

# MANIFEST-DELIVERY-CONTROLLER | MDC

## Video Manifest Manipulator for Ad Insertion and Personalization



- Client-agnostic server-side solution accelerates time to market for new IP services and makes it more difficult for ad blockers to impact impressions
- Proven scalability to millions of sessions ensures the ability to reach all of your customers now and in the future
- Field hardened solution with multiple levels of resiliency to increase uptime and maximize revenue
- Standards compliance and broad interoperability, combined with a server-side architecture, reduces the need for multiple integrations, reduces costs and speeds time to market
- Converged platform supporting multiple applications in one interoperable solution reduces implementation and maintenance costs
- Usage data and reporting that delivers rich session data to gain insight into audience patterns

CommScope Manifest Delivery Controller (MDC) is the market-leading Video Manifest Manipulator, a software solution enabling server-side dynamic ad insertion, content personalization and analytics for IP video.

MDC enables customers to maximize the revenue from their IP Video services through:

Targeted ad insertion down to each individual device

Personalized video experiences including blackouts, alternative content, personalized nDVR and Time-Shifted TV playback

Real-time bandwidth policy enforcement per device

Comprehensive data on consumer behaviors and system performance

Applications: Targeted Dynamic Ad Insertion, Video Personalization, Blackouts and Alternative Content, Personalized TV Playback (nDVR, Pause Live TV and TSTV), Real-time policy enforcement based on content and devices, Analytics and Reporting, Session and ad telemetry, Data visualization tools

Supported Manifest Formats: HLS, DASH

Deployment Models: Virtualized software environments (VMWare and Openstack; hosted or on premise), Appliance

Interfaces and Standards: Detects SCTE 35 and ESAM markers, SCTE 130 and VAST Ad Server Communication, Works with any CDN and origin server

## Product Classification

**Regional Availability** Asia | Australia/New Zealand | EMEA | Latin America | North America

**Product Type** Ad insertion system