

France 24 | Case Study

AD SPLICING



IMAGE RECOGNITION



VIDEO MATRIX SWITCHING



THE CUSTOMER

France 24, part of the France Medias Monde Group, operates three international TV channels, which broadcast news content in French, English and Arabic 24 hours a day, 7 days a week to over 315 million households on all five continents. These channels reach a total



LA CHAINE EN DIRECT

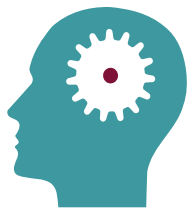
of 50,9 million viewers per week (measured in 64 countries on a total of 180 countries in which at least one of the three channels is distributed). France 24's editorial team offers, from Paris, a French approach to the world and relies on a vast correspondents network of more than 142 offices covering almost every country in the world. France 24 is available on cable, satellite, DTT in some countries, ADSL, on mobile phones, tablets, connected TVs, as well as on YouTube in all three languages. France 24's digital services receive an average of 16,3 million accesses monthly and totalize 36,5 million of videos viewed (2015 average), as well as 21,4 million fans on Facebook and Twitter (December 2015).



THE CHALLENGE

In order to respect the prohibition of advertising in some countries, France 24 needs to implement a system able to automatically replace advertising breaks by alternative content. To complete this project, France 24 doesn't need to overcome one but three challenges at a time!

- To not add any additional step in its existing workflow – and thus not overload existing or require additional staff
- To not modify streams
- To not make major infrastructure changes.



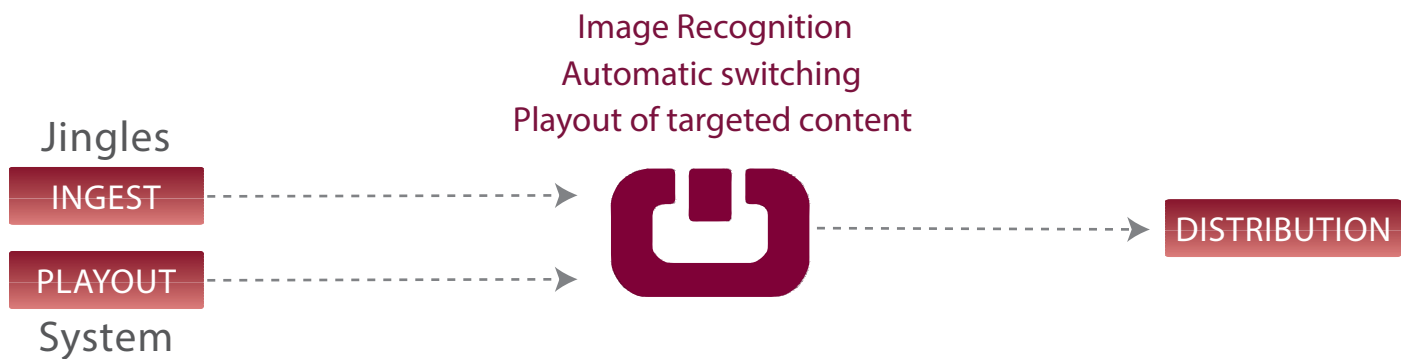
THE OPENHEADEND SOLUTION

The OpenHeadend solution retrieves the streams coming from France 24 playout system and automatically detects advertising jingles.

Once a pre-defined jingle is identified through advanced image recognition, the OpenHeadend

software controls the embedded video switcher to commute to a secondary embedded playout system, which starts broadcasting alternative content.

The stream containing the alternative content is then sent back for immediate distribution.



THE RESULTS

The solution designed by OpenHeadend is in fact a simple, automated, and highly cost-effective headend, which streamlines splicing operations

and eliminates the need to insert SCTE cue tones or go through additional steps.

Offering complex image recognition and processing in the playout stream, in real time with low latency, the OpenHeadend solution also gives broadcasters the edge to efficiently generate new revenues by allowing advertisers to reach differentiated viewers with targeted ads.

“ Classical splicing methods imply the use of SCTE cue tones. And we neither wanted to go through any additional step nor to modify streams or have to make major headend infrastructure changes. The OpenHeadend solution proved to be the perfect choice. ”

Yvan Denys
 Director of Engineering
 at France 24



“ The OpenHeadend solution automates the whole process and combines frame-accurate image recognition with advanced matrix switching, resulting in seamless and transparent splicing without affecting picture quality. ”

Want to know more?

Many customers rely on the power, flexibility and reliability of the OpenHeadend solution for their mission-critical operations, including France Televisions, France 24, NRJ, M6, AB Group, TRACE, Grand Lille TV, Yacast, IBM, and much more.

To find out more, contact OpenHeadend:

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