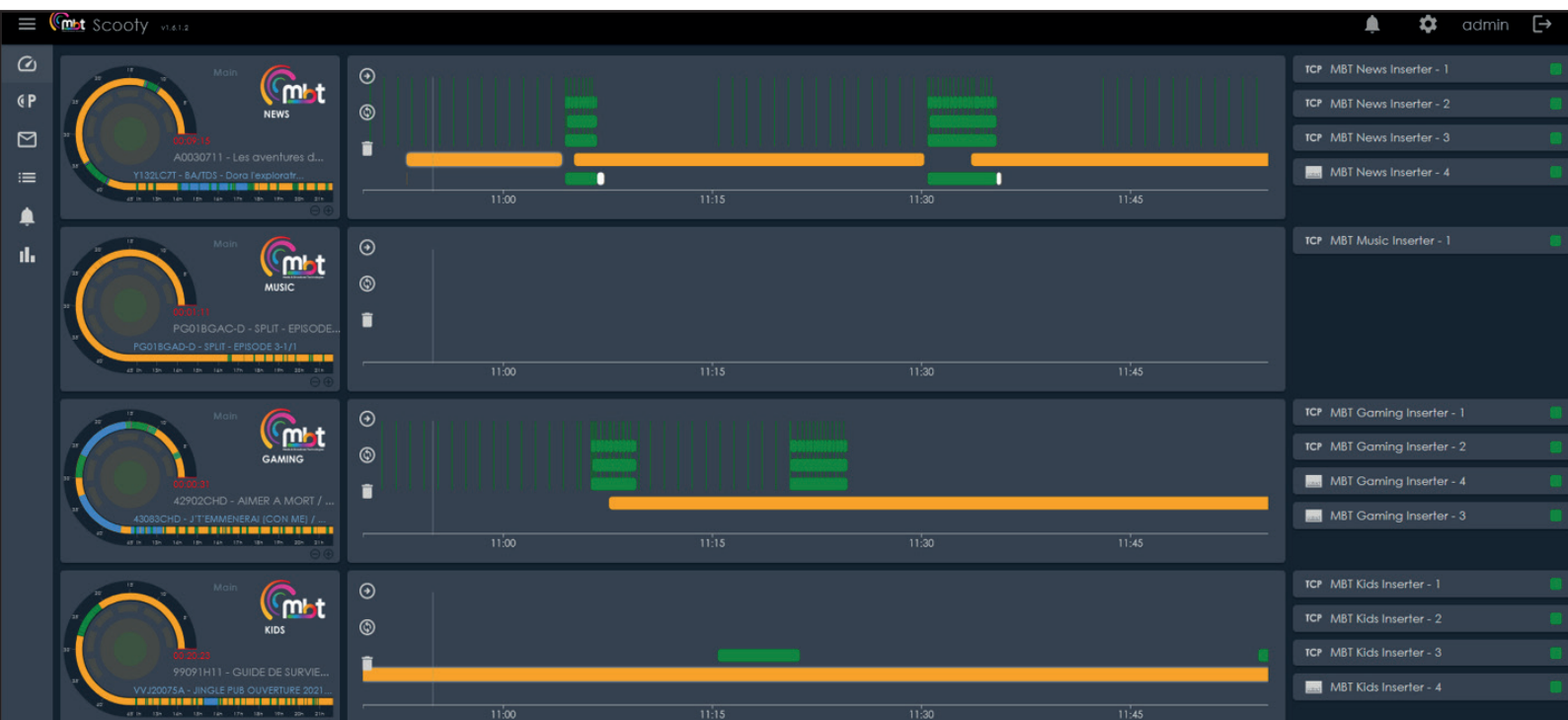# SCOOTY

On the broadcast and OTT demanding scene, the ANSI SCTE 104 and SCTE 35 standards are unavoidable.

Originally thought for local television program insertion, these protocols now offer plenty of possibilities. They can trigger recordings or insert dynamically advertisement spots.

Those possibilities open up a myriad of innovating functions. In this maze of technical challenges, MEDIA & BROADCAST TECHNOLOGIES ® (MBT) designed **Scooty**, a revolutionary solution that eases up the signalling management by outsourcing the insertion process.

KEY FUNCTIONS:

- Advertising replacement

- Regional break synchronization

- Automated recording

- Program signalling

- Interface with any automation system (MBT Phoenix V4 included)

- Interface with any SCTE 104 & 35 insertion equipment

- Multiple platform supervision through a web client

MANAGE YOUR SCTE INSERTION

Each video receiver interpreting the standards its own way gives rise to an increased complexity in the broadcasting automation systems management. In addition, each SCTE104/35 insertion system having its own communication language adds even more difficulties.

Each system in the end of the signal processing line interprets the SCTE 104/35 standards (SCTE 35 deriving from SCTE 104 norm) its own way. **Scooty** addresses any kind of message to its given destination.
It also allows to relieve the channel management by deleting every secondary event related to SCTE 104 marking.
Scooty automatically generates SCTE messages from the playlist streamed by your broadcasting automation. The generated messages are sent to the SCTE inserting system which puts them into the video signal.

Scooty connects to your broadcasting automation system whether it is the sturdy MBT Phoenix or another external system.

Each playlist is watched in real time. Segments are extracted following strict rules. After that, each segment is submitted to one or plural SCTE insertion requests adapted to the specific insertion system used.

This flexibility allows you to use any automation and any SCTE 104 systems thanks to an appropriate routing.

SCOOTY RELIES ON THE FOLLOWING CONCEPTS :

SOURCE

Playout automation. The system provides **Scooty** a playlist that will be analyzed in real time.

PROCESS

Internal system allowing to check the playlist in order to extract segments depending on rules you define.

DESTINATION

SCTE insertion system towards which SCTE messages, generated by the playlist segmentation, will be sent.

MAKE YOUR DATA FLOW

AN OUTSTANDING WEB INTERFACE

Reachable by a web address, this interface allows an accurate and simplified supervision and administration. Thanks to its individual user system, it is fully customizable according to each operator needs.

DASHBOARD

Scooty's main supervision interface that allows to visualize for each source, the running playlist, the extracted segments and the different SCTE insertion systems status.

CHANNELS

The "Channels" menu allows you to visualize your playlists in real time. It shows the first hundred primary events and permits you to distinguish your advertisement spots (in green) from other events (in orange).

MANUAL MESSAGES

Thanks to the manual mode, you are able to launch instantly an SCTE insertion demand based on a defined model.

MESSAGES LOGGING

Consult directly the application logs and the SCTE sent messages history. Its advanced searching tool include several filters that allow you to easily find the information you need.

NOTIFICATIONS

Stay updated with Scooty's integrated notification system. Each major event generates a notification, and these are viewable from any window. A complete history of notifications is maintained and remains accessible at all times.

STATISTICAL VIEW

Check quickly under a graphical form the number of messages by status and the number of messages for each destination by date.