ONEVIGOR Advertio®

Reducing the Cost & Complexity of Ad Delivery

Advertio is a proven ad insertion solution for cable operations of all sizes, providing a one-stop platform for linear ad insertion, content distribution, splicing, management, and monitoring. Designed from the ground up to make ad delivery as cost-efficient as possible, Advertio takes an innovative approach that leverages recent advances in cloud technology and server integration to lower the cost and complexity of ad delivery while making it as reliable and flexible as possible.

Highly Integrated & Scalable

Advertio takes the process of content distribution, ad delivery, splicing, bandwidth optimization, management and monitoring, and combines them onto a single server connected to the cloud. This reduces the infrastructure and maintenence for a typical ad insertion chain consisting of several devices. A single Advertio Server can deliver up to 100 channels of ad insertion capability. If more channels are needed, you simply add more servers and connect them to the cloud.

Guaranteed Interoperability

Advertio is designed to integrate into a large number of workflows and environments. It plays well with most traffic systems and encoders. If you prefer to use your existing splicer with Advertio, virtually all splicers on the market will work. Advertio is designed to work in existing environments that employ the use of DTMF tones, SCTE triggers, GPIO closures, and baseband signals. These can later be upgraded as the environment changes.

Outstanding Performance & Relability

Advertio leverages its unique and innovative software technology combined with a robust Linux operating system to create and ultra-stable platform capable of delivering high ad insertion success rates.
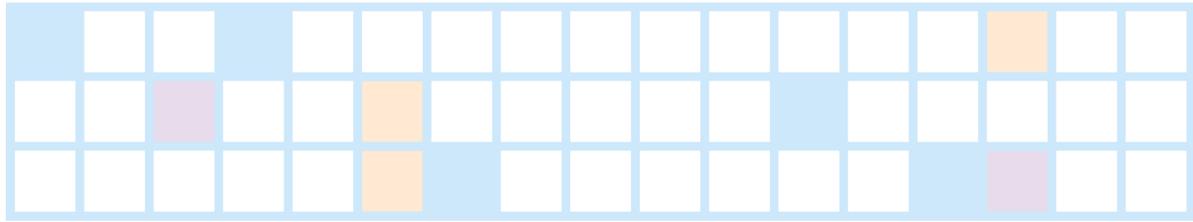
Secure

By proactively following security best practices from industry leaders, OneVigor's proven technology for handling media allows users to know their content is secure and protected.

Proactive Support

Our customer support team is actively monitoring your system, 24/7. Whether it is sending out replacement equipment or alerting you when your system starts to indicate signs of stress, OneVigor is anticipating what you need before you even know you need it.

Available As a Monthly Service

In the current environment of rapid change, infrastructure flexibility is key to future survival. By purchasing Advertio as a monthly service, you eliminate many of the up-front costs of deploying an ad insertion system; and can scale your capacity up or down to meet your changing needs.

Choose the Best Server Configuration Option for Your Operations.

Advertio PLUS Splicer

Eliminate the need for costly external splicing equipment. OneVigor Advertio PLUS combines ad insertion on compressed video channels and play-out in one device.

Advertio UHD

Reliable playout of Ultra HD content designed specifically for operators looking to showcase ultra-high quality content across their network.

Advertio QTONE

Extend the capability of your OneVigor server by allowing analog DTMF tones, GPIO relay closures, and digital SCTE messages to be used to trigger linear ad insertion events.

Advertio Prolog

Cost-effective, entry level access to a fully-featured local ad insertion platform. Prolog combines an advanced ad server with an ad insertion control, monitoring and automation system.

Advertio Digital Inserter

Local ad insertion on two digital baseband channels with OneVigor's combined video server and splicer.

About OneVigor

As the creator of PitchBlue®, the largest syndication distribution platform in the industry, OneVigor is continuing to change the media landscape with its one-stop platform for Media Outlets, Content Creators, and Advertisers.

OneVigor Facts:

- Serves media giants PBS, CBS, NBC, Warner Bros. and 20th Television
- 99.7% delivery success rate
- 850,000+ air-dates per month
- Deployed at 1,750 local TV stations

To learn more about OneVigor and our ad insertion services, visit https://onevigor.tv/adinsertion/

onevigor.tv