

Production Manager™

Media Aware Content Delivery and Management

IDC Production Manager provides centralized content management of linear and file-based programming.

Applications

- Centralized management of Ad insertion
- Broadcast Automation System
- Media management for professional audio and video distribution networks
- Content management

Features

- Ad Insertion
- Content Ingestion
- Automated Playout Management
- Content Transmission
- SCTE-104 Messaging
- Time scheduled file playback
- Time scheduled channel changes
- Playlist support
- Global, group and individual receiver addressability
- Web-based GUI

IDC Production Manager is a powerful content management tool used to control IDC receiver products including SuperFlex Pro Audio and LASER receivers. In these networks, Production Manager provides central management of remote site insertion of advertisement into linear live video and audio from the network operations center (NOC).

Production Manager | Pro Audio

Production Manager enables the targeted advertisement features that form the basis of exciting new revenue models being deployed by today's most advanced professional audio networks. Production Manager provides both scheduled program and event based functionality, enabling operators to trigger pre-defined events including: the insertion of commercials; regionalized content ("copy split"); activation of a playlist; changing of channels; firing of relay closures; and returning to live programming.

Ad Insertion Module (AIM) for Pro Audio

The Production Manager's Ad Insertion Module allows network operators to implement the functionality of an automated ad playout system. This interface allows the Production Manager to execute commercial insertion splices based on an operator defined schedule.

Production Manager | LASER

Broadcasters can generate exciting new revenue streams using Production Manager's targeted advertisement features. Production Manager allows system operators to schedule system-wide seamless ad and program insertion via SCTE-35 splices. Production Manager also allows the network provider to pre-define local and regional ad inserts, blackouts and long form programming.

Ad Insertion Module (AIM) for LASER

The Production Manager's Ad Insertion Module allows network operators to implement the functionality of an automated ad playout system for operators who do not have SCTE-104 messaging capabilities. This module allows Production Manager to convert basic broadcast GPIO and IP based cue information into SCTE-104 messaging which is required by video encoders for DPI (Digital Program Insertion) functions such as ad insertion. DTMF signals can also be supported via use of an external DTMF to GPIO conversion utility.

Interfacing with Automation Systems

Production Manager provides an interface to third-party automation systems allowing them to control the IDC platform. Automation and Traffic systems can send commands to Production Manager via a real-time electronic interface using IP commands, WSDL commands, or via file import. The results of commands from third party automation systems can be viewed and verified on a comprehensive Web-based GUI. This interface also allows operators to enter appropriate programming information directly for those customers who are not using automation systems.

System Management

Production Manager provides management of content transmission priority queuing, retransmissions, FEC and automated redundancy to provide a robust, reliable content management platform.

TECHNICAL SPECIFICATIONS—Production Manager™

DESCRIPTION	PRODUCTION MANAGER MODELS	
	Pro Audio	LASER
Receiver Type	SuperFlex Pro Audio Series Receivers	LASER Video Distribution Receivers
File Types	AAC, MPEG Layer II and MPEG Layer III	MPEG-2 and MPEG-4 Transport Stream (mp4, mpeg)
PM Event Triggers	Play file, Playlist, Set Channel, Return to Live, Relays	Play file, Playlist
PM Event Method	Frame accurate switching via Event Manager triggers, Provide IP messaging to Event Manager (s)	Frame accurate splicing (via SCTE-35), Provide SCTE-104 IP messaging to Video Encoder(s)
Local Event Triggers	Play file, Playlist, Set Channel, Return to Live, Relays	Play file, Playlist
Time Scheduled	Play file, Playlist, Set Channel, Return to Live, Relays	Play file, Playlist
Playlist Methods	Looping, Percentage Based, Random	Looping, Percentage Based, Random
Video Splicing	N/A	Play file, Blackout, Playlist, Random Playlist, Percentage Based Playlist
AIM (Ad Insertion Module)	IP commercial cue interfaces Time of day scheduling	GPI and IP commercial cue interface Time of day scheduling, SCTE-104 messaging
LICENSING		
Receivers Supported	50 (upgradeable to 5000)	
Channels Supported	1 (upgradeable to 100)	
Triggers	10,000	
Playlists	1,000	
Redundancy	Production Manager database required	

