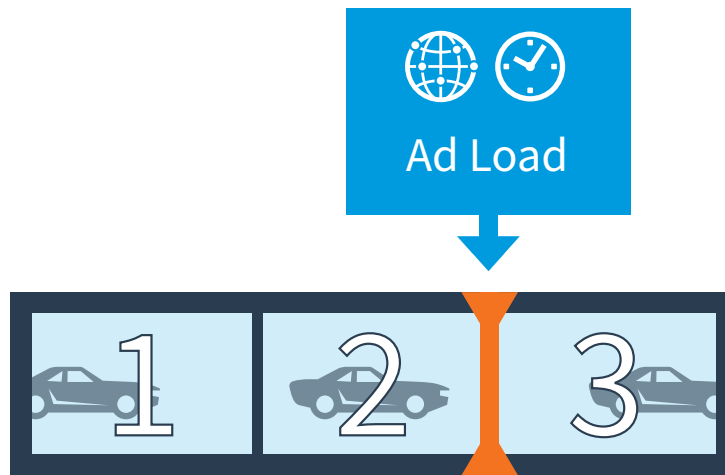


VOD Producer DAI

Product Sheet



VOD Producer DAI

Dynamic Advertising Provisioning of CableLabs VOD Content

VOD Producer DAI simplifies the creation and assembly of DAI-ready cable VOD assets, enabling revenue expansion.

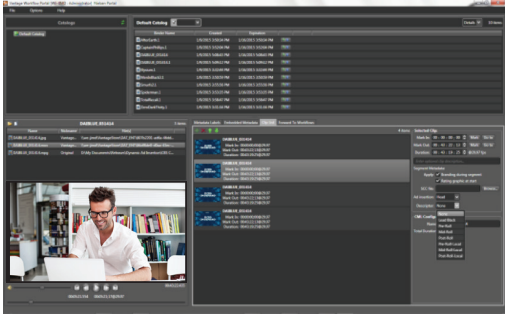
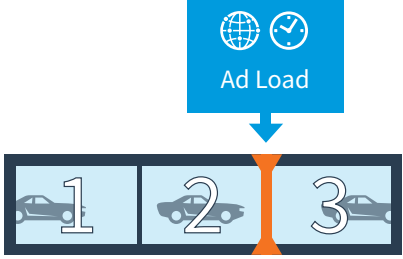
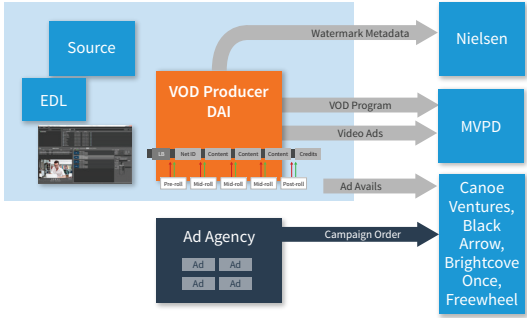
VOD Producer DAI automates the assembly of CableLabs VOD content and provisions it for Dynamic Ad Insertion. With VOD Producer DAI, content production networks of any size can generate ongoing, profitable revenue with fresh, relevant advertising for Video On Demand assets in cable networks.

VOD Producer allows you to:

- Define frame-accurate locations and value for dynamic ad insertion downstream
- Refresh viewer demographic targeted advertising campaigns to optimize monetization value for any episode of any show, adding millions of dollars to the bottom line of content production networks
- Pitch the asset once and sell relevant advertising campaigns against the content throughout its lifetime
- Update inventory for holidays, cross promotions and other current events during the entire 35 days or more of the content lifecycle
- Watermark content for Nielsen measurement

VOD Producer DAI can operate as a standalone workstation or fully automated Vantage workflow component. Content created with VOD Producer DAI is fully compatible with existing cable infrastructure. No new hardware is required.

