss of advertising opportunities and increase customer satisfaction from advertisers

Today, an average of 2% of digital advertisements fail to air due to scheduling, insertion and other errors. As a result, monitoring and auditing capabilities are critical to successful ad delivery. The Sentry suite of products provides the most complete digital ad insertion monitoring solution by combining real-time monitoring and alerting with historical auditing across the entire channel line-up in all advertising zones.

Mixed Signals digital ad insertion monitoring solution delivers extensive data that improves digital ad insertion on any platform, allowing engineering teams to ensure proper function of insertion technology by identifying and correcting system errors should they occur. In addition, ad insertion verification capability allows ad sales groups to guarantee higher levels of service resulting in greater revenue potential.



Mixed Signal's easy-to-use web-based interface gives you full visibility into all ad insertion activity in your network



Using the web-based interface you can monitor digital ad insertion across your entire network and easily correlate intermittent video and audio quality errors with digital ad insertion errors to troubleshoot problems quickly. By strategically monitoring in each of your ad zones, you can be alerted on all insertion opportunities network-wide, as well as issues that arise from problems.

Mixed Signals digital ad insertion monitoring is available on Sentry®, Sentry Verify™ and Sentry Edge™.

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Mixed Signals
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