Advertising Demo

The Main Demo path is using our current tech trial architecture. This uses an RGB transcoder, Inlet Fragmentor, the ThisTech POIS, Strata One Source, Spotlight SpotX server, the OpenTV ADS, our proxy and the client built with the latest SSME and SMF player. Since this only plays confirmed signals, it is possible that data in the chain might be invalid and an ad will not be scheduled. Use Alternate Demo path in case this scenario occurs.

The ad played out will either be a “Frontier” ad or one of the Spotlight “Evergreen” ads. If the AssetId of the ad conforms to the new Spotlight Naming convention the “Frontier” ad will be played. If the AssetId of the selected ad does not conform to the new naming convention, Spotlight substitutes one of their “Evergreen” ads to be played out. In this case the “Evergreen” ad will be played.

# Main Demo

## Load <http://ga.lab.xcal.tv/td/xvidDenver/XvidTestPage.html>

The Xvid Test Page should be displayed with the control strip visible.

## Click the “HGTV” link at the bottom of the page.

You will be tuned to HGTV. Look for the Timeline Marker on the Timeline this is an ad that was signaled in the stream. It is possible you tune in while the ad is playing, you will see the Timeline Marker appear and the ad will take a second or two before it is spliced in on the channel tune. If this happens you will not want to do the next step as the shortened clip will be played out instead of the ad(s) intended, instead, click the “HGTV” link again to re-tune to the channel and then proceed.

## Slide the timeline Playback Position Marker to just before the Timeline Marker.

Let the video play and watch the ad(s) splice in.

# Alternate Demo

## Load <http://ga.lab.xcal.tv/td/xvid20110429X/XvidTestPage.html>

The Xvid Test Page should be displayed with the control strip visible.

## Click on either “E”, “HGTV”, “VH1” or “Comedy” link at the bottom of the page.

You will be tuned to the channel.

## Click the “schedule Ads Advertisement()” link.

An ad will be scheduled for 8 seconds in the future. A Timeline Marker will appear and the ad will be spliced in.