SCTE-35 is a specification which defines “Dynamic Ad-Insertion”. In the past, DVDs and Blu-rays often contained “trailers” and ads for future to-be-released titles. Today a lot of OTT content contains hard-coded advertisements in the stream. These ads become outdated after a while and need to be replaced. In the earlier days this required re-authoring the titles and re-encoding media.

Dynamic Ad-Insertion addresses this problem. Inside an MPEG Transport Stream (TS) information is embedded which marks the start and the duration of a pre-produced ad. This information is referred to as SCTE-35 data. Using this information it is possible to replace the pre-produced ad in such a stream with fresh, up-to-date content from a server. OTT platform operators see this technology as the next key to monetizing their content.

KEY FEATURES

- **SCTE-35 Extraction**: Extraction of SCTE-35 information from MPEG Transport Stream.
- **XML Conversion**: Conversion of SCTE-35 data into XML, compliant with SCTE schemes.
- **SCTE-35 Insertion**: Timed insertion of SCTE-35 data into transport streams (with PID selection).
- **Heartbeat Information**: Inserting SCTE-35 dummy data as a placeholder to make the receiver aware that valid SCTE-35 information will appear later in the stream.

MAINCONCEPT SCTE-35 SDK PACKAGE

**SCTE-35 SDK**

Set of components allowing users of the MainConcept MPEG-2 TS Multiplexers and Demultiplexers to retrieve SCTE-35 information from MPEG-2 Transport Streams and / or re-insert this information into a Transport Stream. Corresponding encoders / decoders need to be licensed separately.
COMPONENTS

**SCTE-35 SDK**
- MPEG-2 Demultiplexer (LL)
- SCTE-35 Extractor (LL)
- SCTE-35 Producer (LL)
- MPEG-2 Multiplexer (LL)

(Corresponding encoders / decoders need to be licensed separately)

TECH SPECS

- **Microsoft® Windows® 7, Windows 8, Windows 10 (32-bit/64-bit)**
- **Apple Mac OS X 10.6 or higher (Mac/Intel), (32-bit/64-bit)**
- **Linux Ubuntu 10.04 LTS (32-bit/64-bit)**

For Windows, Mac OS X and Linux, the codec package consists of a Low Level API (in the C programming language).