



# An Introduction to Inlet's Ad Enabled Approach to Live Video Encoding



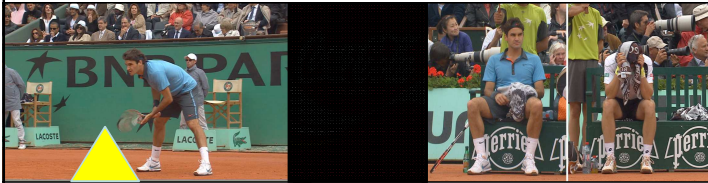
# 5 Steps to Ad Insertion



Ad Enabled Encoding enables content providers to:

1. Detect ad break
2. Remove broadcast ad
3. Insert slate
4. Mark ad break
5. Insert ads at player

# Automatic Marker Insertion with Spinnaker 6000



MPEG 2TS w/  
SCTE 35 Cue  
Message

1



2



3

Slate Insertion

4

Marker



5

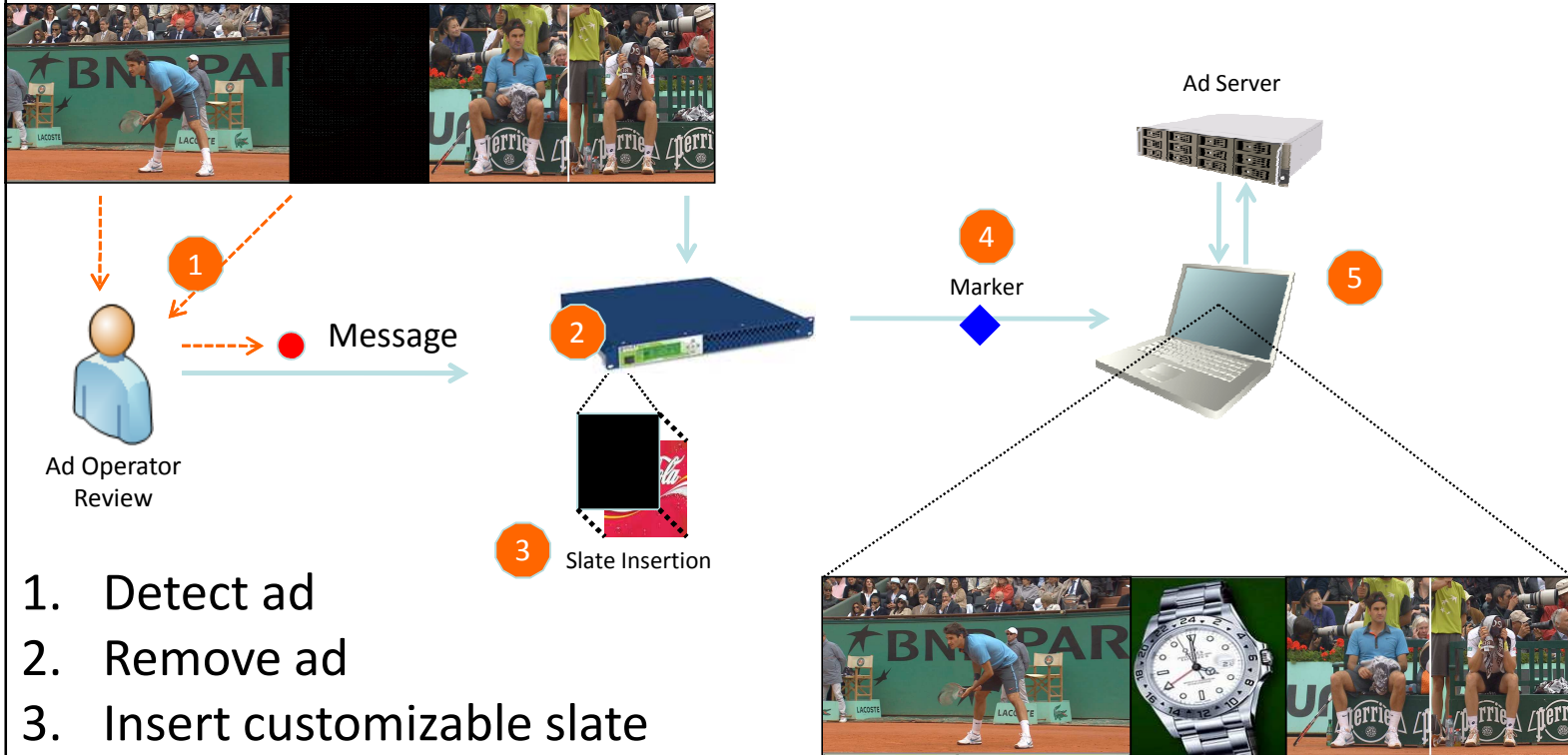
Ad Server



1. Detect ad
2. Remove ad
3. Insert customizable slate
4. Mark ad break
5. Insert new ad



