LTN Connect

Linear metadata service

Proven, frame-accurate linear channel metadata service

Linear ad signaling as a managed service

LTN Connect is a linear channel decoration service supported by a 24/7 technical operations center (TOC). It enables broadcast, cable and streaming TV channels to easily scale distribution by providing flawless metadata signaling for the most demanding advanced advertising and channel customization workflows.

Metadata and precision for better ad monetization and viewer retention

Demand for advanced advertising is growing. The challenge for channel providers is keeping up with the possibilities of marking ad breaks and other content for downstream cable, satellite and digital platforms. In short, there are two core benefits to better linear channel metadata workflows:

- ☑ Gain time and data for better ad monetization across cable, addressable and streaming TV
- ☑ Enable frame-accurate, seamless, video splicing/replacement to minimize viewer distraction

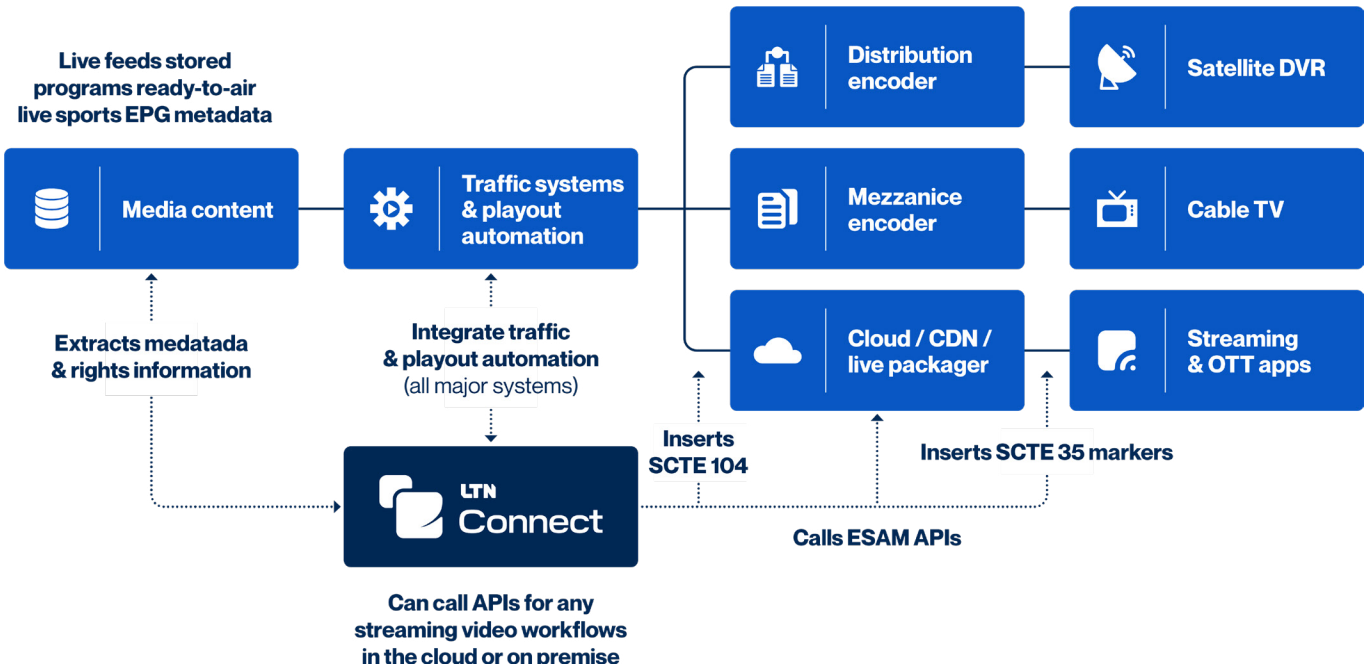
These complex workflows require precision. When errors happen in break signaling, it's distracting to viewers and wasteful of ad inventory. As a result, SCTE standards attempt to promote linear metadata interoperability.

But no uniform implementations exist. Channels build one-off workarounds to deliver against arbitrary SCTE profile requirements from distributors. Worse, markers are often corrupted or removed by existing video processing infrastructure, causing errors and lost revenue. As channels and distribution outlets are added, these challenges grow.

The opportunity to scale up channel distribution strategies

The good news? The LTN Connect service solves these problems for customers by flawlessly and flexibly managing complex metadata insertion (e.g. SCTE 104/35), reinsertion, translation and transformation workflows in any architectural configuration.

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SCTE metadata signaling middleware

This service starts by translating automation playlist, traffic and MAM data into a uniform linear metadata stream. This uniform stream can be converted into SCTE 104, SCTE 35, and custom APIs as required. The service also makes it easy to capture strategic opportunities over time. For example, advanced linear metadata workflows involving live-to-VOD asset creation, rights blackouts and channel versioning have value creation potential for advertisers and distributors.

For broadcasters and linear channel creators	For virtual MVPDs, MVPDs, CTVs & OTTs
Provide unique SCTE ad break profiles to MVPDs, Virtual MVPDs and channel aggregators	Begin with usable ad break markers to monetize previously undecorated channels
Manage and optimize how any channel breaks will respond to metadata signals	Normalize, modify and expand markers to process more ad inventory
Enable regionalization	Increase the viability of international / rights-constrained channels via alternate feeds
	Build richer advertising supply partnerships

LTN Connect makes channel distribution and ad monetization easy using proven, precision break signaling to any platform in the world.

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The category leader in linear channel metadata management

01 A decade of leadership in SCTE 104/35 channel decoration, including integrations with all major traffic and playout automation systems

02 A robust set of tools focused on an increasingly strategic set of linear metadata workflows governed by SCTE and the IAB

03 Proven solutions that are in production, reliably delivering millions of channel break signals every month across multiple distributor required SCTE marker profiles

04 Part of LTN Global, a pioneer in managed video services including IP video distribution over the public internet, live TV production and social streaming

Playout integration

Getting started with LTN Connect integration

LTN Connect has a long list of proven integrations with most leading playout systems. Find out more about integrating with your existing playout automation system and delivering to your distribution partners by referring to the LTN Connect datasheet.

The Base fee per channel includes:

– Integration with playout via secondary events or API

– One SCTE 35/104 marker profile

Add-on workflows: Fetching UPIDs from separate MAM systems, integrating with EPG systems, inserting SCTE 104, and creating SCTE 35 derivative ad loads to support advanced TV workflows are priced as Add-ons. Ask your sales rep for more information.

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About LTN Global

LTN Global is a worldwide leader inmedia technology that positions broadcasters and digital content companies to win the future of video.

LTN's digital media ecosystem unifies, optimizes, and automates the video workflow, empowering users to acquire, transform, deliver, and monetize content at scale. LTN's modular solutions streamline each stage in the digital and linear video chains, from production and publishing, to transformation and transport. Leveraging the world's fastest and most reliable IP video network, LTN is a trusted partner with a reputation for multicasting transmission-critical, broadcast-quality content to any device and any platform, anywhere in the world. LTN brings customers greater efficiency, agility, and creativity in delivering more content to more viewers, driving value from any source to any screen. For more information, visit **ltnglobal.com**

Learn more

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