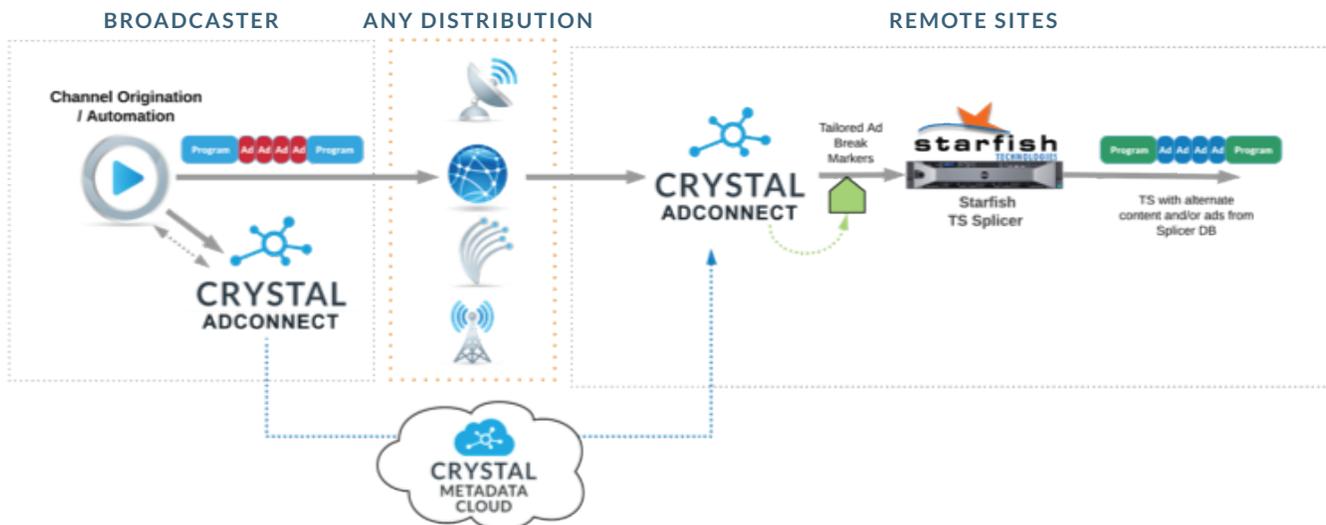


## > STARFISH TECHNOLOGIES

### Create Regionalized/Derivative Channels

#### SYNOPSIS

Crystal and Starfish Technologies provide broadcasters with the ability to create regionalized and/or derivative content feeds with little to no change to existing infrastructures.



Broadcasters are often challenged with increasing complexities and issues related to Dynamic Rights Management (DRM). Many broadcasters do not have the rights to distribute all their approved linear content for OTT distribution. Crystal has partnered with Starfish Technologies to provide a solution which gives broadcasters the ability to accurately provide signaling and management for the program content that needs to be replaced for OTT distribution or to provide local advertising and content. Most importantly, this solution achieves the goal without the need to re-originate or create a unique playout for OTT only or for additional regional channel feeds.

The Starfish TS Splicer is the next generation of encoded media splicing technology. It offers a range of benefits over previous splicing products, including a significantly reduced propagation delay, and is highly configurable and scalable. It combines the functionality of an integrated Ad server, SCTE 35 opt-out signal decoding and input stream switching to offer a complete media replacement system for Ad insertion, content replacement or content switching applications. It can operate in GOP boundary or frame accurate modes, without using traditional full stream decoding and re-encoding. It is a software-based solution that runs on generic enterprise grade server hardware.

Crystal AdConnect integrates with the systems at the broadcast origination playout and provides the data needed to properly insert SCTE signaling, either in-band or out-of-band in order to trigger the Starfish TS Splicer. The use of Crystal VidTime, software that ensures delivery of accurate signaling at any receive point, allows the creation of multiple regionalized OTT feeds. For alternative content, the broadcaster can provide a live feed or Starfish can switch to alternate video content uploaded to the Starfish server. This solution provides broadcasters the control and flexibility to determine exactly what content is distributed to their regionalized or derivative OTT feeds.

To learn more, contact Crystal at [sales@crystalcc.com](mailto:sales@crystalcc.com) or +1.770.932.0970

