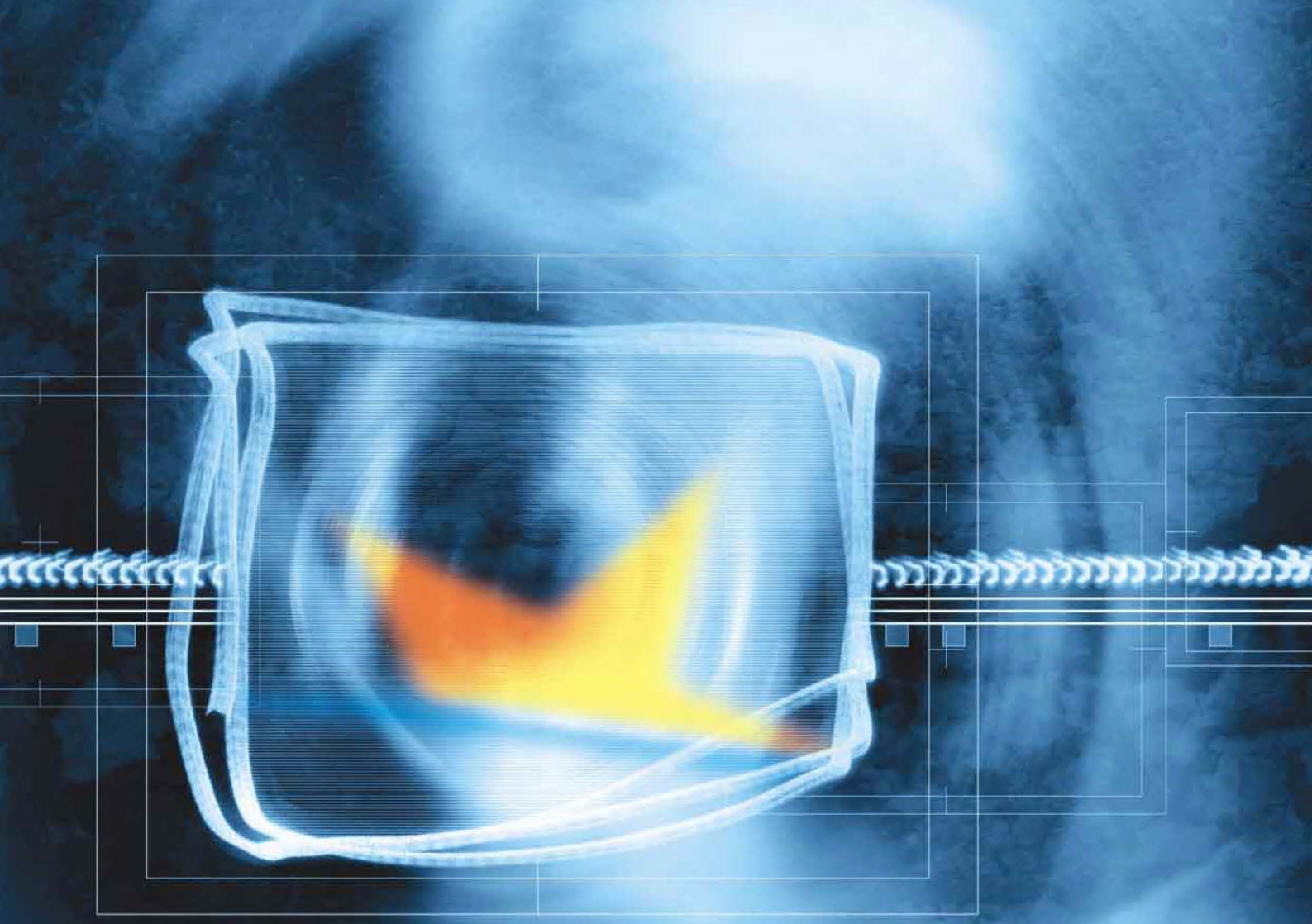


Regional Insertion Systems

Win advertisers and audiences by going local

Systems for broadcasters to regionalise their channels with automated ad insertion, programme replacement, news and live events.

starfish technologies

Regional Insertion Systems

The Challenge

With advertisers enjoying an ever-increasing number and variety of platforms to promote brand awareness, the broadcaster's slice of available advertising revenue is under increasing pressure. All Channel managers and ad sales teams are keenly aware of the challenge to retain national TV advertising as the cornerstone of major consumer campaigns while, equally importantly, attracting new business from smaller organisations.

The Opportunity

Regionalising channel content to increase advertising revenues is one solution to the challenge that has already been adopted by some leading European broadcasters. In addition to an outstanding return on investment, local news and programming has proved popular with audiences and has strengthened channel branding.

