

Whitepaper

Future-proof SCTE solutions with legacy interoperability using RiverSilica's PIXFIX™ Versa Encoders

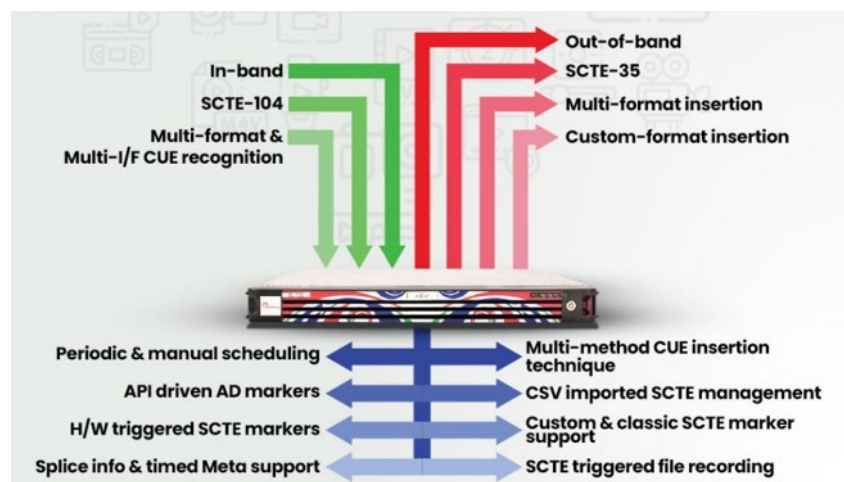
Markets for IP video are growing at breakneck speed. The FAST Channel market is projected to reach a revenue of US\$ 11 billion by 2027. By 2032, the OTT advertising market is expected to reach about US\$ 250 billion. Flexible and efficient video processing mechanisms are crucial to keep up with the industry's explosive growth and maximize monetization. One of the critical elements in the IP video workflow is the presence of recognizable, replaceable Advertising (Ad) signatures in a video stream, particularly in formats used in modern-day IP video streams that need to be viewable on multiple types of devices and networks.

The video streaming process is relatively straightforward: a raw video is taken from a playout or file delivery environment. It gets encoded or transcoded, as the case may be, to an end-user Smart device playing out on multiple networks. Depending on whether it is live or pre-recorded, the video may be processed either as a Live or On Demand stream. A vital element in this process is a standard, which marks the data for recognizing an Ad signature and the duration for the downstream environment to either recognize Ads for replacement or for the environment to switch between Live video, Ad breaks, and back to Live video. These signatures are now used in the OTT market to replace Ads in a content delivery environment. However, they can also be used for IP-driven targeted Ad replacement.

Here is a typical workflow approach for IP-driven targeted Ad replacement. The Ad signature, as defined by SCTE 104, is carried in the Raw video stream. The processing environment recognizes this signature and converts it into an SCTE 35 embedded IP deliverable video stream for better and more efficient monetizing.

With OTT-based video delivery looming large, it has become imperative for processing environments that consist of an Encoder/Transcoder to go beyond merely recognizing SCTE 104 and be capable of converting to an SCTE 35 in the processed stream. The modern-day environment needs a multi-interface, multi-format input Ad marker recognition capability, multi-format output Ad marker capability, flexibility based on end-user publish point CDNs, recognition of multiple types of incoming and outgoing Ad markers, and Multi-Ad marker implementation standards.

One company that stands out in building one-of-a-kind "legacy interoperable and future-proof" SCTE solutions in the realm of Encoding/Transcoding workflow is RiverSilica Technologies. [PIXFIX™ Versa](#), part of RiverSilica's PIXFIX™ suite of products, is an all-in-one appliance that ticks all the boxes for any Live or on-demand broadcaster to maximize their monetization potential.



[PIXFIX™ Versa](#) is crafted with PIXFLEX™ pipeline architecture, which aids in monetizing a legacy workflow Ad marking system and provides the customer with adaptable and future-ready capabilities for modern IP video workflow. Armed with the capacity to recognize multiple types of Ad markers, a mechanism to add the markers manually, and the capability to programmatically control the CUE tones, [PIXFIX™ Versa](#) opens up a universe of options and opportunities for users.

RiverSilica's specialization comes from its SCTE Center of Excellence Lab, which continuously researches and implements newer SCTE workflows to provide ready architecture for fulfilling legacy needs. That ensures that the [PIXFIX™ Versa](#) is always at the cutting edge, providing unique and effective solutions to take our customers' Ad monetization capabilities to the next level.

For more information www.riversilica.com or reach out to info@riversilica.com