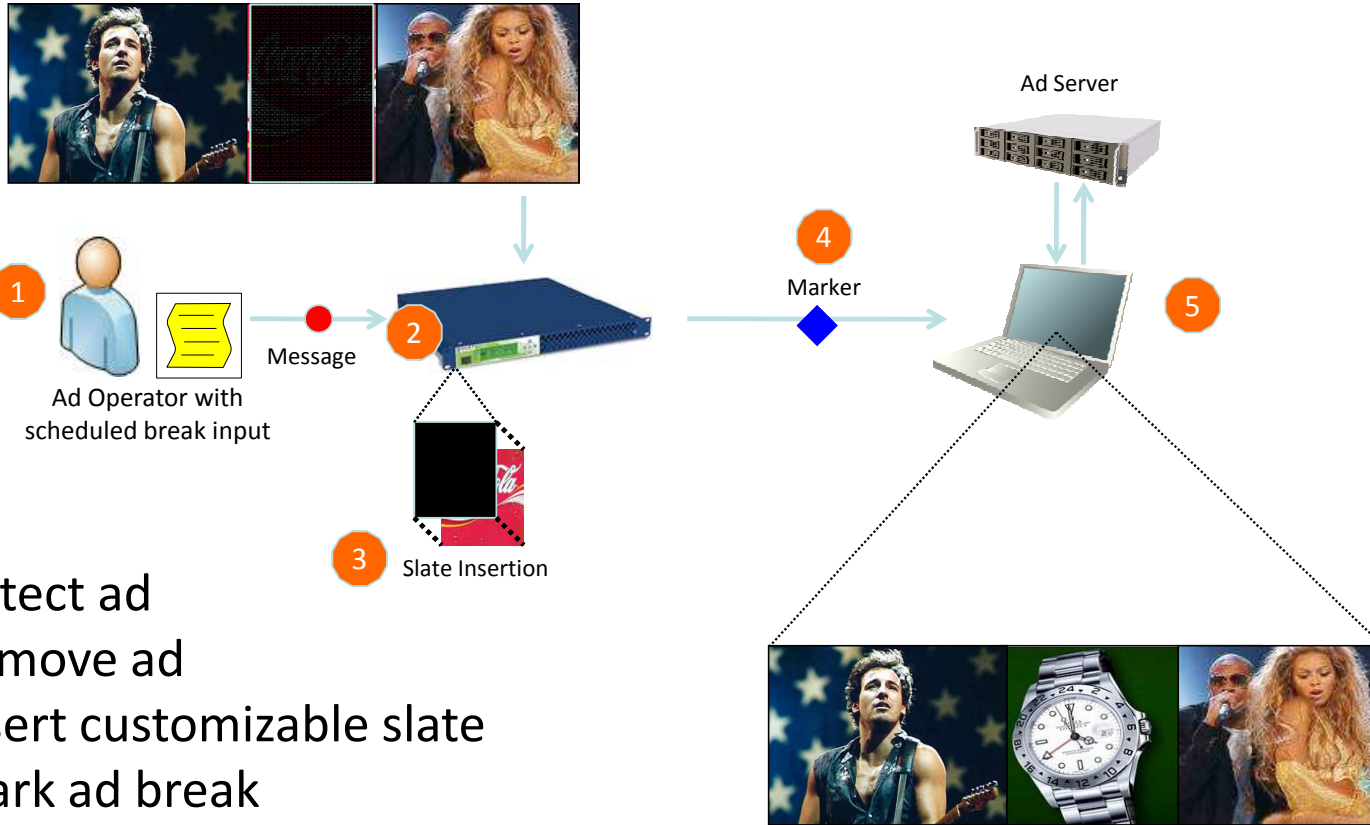
# Manual Marker Insertion Prior to Encode



1. Detect ad
2. Remove ad
3. Insert customizable slate
4. Mark ad break
5. Insert new ad



# Marker Insertion Utilizing Preset Ad Breaks



1. Detect ad
2. Remove ad
3. Insert customizable slate
4. Mark ad break
5. Insert new ad

# Conclusion



- Inlet's Ad Enabled encoding provides foundation for profitable live video delivery
- With operational challenges solved, content providers can confidently deploy more content
- Inlet has 3 options for inserting ads into live video today.