



***Society of Cable
Telecommunications
Engineers***

**ENGINEERING COMMITTEE
Digital Video Subcommittee**

AMERICAN NATIONAL STANDARD

ANSI/SCTE 118-1 2012

**Program-Specific Ad Insertion - Data Field Definitions,
Functional Overview and Application Guidelines**

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1.0 SCOPE

This document defines the functionality associated with Program-Specific Ad Insertion. Program-Specific Ad Insertion is the scheduling and insertion of a spot into a digital broadcast program based on the program identifier passed in the SCTE 35 cue message. The usage of specific data fields defined in SCTE 35 are defined in this document.

2.0 NORMATIVE REFERENCES

The following documents contain provisions, which, through reference in this text, constitute provisions of this standard. At the time of subcommittee approval, the editions indicated were valid. All standards are subject to revision, and parties to agreement based on this standard are encouraged to investigate the possibility of applying the most recent editions of the documents listed below.

2.1 SCTE References

[1] SCTE 35 2012 – Digital Program Insertion Cueing Message for Cable

3.0 INFORMATIVE REFERENCES

The following documents may provide valuable information to the reader but are not required when complying with this standard.

[2] SCTE 67 2010 – Recommended Practice for SCTE 35 Digital Program Insertion Cueing Message for Cable

[3] SCTE 118-3 2012– Program-Specific Ad Insertion – Traffic System to Ad Insertion System File Format Specification

[4] SCTE 118-2 2012 – Program-Specific Ad Insertion – Content Provider to Traffic Communication Applications Data Model

[5] SCTE 104 2012 – Automation System to Compression System Communications Applications Program Interface (API)