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Engineers***

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AMERICAN NATIONAL STANDARD

ANSI/SCTE 35 2017

Digital Program Insertion Cueing Message for Cable

ANSI/SCTE 35 2017

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Table of Contents

Title	Page Number
NOTICE	2
Table of Contents	3
1. Introduction	7
1.1. Executive Summary	7
1.2. Scope	7
1.3. Benefits	8
1.4. Intended Audience	8
1.5. Areas for Further Investigation or to be Added in Future Versions	8
2. Normative References	8
2.1. SCTE References	8
2.2. Standards from Other Organizations	8
2.3. Published Materials	9
3. Informative References	9
3.1. SCTE References	9
3.2. Standards from Other Organizations	9
3.3. Published Materials	10
4. Compliance Notation	11
5. Abbreviations and Definitions	11
5.1. Abbreviations	11
5.2. Definitions	12
6. Introduction	14
6.1. Splice points (Informative)	14
6.2. Program splice points (Informative)	14
6.3. Splice events (Informative)	15
6.4. Content storage considerations (Informative)	15
6.5. PID selection	16
6.5.1. PID selection (Normative)	16
6.5.2. PID selection (Informative)	16
6.6. Message flow (Informative)	17
7. Notational Conventions	17
7.1. Normative XML schema	17
7.2. Unknown/Unrecognized/Unsupported XML elements and attributes	18
7.3. Element order	18
7.4. Binary representation in XML	18
8. PMT Descriptors	19
8.1. Registration descriptor	19
8.1.1. Semantic definition of fields in Registration Descriptor	19
8.2. Cue Identifier Descriptor	19
8.2.1. Semantic definition of fields in Cue Identifier Descriptor	20
8.2.2. Description of cue_stream_type usage	20
8.3. Stream Identifier Descriptor	21
8.3.1. Semantic definition of fields in Stream Identifier Descriptor	21
9. Splice information table	21
9.1. Overview	21
9.1.1. Time base discontinuities	23
9.2. Splice info section	23
9.2.1. Semantic definition of fields in splice_info_section()	25
9.3. Splice commands	28
9.3.1. splice_null()	28
9.3.2. splice_schedule()	29
9.3.3. splice_insert()	33

ANSI/SCTE 35 2017

9.3.4.	time_signal()	37
9.3.5.	bandwidth_reservation()	38
9.3.6.	private_command()	39
9.4.	Time	40
9.4.1.	splice_time()	40
9.4.2.	break_duration()	41
9.5.	Constraints	42
9.5.1.	Constraints on splice_info_section()	42
9.5.2.	Constraints on the interpretation of time	42
10.	Splice Descriptors	44
10.1.	Overview	44
10.2.	Splice descriptor	44
10.2.1.	Semantic definition of fields in splice_descriptor()	45
10.3.	Specific splice descriptors	46
10.3.1.	avail_descriptor()	46
10.3.2.	DTMF_descriptor()	47
10.3.3.	Segmentation_descriptor()	48
10.3.4.	time_descriptor()	66
11.	Encryption	68
11.1.	Overview	68
11.2.	Fixed key encryption	69
11.3.	Encryption algorithms	69
11.3.1.	DES – ECB mode	69
11.3.2.	DES – CBC mode	69
11.3.3.	Triple DES EDE3 – ECB mode	69
11.3.4.	User private algorithms	70
11.4.	Segmentation Upid Element	70
12.	SCTE 35 Usage	71
12.1.	SCTE 35 Usage in DASH	71
12.2.	SCTE 35 Usage in HLS	71
12.2.1.	HLS cue tags	71
12.2.2.	HLS playlist example	73
13.	SCTE 35 XML elements and types	74
13.1.	Ext element	74
13.2.	PTSType	75

List of Figures

Title	Page Number
Figure 1 - SignalGroup	18
Figure 2 - SpliceInfoSection	25
Figure 3 - SpliceNull	29
Figure 4 - SpliceSchedule	31
Figure 5 - SpliceInsert	35
Figure 6 - TimeSignal	38
Figure 7 – BandwidthReservation	38
Figure 8 - PrivateCommand	39
Figure 9 - SpliceTime	40
Figure 10 - BreakDuration	41

