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Version 3.9

**Nectar**  
Product Advertising

Realtime 3D Broadcast Graphics

## Nectar

### Product Advertising – Track Imprints & Manage workflow

#### Introduction

Nectar overcomes the challenges faced by the channels while scheduling and managing on-air timing and frequency of graphic advertisements. The solution is equipped with the tools to schedule ads, track imprints, and provide necessary As-Run logs to the billing department.

Nectar, addresses this need of television stations for sophisticated 3D graphics for branding, advertising and promotional purposes. Its networked workflow, provides broadcasters the tools to produce, automate and playout visually rich advertisement in real-time. The solution is scalable and caters to single and multi-channel operations.

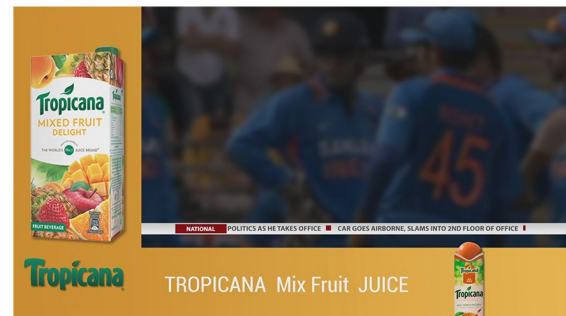
Typical product advertising can be categorised as below:

#### Product bugs



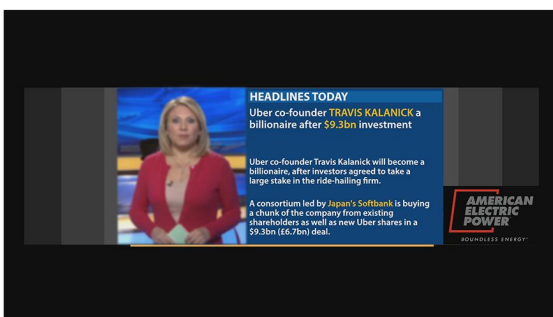
A product bug is a graphical element that is displayed along with the associated content.

#### L band product placement



Positioned mainly on the left section in an L format. The whole TV signal is squeezed giving a large area to the advertiser.

#### Sponsored graphic templates



Repetitive full frame graphics such as headlines are available to be sponsored by one advertiser. Similar opportunities for advertising are there for graphics like breaking news, and weather bulletin.

#### Ticker Advertisement



A category ticker allows product advertising to be interspersed with the latest data going on air.

### Advantages of Product Advertising

- Automatic insertion of graphic advertisement through its own scheduling interface.
- Incorporate last minute schedule changes.
- Exhaustive AS Run Log Available for Billing Department
- Handles multiple channels from single module
- Supports HD & SD format
- Additional functionality of manual insertion of graphics

## The Solution comprises of the following

### Ad Scheduler

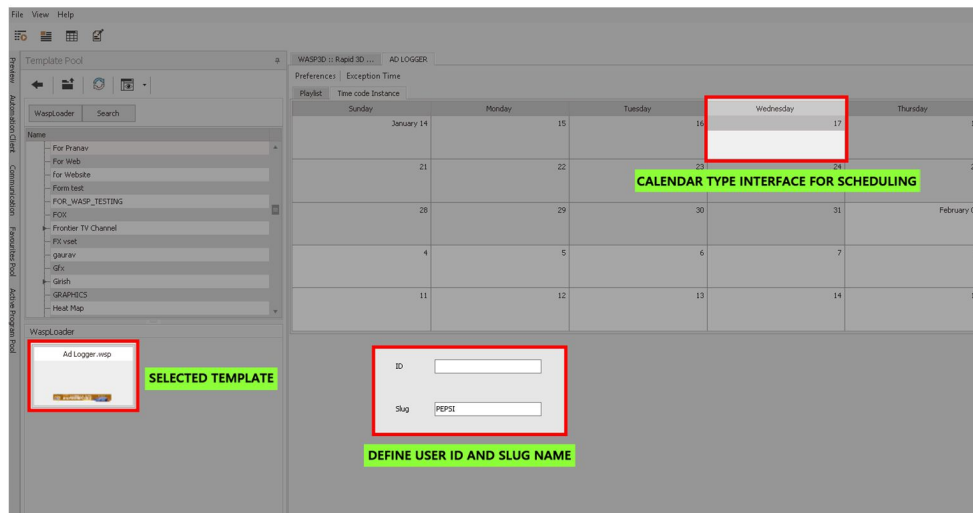
The traffic department schedules different ads at different time during the day. Each ad type whether it be Product bug, L band and Sponsored Graphics or Tickers advertisement is given a unique name and a unique id with clear definitions for exceptionable/ preferable time (ad start times, ads' end time & Frequency) for play out.

