

High-Performance and Reliable Splicing for Ad and Local Program Insertion

Synamedia's vDCM Splicer is a software-based seamless program insertion solution suitable for myriad applications, including inserting local commercials, switching to regional linear channel variations, and addressing local, live-show blackout requirements. Designed to run on-premises as a software appliance or a public or private cloud, the easily scalable platform features an intuitive drag-and-drop user interface to simplify your configuration and day-to-day operations.

Carry Out Dynamic Ad Replacement

The vDCM Splicer is the industry's most comprehensive digital program insertion platform. With unique back-to-back splicing capabilities to/from multiple sources, it is ideal for advanced dynamic replacement of a row of commercials with ads from different sources. The vDCM Splicer supports both MPEG-2 and H.264 video formats, and enables splicing between different video resolutions.

Featuring advanced component merging capabilities, the vDCM Splicer lets you define advanced component tracking rules for automatic matching of video, audio and data PIDs. It also enables manual or automatic insertion of SCTE-35 markers in the output stream, paving the way for dynamic ad insertion in downstream distribution systems.

Seamless integration in all environments

Pre-integrated with leading ad servers and compliant with all relevant standards, the vDCM Splicer works equally well with greenfield and existing environments. When combined with the vDCM Multiplexer and vDCM Encoder, the platform can carry out seamless splicing within statistical multiplexing pools.

The vDCM Splicer's low latency, frame accuracy, and exceptional splicing success rate, together with ease of configuration and high availability, ensures swift deployment with peace of mind for mission-critical operations and revenue-boosting opportunities.

Take your Business to the Next Level

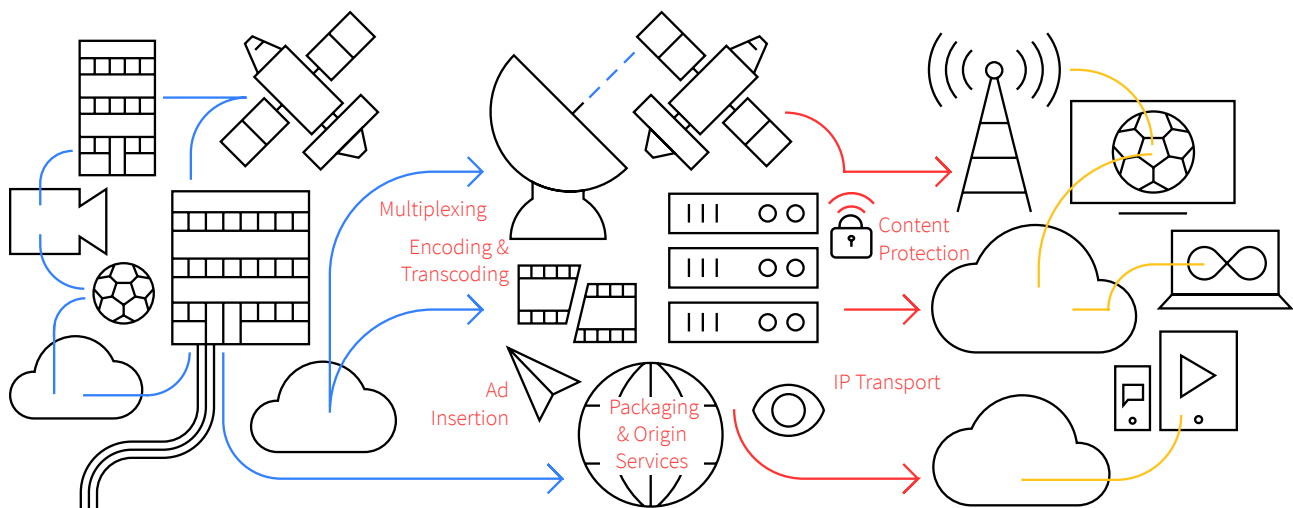
Covering all processing functions – from grooming/multiplexing, through encoding and transcoding, to packaging and IP transport – vDCM is a software-centric application on a single converged platform. Featuring advanced video and audio codecs while supporting all ABR streaming and packaging formats, vDCM boosts your business in multiple ways.

At the heart of Synamedia's video network portfolio, vDCM optimises bandwidth usage and latency to deliver true live personalised video experiences in pristine quality. With a 20-year proven track record, the end-to-end vDCM platform enables you to build highly dependable and available workflows for 24/7 processing. Offering the industry's richest feature set, Synamedia's market-leading vDCM is a scalable service that you can trust.

Highlights

- Supports all relevant standards, including SCTE-30, SCTE-35, ESAM, and EAS
- Splices between different video resolutions and within statistical multiplexing pools
- Performs frame-accurate and low-delay splicing
- Supports advanced component tracking rules for automatic matching of video, audio or data PIDs
- Comes pre-integrated with all leading ad servers

Video Network Chain



Features and Benefits



Address all splicing use cases

- Maintains back-to-back splicing capabilities and advanced component tracking/merging to carry out advanced dynamic ad replacement
- Features low-delay, frame-accurate seamless splicing with high success rate to deploy rapidly and reliably
- Splices H.264/MPEG2 streams within statistical multiplexing pools and between different video resolutions to cover all bases



Enjoy full flexibility

- Offers multiple deployment options to drive business agility
- Complies with all relevant standards to integrate into any environment
- Employs flexible licence model to scale easily and add functionality



Leverage operation-rich solution

- Runs via Synamedia's Video Services Manager (VSM) to simplify operations
- Works with rich and documented APIs to meet all requirements
- Utilizes intuitive drag-and-drop interface to quickly configure splicing scenarios and rules
- Features high availability and efficient monitoring and management tools to let you focus on value-added tasks
- Monitors and reports splice success rate via built-in dashboards

About Synamedia Video Network Solutions

Synamedia's video network solutions enable media, web and pay TV providers to deliver pristine-quality broadcast and broadband video securely over any network to any screen. Anchored by the industry's most comprehensive processing platform and built with high-quality standards, our solutions ensure outstanding performance and reliability for over 1,000 customers worldwide. Synamedia's solution portfolio covers the entire video network chain – from distribution, through processing, to delivery – enabling you to offer outstanding value-added and personalised experiences while saving costs.

Next Steps

Learn more about [Synamedia's video network solutions](#).

For more information, [contact us](#).