



CASE STUDY

# Monetizing the Middle East market without creating additional satellite feeds

Learn how NDTV leveraged Amagi's patented content watermarking technology to insert local ads in the Middle East on a common satellite feed.

**Winner:** BroadcastPro Middle East Innovative Project of the Year 2015 Award

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## About NDTV

NDTV is a pioneer in television news in India, operating a bouquet of leading news and lifestyle channels. NDTV 24x7 channel is the only English news channel from India that is delivered in the UK, United States, Canada, South Africa, Middle East, Australia, New Zealand, Mauritius and most of the South Asian countries to reach the Indian diaspora.

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## Client Needs

Outside India, the Middle East is one of NDTV's biggest audience bases. The region has a sizeable viewership given a population of over 6 million Indian expatriates. However, NDTV was covering the entire Asia region through a single satellite feed. This meant that viewers in the Middle East watched the same content that is aired in India, including programs and advertisements.

If NDTV could find a way to serve local ads relevant to the region, it would open up new revenue streams and provide better value to advertisers. Furthermore, this would enable NDTV to improve the viewer experience and its audience base by being region-focused and targeted.

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## The Challenge

Most TV Networks use DTMF or SCTE-35 cue tone-based content insertion triggers at operator headends. The limitations with this method is that cue tones can be easily missed, workflows need to be altered, and there exists a complete dependency on the local operator to insert content.

More over, such cue tones are not suitable for News and Sports genre of channels. The other common workaround to delivering regionalized content is setting up a separate and expensive satellite feed. Yet, this method can be tricky as the ROI isn't commensurate with capital intensive traditional satellite broadcast models. Essentially, NDTV wanted to create a regional feed without incurring huge CAPEX and OPEX.

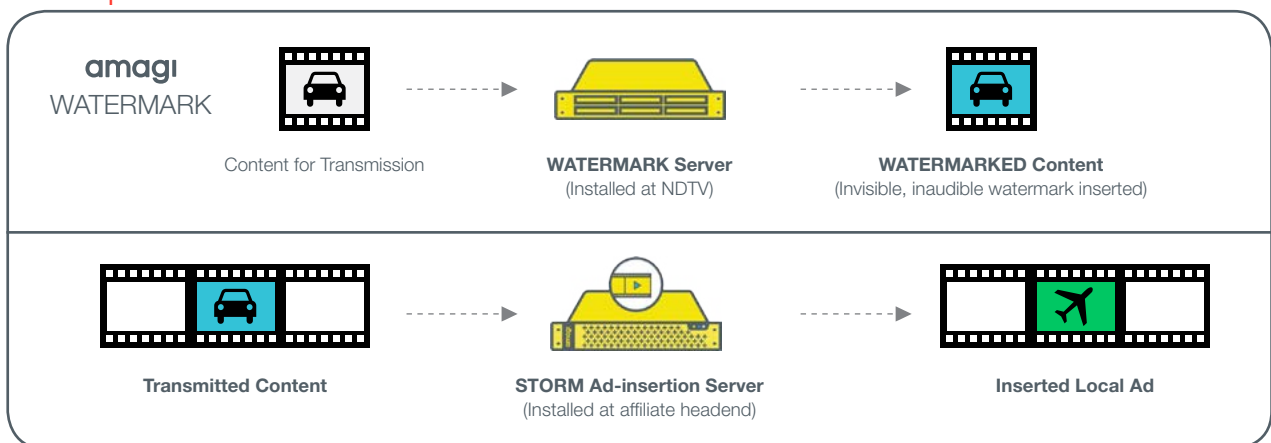
# Amagi Solution

NDTV chose to deploy Amagi's STORM Ad-monetization platform in the Middle East based on the fact that it offers extremely low OPEX and no CAPEX. As part of the solution, Amagi inserts unique, invisible and inaudible watermarks on ads that need to be replaced in the Middle East. The watermarked ads are sent as part of NDTV's regular satellite feed.

Using trickle satellite bandwidth, NDTV delivers local replacement ads and the playlist on the common satellite feed. Installed at various headends in the region, Amagi's STORM IRDs receive the common satellite feed, recognize the watermarked ads, and then replace them with the local ads as per the local playlist.

Through a sophisticated, yet simple-to-use cloud-based system, NDTV is able to remotely monitor all ad insertions. Without disturbing the existing workflow and satellite infrastructure, Amagi's innovative solution enables NDTV to regionalize ads in the Middle East and thereby monetize its content.

## Amagi Watermarking Workflow



## Unique Benefits Offered by Amagi's Solution

- **Increased revenue:** Using Amagi's STORM regionalization platform, NDTV created a new revenue stream in the Middle East region
- **CAPEX savings:** Amagi's solution eliminated the need to set up separate satellite feeds, thereby saving NDTV significant CAPEX
- **Frame-accurate ad replacement:** Amagi's solution utilizes a patented content watermarking technology for triggering ad replacement. This technology, a first-of-its-kind, delivers superior and frame-accurate splicing compared with traditional triggers such as DTMF and SCTE-35 cue tones. There was no need to change the existing workflows, and all concerns about missing cue tones were put to rest
- **Reduced OPEX:** With Amagi's solution, additional manpower and systems are not required to insert local ads. NDTV can use its existing satellite delivery infrastructure to regionalize the feed

- **Total control:** Unlike in other regionalization techniques where the dependencies on operator headends are high, Amagi's STORM platform shifts the control of ad-insertions from the edge to the broadcaster. NDTV can ensure that ads are being replaced and can monitor the operations remotely using a web-based UI. Also, NDTV had the control of local ad inventory and could sell them through its sales network
- **Enhanced scalability:** The Amagi solution is completely scalable, giving NDTV the opportunity to further regionalize its feed within the Middle East market. Amagi's solution ensured readiness for content replacement if NDTV needed it in the future, apart from current ad replacements
- **Advanced graphics capability:** Amagi STORM retains channel tickers even when ads are replaced in the background. The platform also supports L-Band graphics.
- **Broadens advertising base:** Using Amagi's STORM platform, NDTV can provide enhanced value and reach to regional advertisers



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### Innovative Project of the Year 2015 Award

"We are honored to receive this prestigious industry award, Today's TV networks need an efficient and cost-effective solution for content regionalization. The NDTV project is a great example of how broadcasters can monetize their channel on a global scale, without setting up a separate and expensive satellite feed."

- Srividhya Srinivasan, Co-founder, Amagi

"We were looking for ways to provide local advertisers in the region access to our clearly segmented viewership. Post evaluation of multiple vendor platforms, Amagi's Ad-insertion solution emerged as the perfect choice as it allowed us to regionalize our channel in the Middle East without creating new, expensive satellite feeds."

- **Dinesh Singh, Chief Technology Officer, NDTV**

"Content regionalization and monetization have been a growing need for TV networks globally. Amagi's STORM IRD series integrates Ad and content insertion capability with traditional IRD functionality thereby making it easy for TV networks to regionalize their satellite feeds. Amagi's STORM platform is deployed across more than 4,000 headends and is a time-tested and reliable solution."

- **KA Srinivasan, Co-founder, Amagi**

## About Amagi

Amagi is the world's largest platform for delivering targeted TV content and advertising anywhere across the globe. Every month, Amagi delivers and plays out more than one million advertising seconds and thousands of hours of content for many leading broadcasters. Amagi's patented core technology delivers new market access, content localization, and advertising revenue streams for broadcasters at a fraction of the cost when compared to existing traditional satellite and fiber based delivery models.