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Digital Video Subcommittee

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

ANSI/SCTE 118-1 2019

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Table of Contents

Title	Page Number
NOTICE	2
Table of Contents	3
1. Introduction	4
1.1. Executive Summary	4
1.2. Scope	4
1.3. Benefits	5
1.4. Intended Audience	5
1.5. Areas for Further Investigation or to be Added in Future Versions	5
2. Normative References	5
2.1. SCTE References	5
2.2. Standards from Other Organizations	5
2.3. Published Materials	5
3. Informative References	5
3.1. SCTE References	6
3.2. Standards from Other Organizations	6
3.3. Published Materials	6
4. Compliance Notation	6
5. Abbreviations and Definitions	7
5.1. Abbreviations	7
6. System Overview (Informative)	9
6.1. Scenarios Addressed by Program-Specific Ad Insertion	10
6.2. Implementation of Program-Specific Ad Insertion	10
6.3. A Multi-Tiered Approach to Program-Specific Ad Insertion	11
6.4. Additional Notes about using Program-Specific Insertion	11
6.5. Not described in this document are:	12
7. Program-Specific Data Fields	12
7.1. Lifespan of a Unique Program Identifier	12
7.2. Lifespan and Sequence of Avails	13
8. Tiers Of Data And System Operation	13
8.1. Definition of Tiers	14
8.1.1. Tier 0	14
8.1.2. Tier 1	14
8.1.3. Tier 2	15
8.2. Behavior of an Ad Insertion System Implementing Program-Specific Ad Insertion	15
Appendix A: Usage Example (Informative)	16
Appendix B: SCTE 118 Within DPI End-To-End Representative Architecture (Informative)	19

List of Figures

Title	Page Number
Figure 1 - System Context of this Standard	4
Figure 2 – Time-based Diagram	9
Figure 3 – Event-based Diagram	10
Figure 4 - Valid Program ID Window	13
Figure 5 – Overtime with Extra Break - Today	17
Figure 6 – Overtime with Extra Break	18
Figure 7 – SCTE Interfaces for Advanced Advertising	19

1. Introduction

1.1. Executive Summary

This document defines functionality associated with and the messaging used to control 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 [1] Cue Message. The usage of specific data fields defined in SCTE 35 are defined in this document.

1.2. Scope

Current Traffic Systems allow Affiliates to schedule the insertion of commercial advertising in either a Time-Based or Event-Based “Window” format. Both Time-Based and Event-Based reservations are setup well in advance based on communication from the Networks as described in Section 6 (Informative).

Program-Specific Ad Insertion is the scheduling and insertion of a Spot into a specific broadcast Program in order to avoid misplacement of the Spot as in the cases of sports overruns, delays, alternate programming or other variations from a published schedule.

An overview of the specifications involved in the interaction of an end-to-end system implementing Program Specific Ad Insertion is shown in **Figure 1 - System Context of this Standard**, below. Additionally, Appendix B: SCTE 118 Within DPI End-To-End Representative Architecture (Informative), illustrates these components and message flows within the overall DPI context.

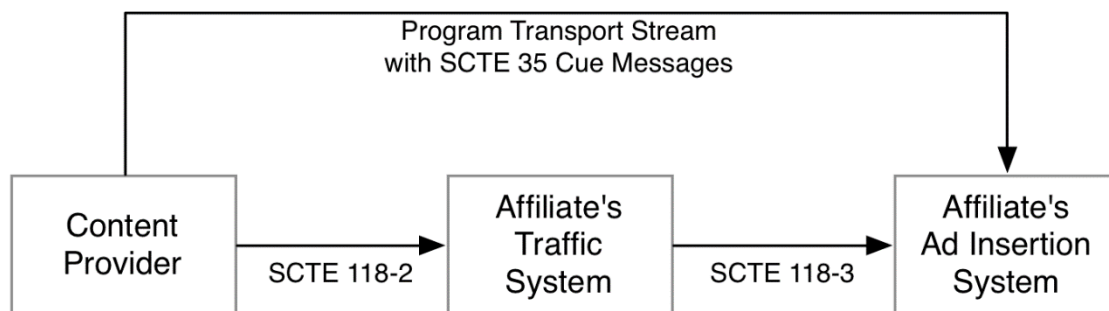


Figure 1 - System Context of this Standard

Additionally, this document will highlight other potential areas where Spots *may* air outside of Program Windows and therefore, *may* be of concern during a later stage of this specification.