ESPN SATELLITE DISTRIBUTION TECHNOLOGY ADVISORY

Please advise Programming and Technical Departments

This technology update is to advise that DTCI, Disney Media Distribution (ESPN Bristol, CT USA) will be enhancing the structure of the current SCTE-35 messaging used for ad triggering at affiliate sites for all linear television distribution over satellite for all Disney properties and channels. These adjustments will continue to evolve and adhere to the SCTE-35 specifications.

Adjusting our messaging per the SCTE-35 standard and will be on an ongoing process moving forward, and we will keep you informed when updates are available. Example near term adjustments are explained below.

1. SCTE-35 Splice_Insert command for digital pass through affiliates – The enhanced SCTE-35 splice insert command you will receive and pass through to your digital playout systems for commercial insertion will have the same triggers you are accustomed to, however, additional payload will be included in the SCTE-35 splice_insert command that is not intended for linear satellite affiliates. This additional payload should be ignored by existing digital playout systems.

2. SCTE-35 Splice_Insert command with DTMF descriptor data for DTMF Affiliates – The new SCTE-35 messages will also contain DTMF descriptor data for DTMF tone generation on the DTMF outputs of your satellite receiver(s). It is important to note that the DTMF descriptor data is intended for satellite IRD’s and is not intended for any downstream ad playout equipment. This change should be transparent to affiliates as the IRD will still generate the appropriate DTMF tone sequences.

3. Time_Signal Messages with DTMF descriptor data – These messages are entirely new and contain PGM boundaries for future use cases but also contain DTMF descriptor data for additional DTMF tone generation use cases. This change should be transparent to affiliates as the IRD will still generate the appropriate DTMF National tone sequences.
DTCI, Disney Media Distribution currently has a test network (SEC) up on Galaxy 14/9C which contains all the additional descriptor information in our enhanced SCTE-35 messages as described above. This virtual channel is intended for the affiliate to use for testing of DTCI’s new SCTE-35 messaging solution against your local ad playout systems in advance of our network transitions. All affiliates are encouraged to begin testing at their earliest possible convenience. Failure to test and commission affiliate local ad playout systems in advance of transition could result in loss of ad playout functionality at affiliate sites.

G14/9C

3880Mhz Horizontal downlink

DVB-S2, 8PSK

FEC= 5/6

Sr = 30 Msps

Virtual Channel 101

Disney, ESPN, FX/NATGEO networks will be transitioned to the new SCTE-35 messaging structure by July 2020. All affiliates must ensure that qualified technical staff is available at affiliate sites when these technology changes are implemented to ensure continued ad playout capabilities.

If there are any questions or concerns regarding this technology change or if you need an example message please contact our technical hotline at 888-5MICKEY.

Thank you in advance for your understanding and cooperation.