Society of Cable Telecommunications Engineers

ENGINEERING COMMITTEE
Digital Video Subcommittee

AMERICAN NATIONAL STANDARD

ANSI/SCTE 67 2014

Recommended Practice for SCTE 35
Digital Program Insertion Cueing Message for Cable

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1 Introduction

This Recommended Practice is to serve as an informational enhancement to [SCTE 35], Digital Program Insertion Cueing Message for Cable. SCTE 35 is necessarily brief in many areas in order to maintain conciseness and accuracy. This document serves as a companion to SCTE 35.

1.1 Scope

This document is an informational companion to [SCTE 35]. It is not in itself a specification or a standard. The information within is intended as guideline information. Where this document contradicts [SCTE 35], [SCTE 35] takes precedence.

1.2 Purpose

The purpose of this document is to aid splicing equipment designers, ad insertion equipment designers as well as the purchasers and users of such equipment, such as the networks that will originate SCTE 35 Cue Messages from their uplink sites. This document is also expected to aid in the system integration of advertising related equipment, both at the Message origination end and at the Message reception end.

SCTE 35 includes content segmentation messages, and this document has been updated to aid the users of these messages. Some of the new devices that will be interpreting the SCTE 35 commands include transcoders, packagers, network PVR and other content manipulation, storage and streaming delivery systems.

There may be crucial information within this document for manufacturers of equipment that pass the SCTE 35 Cue Message as part of the MPEG-2 transport stream. An example of such equipment is a rate altering re-multiplexer, which performs complex processing of the stream. When the stream is demultiplexed and processed and then re-multiplexed, it is very important to place the SCTE 35 Cue Message in the proper position relative to the video service and relative to nearby time-base discontinuities. Such equipment may also be required to alter the Message before retransmission.

2 Informative References

At the time of Subcommittee approval, the editions indicated were valid. All standards are subject to revision; and while parties to any agreement based on this recommended practice are encouraged to investigate the possibility of applying the most recent editions of the documents listed below, they are reminded that newer editions of those documents may not be compatible with the referenced version.

[SCTE 35] ANSI/SCTE 35 2013a - Digital Program Insertion Cueing Message for Cable.

[SCTE 30] ANSI/SCTE 30 2009 - Digital Program Insertion Splicing API.