### How it works?

A new advertisement playlist is chosen which consists of various advertisement scene templates (referred as template here),

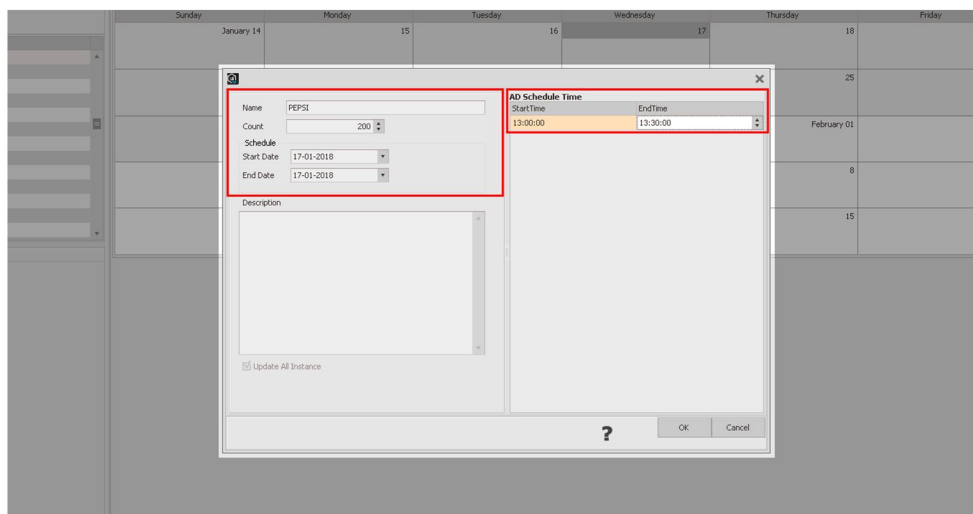
- In Data Buzz, create a new Ad Playlist.
- Choose Ad Template – An ad template can be in the form of Image / Video

Templates created by a graphic designer are available across all WASP3D modules. Journalists, producers, and other non-design personnel can select templates, enter/modify available data fields, preview a real-time render of the template with the new data and then, post to a rundown. Once the Template is selected, the scheduler assigns a unique id, slug name and defines timelines. A calendar type interface is available that gives the user an easy scheduling Mechanism.



Name of this schedule will automatically be the slug name, but can be modified like shown in the image here

The schedule that defines number of times it has to be played (Count), Duration of time) looks like the one below. The Scheduler automatically divides the entire schedule throughout the number of days specified.