FEATURE SET	
Inputs	<ul style="list-style-type: none"> IP Event trigger (from playout systems) WSDL interface (Traffic ingestion) GPI (from playout or DTMF detector) Web based GUI
Trigger Options	<ul style="list-style-type: none"> Start and stop playout dates Content deletion date Group mappings
SCTE-104 Interface	<ul style="list-style-type: none"> For SCTE-35 creation (LASER Only)
Event Manager Interface	<ul style="list-style-type: none"> Audio synchronized trigger injections (Pro Audio Only)
XD Host Interface	<ul style="list-style-type: none"> Content priority queue(s) Retransmission schedule/frequency FEC Database management Redundancy configuration
Addressing	<ul style="list-style-type: none"> Individual site Global Group(s) (Client, Service, Product)
POWER REQUIREMENTS	
Supply Voltage	100 to 240 VAC, +6%, -10%, 50 or 60 Hz
PHYSICAL PARAMETERS	
Chassis	1U rackmount server platform
Dimensions (H, W, D)	4.5 cm x 48 cm x 40 cm (1.75" x 19" x 16")
Weight	8.5 kg (18 lbs.)
ENVIRONMENTAL CONDITIONS	
Operating Temperature	0° to 50° C (32° to 122° F)
Storage Temperature	-20° to 70° C (-4° to 158° F)
Humidity	Maximum 90% relative, non-condensing

The image displays the Production Manager hardware and its software interface. The hardware is a 1U rackmount server with a front panel featuring a 'PRODUCTION MANAGER' label, a '1' indicator, and a '2.0.2758' version number. The software interface is shown in two screenshots. The top screenshot shows the 'Production Manager' main window with a 'Trigger List' table. The bottom screenshot shows the 'Trigger Details' window for a specific trigger.

ECI	ID	TYPE	Notes	Resend Files	Actions
RTL	20005	Standard	Return to Live Program	-	1 Action Record(s)
ABC	20006	Standard	Play Different Training Video at each city	+	3 Action Record(s)
LOOP	20007	Standard	Loop Signage Advertisements	-	1 Action Record(s)
RANDOM	20008	Standard	Random Mix of Video for Lobby	+	1 Action Record(s)
TWED	20009	Timed Playlist	9AM Syndicated Broadcast	-	1 Action Record(s)
SD	20010	Standard	SD Mix of Color Bars	+	1 Action Record(s)
Percent Split	20011	Standard	% Split of Advertisements	-	1 Action Record(s)
ISC0000000001	20012	Standard	Program Overlay	-	1 Action Record(s)

ID	ISCE	Notes	Actions
20007	ISCE: LOOP	Notes: Loop Signage Advertisements	1 Action(s)
<input checked="" type="checkbox"/> Activate Immediately <input type="checkbox"/> Resend All Files on Update			
Description: ENDLESS loop Planet Earth			
Play Period: Immediately to No Expiry			
Type:	Play File	File: \\1127.0.0.1\Content\PlanetEarth-1280x720-60i-5mbps.ts	(was sent)
	Play File	File: \\1127.0.0.1\Content\PlanetEarth-1280x720-60i-5mbps.ts	(was sent)
	Play File	File: \\1127.0.0.1\Content\PlanetEarth-1440x1080-60i-5mbps.ts	(was sent)
	Play File	File: \\1127.0.0.1\Content\PlanetEarth-1920x1080-60i-5mbps.ts	(was sent)
	Play File	File: \\1127.0.0.1\Content\PlanetEarth-960x720-60i-5mbps.ts	(was sent)
	Play File	File: \\1127.0.0.1\Content\PlanetEarth-deepsqa-1920x1080-60i-12mbps.ts	(was sent)
	Play File	File: \\1127.0.0.1\Content\PlanetEarth-deserts2-1920x1080-5994i-20mbps.ts	(was sent)
	Play File	File: \\1127.0.0.1\Content\PlanetEarth-deserts-1920x1080-5994i-20mbps.ts	(was sent)
	Play File	File: \\1127.0.0.1\Content\PlanetEarth-jungle-1920x1080-5994i-20mbps.ts	(was sent)
	Play File	File: \\1127.0.0.1\Content\PlanetEarth-shalovoice-1920x1080-60i-15mbps.ts	(was sent)
Groups:	Ottawa	New York	Boston
	Washington	Chicago	Dallas
	Denver	LA	San Fran
Sites:	WVA-B	WVFP	
Audio Decoder:	Decoder:1		

International Datacasting Corporation is a technology provider for the world's premiere broadcasters in radio, television, data and digital cinema. IDC's products and solutions are in demand for radio and television networks, targeted ad insertion, digital cinema, 3D live events, VOD, and IPTV. IDC is headquartered in Ottawa, Canada, has installations in over 100 countries, and a strong world-wide network of value-added partners and distributors. For more information visit: www.datacast.com.



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