Regional advertising with multiple slots enables broadcasters to generate new business and broaden the revenue base, in many cases attracting clients who had not previously considered television advertising.

These systems also provide exciting opportunities for localising electronic signage.

The Solution

In the past, the technological challenges and high cost of regionalising national and multi-national TV channels has proved a huge barrier. That was yesterday. Starfish Technologies' Regional Insertion Systems (RIS), proven in service, delivers a highly cost effective, easily integrated and reliable means of localising content. The fully-automated Starfish RIS combines affordable off-the-shelf software elements with traditional broadcast transmission hardware and enterprise grade IT server and networking technology. Customised software interfaces with existing infrastructure, fully integrating the RIS within the transmission workflow and current scheduling and billing systems. Consequentially, staff re-training is minimal.

Fully scalable, Starfish RIS may be easily expanded as requirements change and these systems are equally at home in broadcast environments ranging from a single channel to multiple channel, multinational operations.

In addition to overcoming the technical hurdles responsible for the high cost and inflexibility of former systems, Starfish RIS fully addresses the all-important issues of accuracy and reliability. Breaks, for example, can never be played out of sequence due to the allocation of unique IDs, yet the system has the flexibility to swap or reconfigure breaks and programming very close to transmission.

Peace of mind is further assured with the knowledge that Starfish RIS will not 'Play Black', even in the event of media not being available to the regional server. The Starfish system will recognise the gap and automatically replace it with one or a number of appropriate 'rescue clips' – pre-ingested content (typically channel idents and trailers.) This innovative solution is just one of many to be incorporated within Starfish Regional Insertion Systems, the technology that's helping leading international broadcasters to win advertisers and audiences by going local.

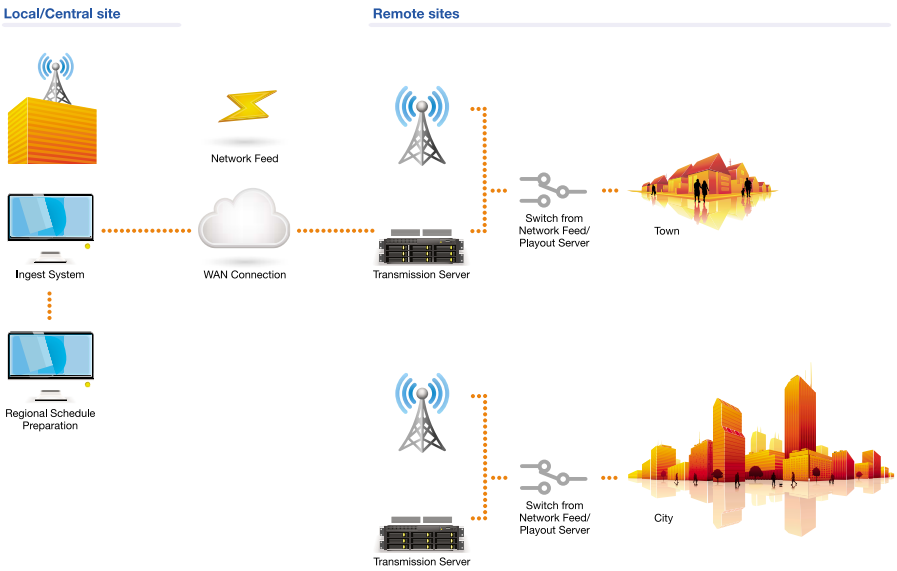
Starfish Regional Insertion Systems

- For local TV adverts, news and programming
- Affordable and cost-effective
- Accurate and reliable
- Integration with existing broadcast infrastructure
- Fully scaleable
- Channel branding & closed captioning
- Fast ROI

System Architecture

While the architecture will be defined by the broadcaster's workflow requirements, typical configurations have two main elements – the local or central site and the remote distribution sites.

The locations of the regional ingest and playout systems then define the basic architecture