Simple 3-Step Process

<p>Step 1</p>	<p>Edit and assemble CableLabs compliant video asset. VOD Producer DAI accepts:</p> <ul style="list-style-type: none"> ■ EDL from your favorite editor ■ CML documents ■ VOD Producer operator interface <p>Define</p> <ul style="list-style-type: none"> ■ Playlist order of content segments ■ Set trim points ■ Caption source definition ■ Vchip & Vchip graphics ■ Branding graphic ■ Copy protection 	
<p>Step 2</p>	<p>Define DAI insertion points</p> <ul style="list-style-type: none"> ■ Define duration independent ad pod locations ■ Define regions of baked-in interstitial ads that will be skipped during DAI playback ■ Categorize ad locations as pre-roll, mid-roll and post-roll for ad sales teams ■ Pre-define national and local regions 	
<p>Step 3</p>	<p>Produce Output</p> <ul style="list-style-type: none"> ■ Assemble playlist composition ■ Adjust DAI insertion points for clean content restarts coming out of ad breaks ■ Encode as CableLabs compliant transport stream ■ Watermark for Nielsen measurement and produce Nielsen metadata ■ Synchronize content definitions with Canoe Ventures and MVPD deliveries ■ Create Canoe Ventures metadata ■ Create Nielsen metadata documents ■ Distribute assets and metadata to ecosystem partners 	

What's Included:

- VOD Producer DAI Portal
- DAI-enabled composition playlist assembly processor
- MPEG-2 and H.264 Transport Stream encoders
- EDL ingest
- Canoe Ventures DAI metadata generation
- Nielsen watermarking and metadata generation
- Vantage Workflow Designer
- Vantage Management Console and Operator Portal Configuration

Input Formats

VIDEO INPUT

Container Type	DV ¹	IMX	MPEG-2	ProRes	DNxHD	AVCl	J2K	H.264	Animation
TIFO	■	■	■	■	■				
AVI	■								
LXF			■						
MOV	■	■		■	■			■	■
MP4								■	
GXF	■	■	■		■				
MPEG-2 PS			■						
MPEG-2 TS			■					■	
MXF OP-1a	■	■	■		■	■	■		
MXF AS02 ²	■	■	■			■	■		
MXF AS11						■			

AUDIO INPUT

Container Type	PCM	MPEG	302M	331M	AAC	AC3 ³	DolbyE
TIFO	■					■	■
AC3						■	
AVI	■						
LXF	■						
MOV	■				■		■
MP4	■				■		■
GXF							■
MPEG-2 PS		■					
MPEG-2 TS	■	■	■		■	■	■
MXF OP-1a	■			■			■
MXF AS02 ²	■						■
MXF XDCAM HD	■						
MXF AS11	■					■	■
WAVE	■						■

¹ DV includes DV25, DVCPRO25, DV50/DVCPRO50, and DVCPROHD. MPEG2 includes long GOP and I-Frame only.

² Files produced by Omneon Media Subsystem (6.1) & Amberfin ICR (7.8) were tested.

³ AC3 includes Dolby Digital and Dolby Digital Plus (E-AC3).

Note: Vantage transcoders can make additional input formats compatible with Vantage Post Producer.

Playlist	EDL
	CML
	Operator Portal

Output Formats

VIDEO/AUDIO OUTPUT

Output Format	H.264	H.265	MPEG-2	MPEG-1	AES	AC3 ³	MPEG-1 Layer 1	AAC
TIFO	■	■	■	■	■	■	■	■
Transport Stream	■	■	■	■	■	■	■	■
MP4	■	■						■

¹ DV includes DV25, DVCPRO25, DV50/DVCPRO50, and DVCPROHD. MPEG-2 includes long GOP and I-Frame only.

² AC3 includes Dolby Digital and Dolby Digital Plus (E-AC3). Dolby E decoding requires an additional option.

METADATA OUTPUT

Output Format

Canoe Ventures DAI, Canoe, Black Arrow, Brightcove Once, Freewheel
Nielsen NAES6 timestamp and log file metadata