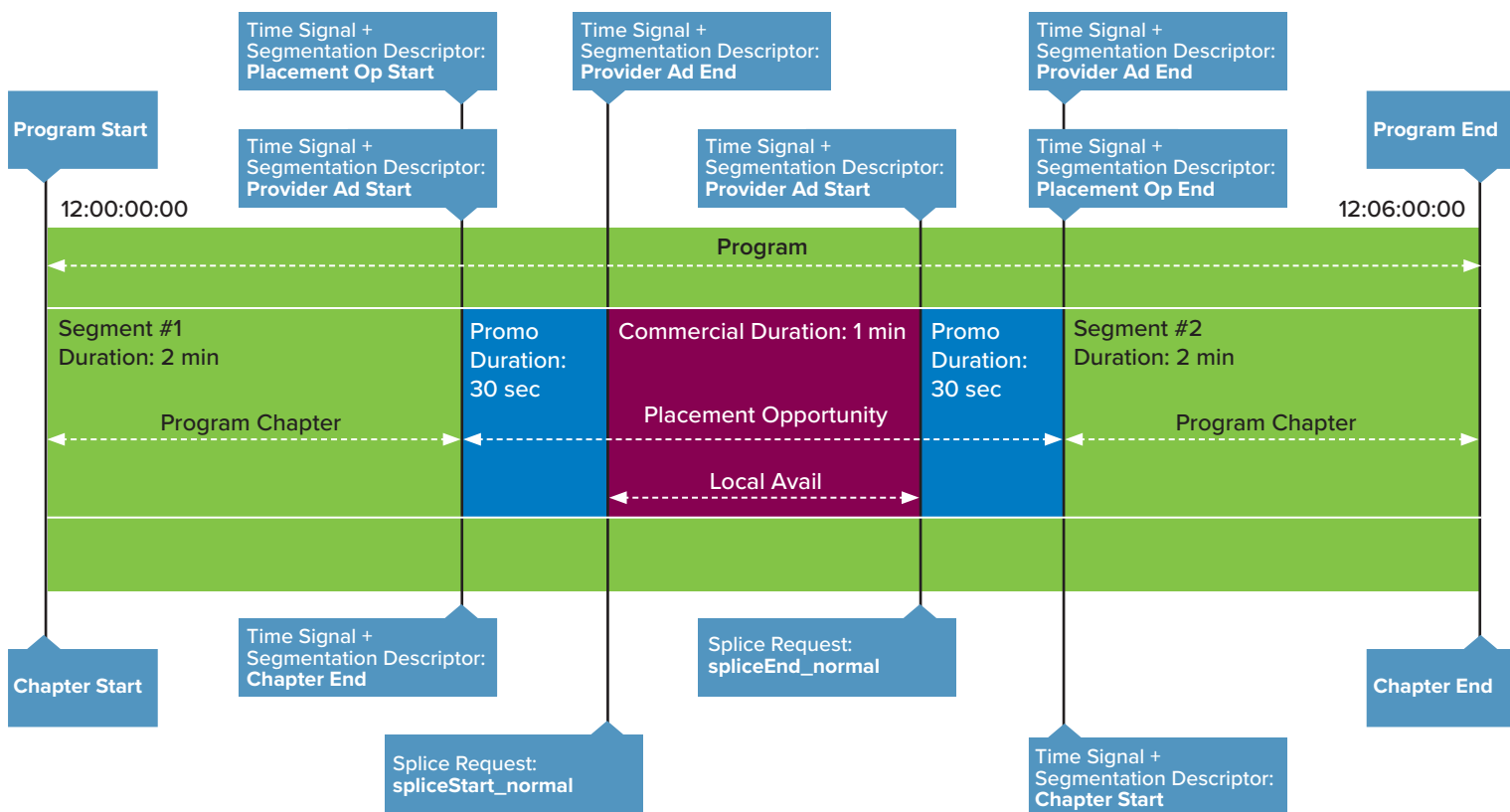# ENCOMPASS

CHANNELMARK™ MEDIA ENRICHMENT

OVERVIEW

Encompass' ChannelMark™ product seamlessly interfaces with all major broadcast automation systems to deliver frame-accurate SCTE 35 messaging — automatically marking the start and end of every program, program segment, promo and commercial with high-quality metadata. ChannelMark's dynamic workflow and process automation helps you monetize content faster and target more markets while optimizing costs.

ChannelMark outputs SCTE 35-decorated MPEG-2 transport streams for OTT and online distribution without the need for expensive SDI-based hardware. In addition, ChannelMark can output multiple derivative streams from a single source. Each stream can either pass-through or replace content from the original source and can also produce varying SCTE 35 messaging, satisfying the unique SCTE 35 messaging requirements of different vMVPDs and online distributors.

CHANNELMARK™ MEDIA ENRICHMENT

ChannelMark helps content owners and distributors keep pace with the constant evolution of viewer preferences and maximize all revenue opportunities with automatic content repurposing, dynamic segmentation for ad replacement and one-to-many outputs for broadcast-quality viewing on any device.

ADVANCED META-TAGGING

Your metadata is stored in a secure, cloud-based repository. As each event goes to air, ChannelMark includes relevant metadata in our automatically-generated SCTE 35 messaging. This provides enhanced opportunities for downstream content identification, rights management and monetization.

AUTOMATIC LIVE-TO-VOD ENCODING

ChannelMark produces frame-accurate program recordings of live content immediately following air. This eliminates the need for an operator to edit files that were manually captured ("crash recordings") during a live broadcast, and exponentially speeds up the processing time required to produce live-to-VOD assets.

GENERATES DERIVATIVE CHANNELS

Multiple ChannelMark derivative stream outputs can be used to produce regional channels that replace network content with localized content as desired, without the need to invest in multiple additional playout environments.

ENABLES DYNAMIC AD INSERTION

Get ads in front of more viewers with advanced SCTE 35 messaging that satisfies the metadata requirements of dynamic ad insertion providers for both server and client-side DAI.