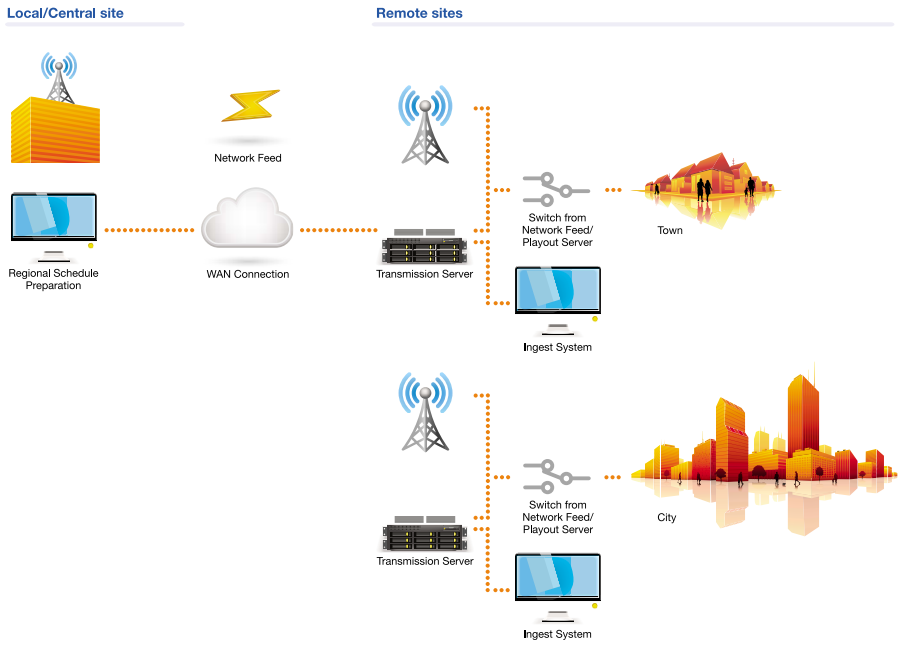


Local Ingest – Remote Playout

This system may be easily expanded to provide further channels of regional content by expanding the number of regional transmission sites. Schedules are typically generated at the local/central site and the regional content is delivered to the playout system via a WAN connection.

The primary advantages of this configuration is that it requires minimal additional bandwith and changes to existing infrastructure. However, there is a cost associated with remote equipment hosting.

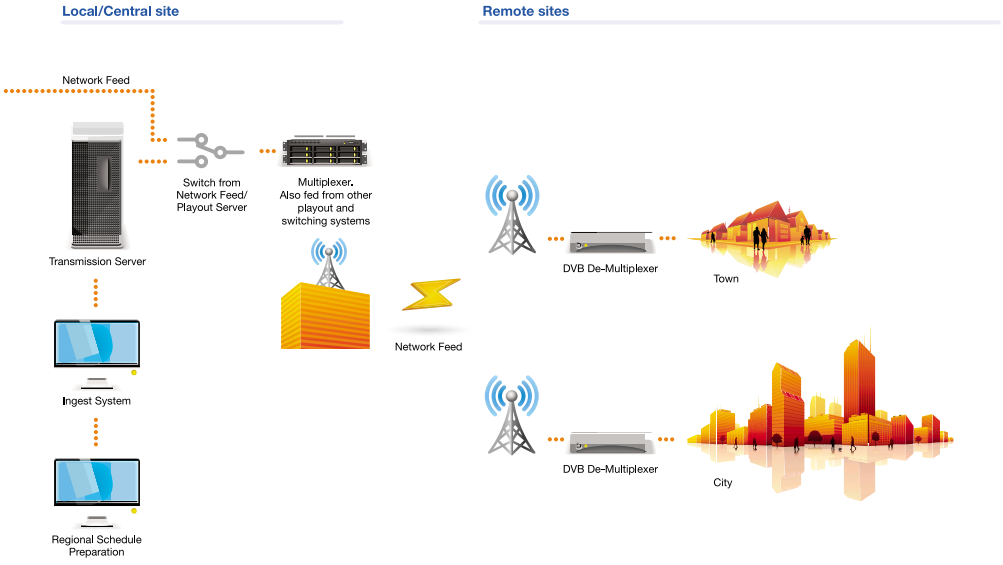
This configuration and workflow was supplied to Swedish broadcaster TV4 in 2004. The system played out regional advertisement breaks from 32 remote and unmanned server sites.



Remote Ingest – Remote Playout

Schedules are again typically generated at the local/central site and delivered to the playout system via a WAN connection. In this configuration the media is ingested locally with native speakers utilised to QC content.

This configuration was installed in Moscow in 2008 and is used for regional advertisment insertion and programme replacement.



Local Ingest – Local Playout

Ingest and QC takes place at the central site and the broadcast switching is located between the main channel network feed and regional playout servers at the central site. While increased broadcast bandwidth is required in this application, the transmission system is controlled locally with live insertion for news and events available in every region.

A system was installed using this architecture in 2008 at TV4 in Sweden for 30 channels of regional news and advertisement insertion.

Starfish Technologies

Founded more than ten years ago, Starfish Technologies has an excellent reputation for meeting international broadcasters' operational requirements with highly effective end-to-end solutions. The company has extensive expertise in the development and implementation of Regional Insertion Systems, Captioning and Subtitling, Audio Description and Media Task Management. Headquartered in Reading, UK, Starfish is an ISO 9001 registered company.

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May 2011