SCTE · ISBE

STANDARDS

Digital Video Subcommittee

AMERICAN NATIONAL STANDARD

ANSI/SCTE 67 2017

Recommended Practice for Digital Program Insertion for Cable

NOTICE

The Society of Cable Telecommunications Engineers (SCTE) Standards and Operational Practices (hereafter called “documents”) are intended to serve the public interest by providing specifications, test methods and procedures that promote uniformity of product, interchangeability, best practices and ultimately the long term reliability of broadband communications facilities. These documents shall not in any way preclude any member or non-member of SCTE from manufacturing or selling products not conforming to such documents, nor shall the existence of such standards preclude their voluntary use by those other than SCTE members.

SCTE assumes no obligations or liability whatsoever to any party who may adopt the documents. Such adopting party assumes all risks associated with adoption of these documents, and accepts full responsibility for any damage and/or claims arising from the adoption of such documents.

Attention is called to the possibility that implementation of this document may require the use of subject matter covered by patent rights. By publication of this document, no position is taken with respect to the existence or validity of any patent rights in connection therewith. If a patent holder has filed a statement of willingness to grant a license under these rights on reasonable and nondiscriminatory terms and conditions to applicants desiring to obtain such a license, then details may be obtained from the standards developer. SCTE shall not be responsible for identifying patents for which a license may be required or for conducting inquiries into the legal validity or scope of those patents that are brought to its attention.

Patent holders who believe that they hold patents which are essential to the implementation of this document have been requested to provide information about those patents and any related licensing terms and conditions. Any such declarations made before or after publication of this document are available on the SCTE web site at http://www.scte.org.

140 Philips Road
Exton, PA 19341

Table of Contents

Title **Page Number**

List of Figures

List of Tables

1. Introduction

1.1. Executive Summary

This Recommended Practice is to serve as an informational enhancement to SCTE 35, Digital Program Insertion Cue 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.

1.2. 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.

1.3. Benefits

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 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 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 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

1.3.1. Improvements in Ad Timing Synchronization

This document makes recommendations on how to maintain proper time synchronization between servers and splicers. These recommendations include the time synchronization method used between servers and splicers; methods for configuring splicer controlled Ad Insertion Systems; and methods for monitoring the proper timing of Cue Messages.

2. Informative References

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

2.1. SCTE References

- [SCTE 35] ANSI/SCTE 35 2016 - Digital Program Insertion Cueing Message for Cable.
- [SCTE 30] ANSI/SCTE 30 2015 - Digital Program Insertion Splicing API.
- [SCTE 40] ANSI/SCTE 40 2016 - Digital Cable Network Interface Standard.