**Slug name:** Brand name

**Count:** No of times the ad is to be played

**Start Date and End Date:** Is the number of day/days slots has been booked

**Start Time and End Time:** Is the hour/hours for which the slots have to be played me.

**Example-**

If the Ad has been booked from 01.01.2014 – 02.01.2014, to be played between 11:30 am -12:30 pm

So the Ad will play 11:30 am -12:30 pm on 01.01.2014 and will also play 11:30 am -12:30 pm on 02.01.2018

## Nectar Automation Gateway

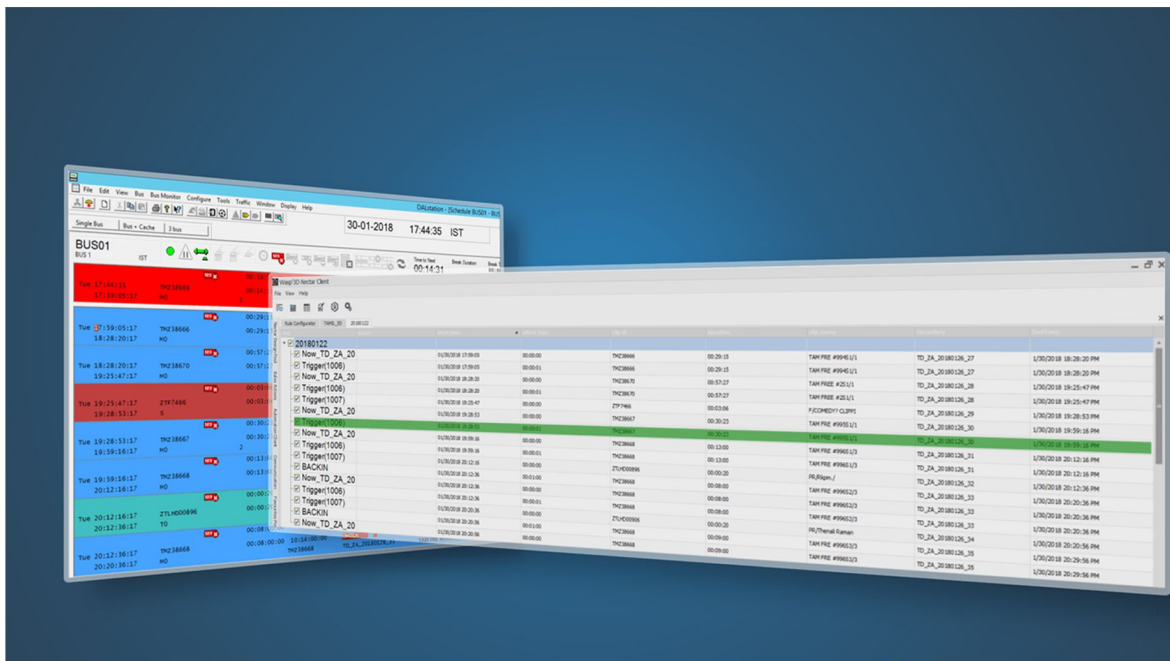
Nectar acts as gateway to synchronize a standardized medium for communication between Traffic department, video server and production automation systems.

### How it works?

The scheduled playlist is opened in the Nectar Client and assigned a sting server for automated insertion of Graphic advertisement.

The playlist scheduled for on-air playout is read by Nectar and hence Nectar knows when Video commercials are planned. At this point, the Graphic playlist is halted to avoid graphic advertisements playout during commercial breaks.

The image shows the Imagine playlist interface which is received by Nectar and hence the information of every item is available to the System.