ANSI/SCTE 35 2017

Figure 11 - SpliceDescriptorType	45
Figure 12 - AvailDescriptor	46
Figure 13 - DTMFDescriptor	47
Figure 14 - SegmentationDescriptorType	50
Figure 15 - TimeDescriptor	67
Figure 16 - SegmentationUpid	70
Figure 17 - Ext Element	75

List of Tables

Title	Page Number
Table 1 - registration_descriptor()	19
Table 2 - cue_identifier_descriptor()	20
Table 3 - cue_stream_type values	20
Table 4 - stream_identifier_descriptor()	21
Table 5 - splice_info_section()	23
Table 6 - splice_command_type Values	27
Table 7 - splice_null()	29
Table 8 - splice_schedule()	30
Table 9 - splice_insert()	34
Table 10 - time_signal()	37
Table 11 - bandwidth_reservation()	38
Table 12 - private_command()	39
Table 13 - splice_time()	40
Table 14 - break_duration()	41
Table 15 - Splice Descriptor Tags	44
Table 16 - splice_descriptor()	45
Table 17 - avail_descriptor()	46
Table 18 - DTMF_descriptor()	47
Table 19 - segmentation_descriptor()	49
Table 20 - device_restrictions	52
Table 21 - segmentation_upid_type	54
Table 22 - segmentation_type_id	56
Table 23 – MOU()	58
Table 24 – MID()	58
Table 25 - time_descriptor()	67
Table 26 - Encryption algorithm	69

ANSI/SCTE 35 2017

Table 27 - Tag #EXT-X-SCTE35

71

Table 28 - Tag attributes

72

ANSI/SCTE 35 2017

1. Introduction

1.1. Executive Summary

SCTE 35, Digital Program Insertion Cueing Message for Cable, is the core signaling standard for advertising and distribution control (ex. blackouts) of content for content providers and content distributors. SCTE 35 is being applied to QAM/IP, Title VI/TVE (TV Everywhere), and live/time shifted (DVR, VOD, etc.) delivery. SCTE 35 signals can be used to identify advertising breaks, advertising content, and programming content (ex. specific Programs and Chapters within a Program).

SCTE 35 complements other Standards to complete the eco-systems. [SCTE 30] is used to support splicing of advertising into live QAM MPEG-2 transport streams. [SCTE 130-3] is used to support alternate content decisions (advertising, blackouts, stream switching) for live and time shifted delivery. [SCTE 214-1] defines how SCTE 35 is carried in MPEG-DASH. [SCTE 224] (ESNI) is used to pass event and policy information from provider or other systems to communicate distribution control instructions. [SCTE 172] defines additional video coding and transport constraints on ANSI/SCTE 128 (which constrains ITU-T H.264/ ISO/IEC 14496-10 (“AVC”) video compression) for Digital Program Insertion applications using SCTE 35 messaging.

The recommended practices for SCTE 35 are contained in [SCTE 67] “Recommended Practice for SCTE 35 Digital Program Insertion Cueing Message for Cable”.

1.2. Scope

This standard supports delivery of events, frame accurate or non-frame accurate, and associated descriptive data in MPEG-2 transport streams, MPEG-DASH and HLS. This standard supports the splicing of content (MPEG-2 transport streams, MPEG-DASH, etc.) for the purpose of Digital Program Insertion, which includes advertisement insertion and insertion of other content types. An in-stream messaging mechanism is defined to signal splicing and insertion opportunities and it is not intended to ensure seamless insertion (splicing, playlist, etc.). As such, this standard does not specify the insertion method used or constraints applied to the content being inserted, nor does it address constraints placed on insertion devices.

Fully compliant MPEG-2 transport stream (either Multi Program Transport Stream or Single Program Transport Stream), MPEG-DASH content, etc. is assumed. No further constraints beyond the inclusion of the defined cueing messages are placed upon the stream.

This standard specifies a technique for carrying notification of upcoming points and other timing information in the transport stream. A splice information table is defined for notifying downstream devices of splice events, such as a network break or return from a network break. For MPEG-2 transport streams, the splice information table, which pertains to a given program, is carried in one or more MPEG Sections carried in PID(s) referred to by that program’s Program Map Table (PMT). In this way, splice event notification can pass through most transport stream remultiplexers without need for special processing. For MPEG-DASH, the splice information table is carried in the DASH MPD (See [SCTE 214-1]) or in media segments (see [SCTE 214-2] and [SCTE 214-3]). Section 12.2 details how SCTE 35 messages are carried in HLS manifests.