



Digital Program Insertion

Seamless Integration



ARRIS versatile digital ad insertion solutions perform local insertion on both digital and analog cable networks from a single ad insertion system. As consumers migrate to digital cable services, Digital Program Insertion (DPI) extends the reach of cable operators' ad sales, enabling them to easily insert ads into all cable networks. It's perfect for digital simulcast, too. Other digital advertising systems require redundant ad insertion systems for inserting ads on digital networks. The ARRIS DPI capability is a simple upgrade to existing digital ad insertion systems without duplicating costs.

Digital and Analog

The ARRIS digital ad insertion systems protect operators' investments by allowing for live ad insertion on both analog and digital networks from the same platform.

- Choice and flexibility
- Sophisticated on demand media systems and digital advertising systems
- Powerful, scalable
- on demand management and technical business tools

- Built on a rock-solid platform
- Supports industry standards: SCTE 35 digital cueing messages, SCTE 30 server-splicer interface, MPEG 2 video and audio, and AC-3 audio
- A single ad insertion system supports up to 48 channels of analog insertion and up to 40 channels of digital insertion for a total of 88 channels

ARRIS has more than 15,000 analog and digital channels deployed in over 740 cable headends operating worldwide.

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Deployments

The ARRIS DPI solution is commercially deployed with Adlink in Comcast headends in Los Angeles; with Comcast in Chicago, Denver, Hartford, and Miami; with Time Warner Cable in Milwaukee; and with Charter in Long Beach where it is supporting digital simulcast.

The Los Angeles deployment is the world's largest commercial DPI deployment with a total of 640 channels in 16 headends reaching in excess of 100,000 subscribers. Currently, in 12 of these locations, ARRIS is inserting in 40 digital and 48 analog networks from one ad server.

The ARRIS digital ad insertion solutions are deployed by many operators including: Adelphia, Bresnan, Comcast, Charter, Insight, Time Warner Cable, and UGC-VTR in Chile.

Technology

Digital ad insertion system features:

- Unmatched scalability up to 88 channels of digital and analog insertion
- Both digital-to-analog and digital-to-digital insertion from a single server
- Digital simulcast
- Ability to easily add new analog and digital networks
- Technology proven in the world's largest deployments
- DPI capable of inserting both SD and HD into HD
- Seamless integration into current operations and analog infrastructure, including legacy competitive systems, providing real-time digital insertion without a "forklift upgrade"
- Easily managed by the ARRIS SkyVision management tools

Benefits to Cable

Digital subscribers represent the most affluent, most desirable audience for cable advertising on the digital tier in order to maintain and grow ad revenues.

In today's economy, the challenge to cable and interconnect operators is to reach all their customers without duplicating their advertising infrastructure. The ARRIS DPI solution gives operators a complete system to reach all their customers from the same platform, with digital-to-analog, digital-to-digital, and HD streaming.

DPI extends the reach of operators as consumers migrate to digital delivery of on demand services, helping to preserve and grow ad revenues. Zoning within a single system lets operators insert customized advertising targeted to the demographics of consumers in local markets.

Digital cueing support offers additional opportunities to grow ad revenues. Insertion using SCTE 35 cueing offers the ability to dynamically adjust advertising schedules to make more revenue from sporting events in overtime and other real-time programming. Accurate frame insertion results in clean transitions between ads and broadcasts.

The ARRIS DPI solutions offer operators a smooth, complete and economical transition to digital ad insertion and digital simulcast, extending advertising reach to digital customers while preserving investments in current infrastructure. Operating costs are lowered with powerful, easy-to-use content distribution and system management tools and more accurate insertion. ARRIS DPI solutions create new revenue opportunities through targeted and real-time insertion using digital cueing, and DPI interconnect solutions offer the opportunity to raise local advertising revenues through integration between operators. ARRIS is the fast road to digital advertising.

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