Local TV Advertising Within Reach
Ad Insertion as a Service for Independent Cable Operators

Now cable operators of all sizes can grow their advertising revenue via Vigor’s ad insertion-as-a-service platform. Eliminate the burden of the high CAPEX necessary to purchase racks of ad insertion equipment and get an immediate ROI on your avails. Vigor Systems is creating a shift in the cable industry. Our ad insertion-as-a-service is similar to when cable customers subscribe to cable services; they are not buying the set-top box, but the seamless access to its content and related services.

The Past
In the past, cable operators purchased and maintained a chain of ad insertion equipment to bring in incremental revenue and monetize their business. However, many cable operators were often unable to overcome the high cost of investment associated with traditional ad insertion equipment, making the opportunity for ad insertion revenue out of reach.

Digital ad insertion for MPEG transport streams requires two devices: an ad splicer to splice compressed video together and an ad play-out server to insert advertisements into the content stream.

Ad splicing equipment must be physically present at a local headend in order to interrupt program content and insert local advertisements. There are a handful of companies with the technology to splice (replace content) in live compressed video streams – Cisco, Motorola, RGB, Thompson, etc. These companies use specially designed chipsets with a wide range of additional functionality (recoding, format changing, etc.) creating very capable, but expensive designs not needed for most advertisement insertion projects.

Contact us today to see how our services can benefit you!
1-866-748-4467 | info@vigorsystemsinc.com
Today’s Solution

Vigor Systems has developed ad insertion-as-a-service based on our extensive experience in both cloud computing and advertising insertion. Ad insertion-as-a-service relocates the functions of traditional ad insertion equipment to the Vigor Cloud. Only a single rack unit, the Advertio® Plus, remains located at the headend facility. Vigor allows cable operators to avoid upfront costs on infrastructure and paves the way for future-proof technologies. By moving media delivery, scheduling and monitoring into the Cloud, operators will see a dramatic reduction in costs and operational complexities, as well as a significant increase in the reliability and performance of our ad insertion solution.

Introducing Advertio® Plus | Ad Insertion and Splicing In One Device

The Advertio® Plus is a smarter solution for cable operators of all sizes. Ad insertion and play-out are now available in this single 1RU server, which eliminates the need for an additional splicer.

The Advertio® Plus has a built-in splicer that operates with conformed ad files to maintain high video quality. It pre-processes the files in our Vigor Cloud rather than trans-rate the video in real time. It preserves the maximum image quality of the ad without altering any of the other programs in the video streams. By processing the video in the Vigor Cloud, operators benefit from cost savings on reduced technical maintenance and power supply; they also benefit from increased reliability of the ad insertion operations.

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<th>KEY FEATURES</th>
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<td>Dynamic built-in splicing</td>
<td>No upfront cost</td>
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<td>Secure cloud-syncing technology</td>
<td>Built-in splicer - no need for additional equipment</td>
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<td>Supports simultaneously up to 50 channels</td>
<td>Enables faster time to market for ad selling operations</td>
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<td>Works with CCMS scheduling</td>
<td>Always reach reel people for true support 24/7</td>
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Support

Our monitoring capabilities ensure that we know about an issue before our end users do; we solve issues quickly and efficiently. We pre-emptively strike against mission critical issues. Operators will get access to a highly skilled engineering team 24/7, without a layer of bureaucracy escalation that isolates operators from our experts’ operations.

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