At-A-Glance

Dynamic Ad Marker Creation

- Generate ad markers in real time, without requiring pre-embedded SCTE35 or SCTE104 cues

Automated Workflow

- Dynamic identification of ads eliminates the manual inspection and marking of incoming broadcast streams.

Ad Monetization

- Comprehensive marking of all outbound streams delivered to QAM or IPTV networks, providing frame accurate ad markers for downstream ad monetization opportunities.

Seamless Integration

- Full API to allow extensible insertion into Linear TV, Video-On-Demand and Cloud DVR workflows, leveraging the latest encoder/transcoder technology.

For more information, please use the contact form on the web:

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Product Overview

Dynamic ad insertion (DAI) technologies offer compelling revenue opportunities by placing targeted advertising in either linear or OTT video distribution. Additionally, when linear content is repurposed for OTT or nDVR delivery, the ability to replace TV ads with more current or finely targeted advertising can maximize audience engagement and propel all-new monetization opportunities.

Unfortunately current ad insertion systems depend on incoming broadcast feeds to contain already embedded ad markers that signal the cue points for automated ad insertion. In many scenarios, the networks that originate the feeds do not embed ad markers for every ad placed, and manual injection of ad markers can be costly, inconsistent or inaccurate. These limitations present barriers to the use of DAI and thus lead to lost revenue opportunities.

Audible Magic provides the solution to detect ads in unmarked broadcast streams and, in real-time, provide frame-accurate timing to trigger the injection of SCTE-35 cues or other ad markers. With the inclusion of ad markers, DAI technology may be fully utilized.
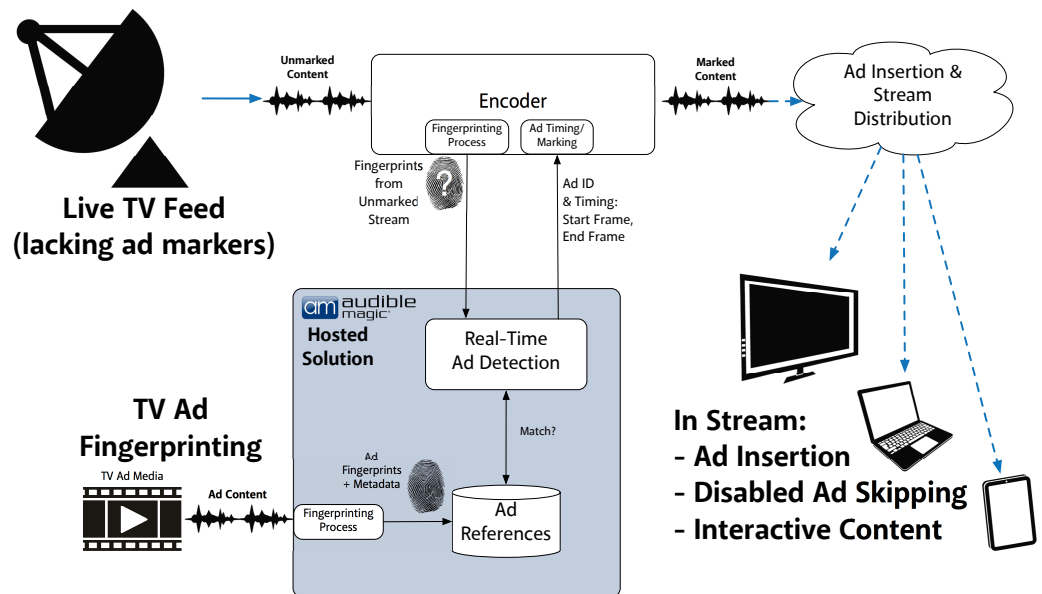
Audible Magic's solution consists of a hardware/software system and a database subscription service. A software development kit is provided to integrate with the encoder. The software receives linear broadcast audio from the encoder and generates "fingerprints" that are delivered to the ad detection system. The ad detection system identifies ads within the linear broadcast stream and provides identification and cue point timing back to the encoder. This allows for the program/ad boundaries to be recognized and the SCTE-35 message or other timing cues to be inserted.

The system utilizes an ad reference database that contains fingerprints for all currently running ads. The ad database is created and maintained by Audible Magic using its proprietary ad harvesting processes. Specific ads can also be ingested directly from advertisers or the service operators.

About Audible Magic

Audible Magic is the trusted leader in automatic content recognition (ACR) fingerprinting technologies. The company holds 31 patents and offers a broad range of hosted solutions as well as hardware and software products that identify audio and video content, synchronize actions between media devices, trigger user interactivity, generate usage reporting and activate content monetization.

Audible Magic's customers and partners span technology, entertainment and media industries, and they include industry leaders such as Dailymotion, Deluxe, Ensequence, Intel, Sling Media, Sony Music and SoundCloud.