



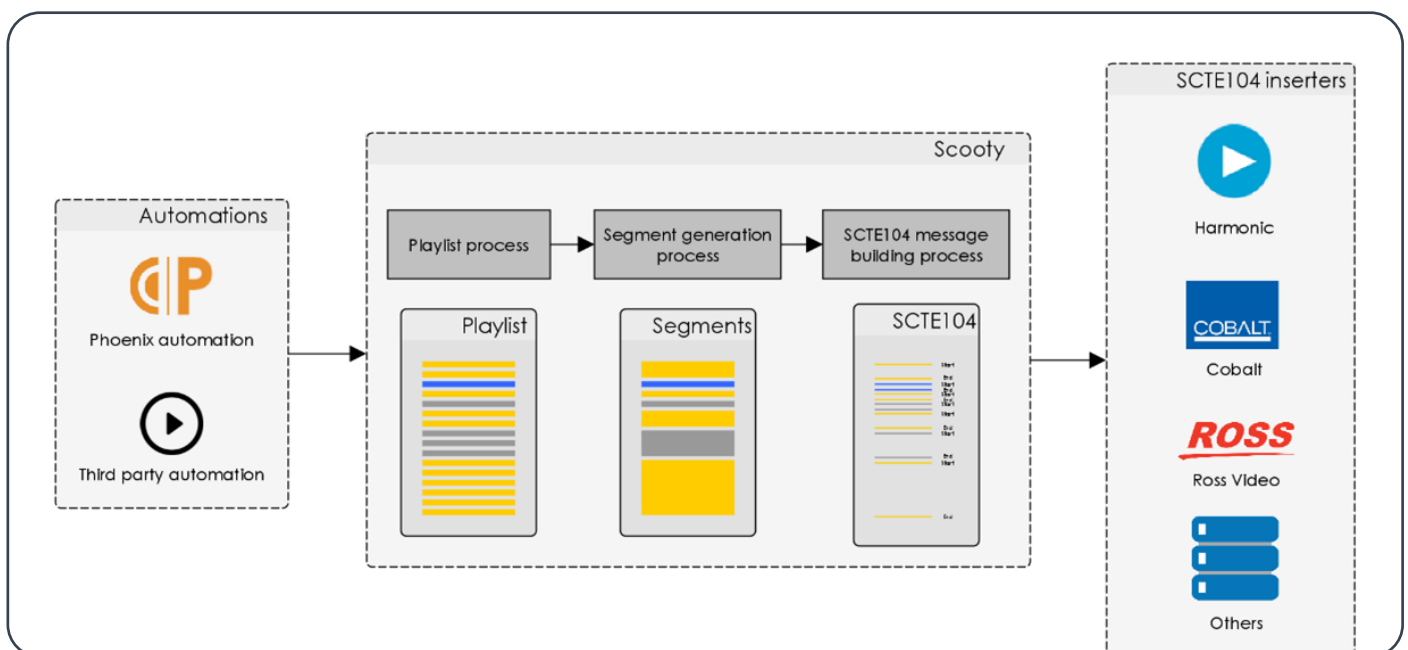
The solution for marking broadcast signals, compatible with many brands of insertion systems.

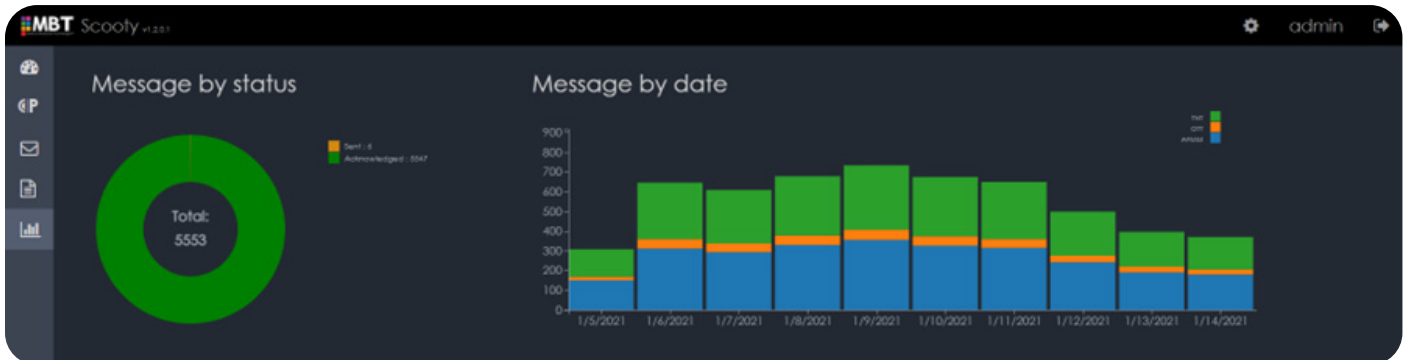


Interface web Scooty pour l'administration et la surveillance.

ANSI SCTE 104 and SCTE 35 standards are increasingly present in broadcast and OTT. Firstly, used for the insertion of local TV programs, this type of marking allows record triggering, dynamic ad insertion and many other functionalities.

Each system receiving the video signal has its own implementation of these standards: marking can be quickly complex to set up playout automation side. Furthermore, each SCTE 104/35 insertion system has its own communication protocol.





Statistical view

the solution which makes marking management easier by outsourcing the insertion process.

For this, Scooty connects to your automation, which can be MBT Phoenix or third-party playout automation. Each playlist is analyzed in real time then segments are extracted following defined rules. Each segment is the subject of one or many SCTE 104 insertion requests in the video signal which can be specific to each headend system. This powerful flexibility allows you to mix different kind of playout automations with different kind of SCTE104 insertion systems with the right routing.

Key features :

- REST API available for third-party systems
- Real time processing of the automation playlist
- Search, export manually or automatically SCTE104 reports
- Advertising targeting management
- Stall management
- SCTE marking management



Make Your Data Flow

ABOUT MBT

For more information : www.mbt.tv

MEDIA & BROADCAST TECHNOLOGIES® - 11 rue de Courtalain - bât C - 77700 Magny-le-Hongre - France

Tél : + 33 (0)1 85 49 22 16 - RCS Meaux - SIREN : 479 487 027