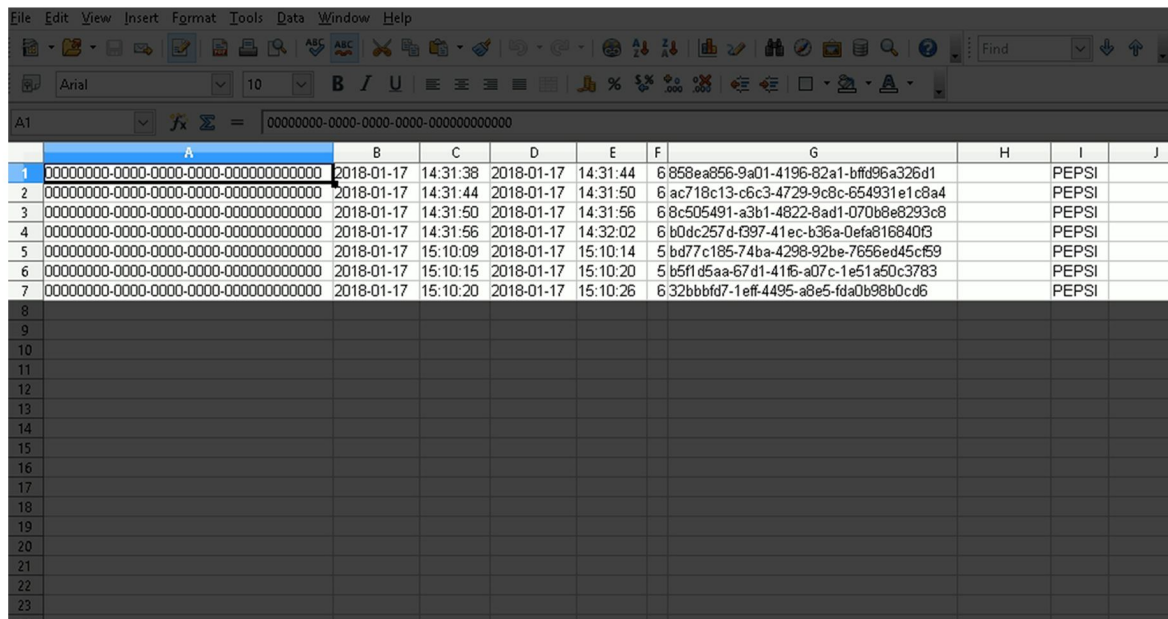
## Graphic advertisement tracker

Nectar creates the As-run log for the billing department to track the in and out time of each advertisement graphics.

### How it works?

The Traffic Department uses the above workflow to populate the advertisement playlist. The advertisement slots allow users to define the number of times a graphic advertisement is to be played, along with the date and time of its schedule.

An As-Run log of the playlist is generated wherein each ad contains a unique id, ad type, brand name, ad start times, ads' end time & Frequency.



	A	B	C	D	E	F	G	H	I	J
1	00000000-0000-0000-0000-000000000000	2018-01-17	14:31:38	2018-01-17	14:31:44	6858ea856-9a01-4196-82a1-bffd96a326d1			PEPSI	
2	00000000-0000-0000-0000-000000000000	2018-01-17	14:31:44	2018-01-17	14:31:50	6ac718c13-c6c3-4729-9c8c-654931e1c8a4			PEPSI	
3	00000000-0000-0000-0000-000000000000	2018-01-17	14:31:50	2018-01-17	14:31:56	68c505491-a3b1-4822-8ad1-070b8e8293c8			PEPSI	
4	00000000-0000-0000-0000-000000000000	2018-01-17	14:31:56	2018-01-17	14:32:02	6b0dc257d-f997-41ec-b36a-0efa816840f3			PEPSI	
5	00000000-0000-0000-0000-000000000000	2018-01-17	15:10:09	2018-01-17	15:10:14	5bd77c185-74ba-4298-92be-7656ed45cf59			PEPSI	
6	00000000-0000-0000-0000-000000000000	2018-01-17	15:10:15	2018-01-17	15:10:20	5b5f1d5aa-67d1-41f6-a07c-1e51a50c3783			PEPSI	
7	00000000-0000-0000-0000-000000000000	2018-01-17	15:10:20	2018-01-17	15:10:26	632bbbfd7-1eff-4495-a8e5-fda0b98b0cd6			PEPSI	
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The As-Run logs are available in .csv File which the billing department can use to track the imprints.

### Images & Video Formats supported:

- **Image Textures:** BMP, DDS, DIB, PNG, HDR, JPG, JPEG, PFM, PPM & TGA.
- **Audio-Video Textures:** Disk based 24-bit, 32-bit video files - AVI, MPG, MOV, WMV, MP4\*, MP3 & WAV.
- **Live Video:** HD/SD SDI I/O