

techex.

txdarwin.

SCTE-35 Transformation

SCTE-35 creation and adaptation

Powering revenue generation for broadcasters



Compliance and Conformance

Adapt SCTE-35 messages to ensure compatibility between platforms, regions and broadcast standards



Revenue Enablement

Precise ad-break signalling that powers dynamic ad insertion and maximises advertising yield



Configuration, Not Code

Customisable Logic Blocks deliver any SCTE-35 transformation - No NRE, no roadmap slot, no tech debt

The Market Opportunity

Live Content Dominates. Advertising Funds It.

SCTE-35 connects live broadcasts to advertising revenue

~695M

hours of live content produced
in 2025

Source: Caretta Research

20%

of all live content is live sports

154M hours - the highest-value content

\$67.3bn

global sports media rights
in 2026

+9.6% vs 2025 | Source: S&P Global / Kagan

Maximising Revenue

More platforms, more regions, more delivery methods.

Achieving maximum advertising yield requires SCTE-35 to be right, every time.

Achieving maximum advertising revenue generation is critical - SCTE-35 powers revenue enablement

SCTE-35 Applications

Powering the Business End of Broadcast

Every ad break on live TV depends on SCTE-35 markers being correct

Dynamic Ad Insertion



MCR

SCTE-35 markers signal ad-break opportunities to insertion systems, enabling regional and targeted advertising in live streams

Live Event Monetisation



Live Events Management

Frame-accurate markers during live sport and entertainment events maximise placement opportunity revenue

Rights Blackout



Affiliate Distribution

SCTE-35 signals enforce content blackouts for territorial rights compliance, switching content per region and audience

Scheduled Content Change



Affiliate Distribution

Time-based SCTE-35 markers control programme boundaries, promo windows, and scheduled content replacement events

The Stakes



SCTE-35 markers enforce every ad break and content rights, determine whether a platform earns revenue or misses the opportunity entirely.
Revenue depends on SCTE.

THE CHALLENGE

The Broadcast Signalling Landscape is Fragmented

Content crossing regions and platforms needs translation.

One standard, many dialects

Regional and platform variations create a SCTE-35 incompatibility minefield that broadcasters must navigate



Regional Variations



Proprietary Formats



Common need, incompatible implementations
Content crossing regions need translation, not simple pass-through

The demands on ad signalling

~ One Feed, Many Takers

Downstream platforms may require different SCTE-35 constructs from the same origination feed

~ Multiple Regions, Multiple Variants

Same channel, different rights, different ad policies - each needing distinct SCTE-35 syntax

~ Flexibility is Key

New service launches and platform requirements arrive continuously - the technology must respond

The Mismatch

One Origination Feed

All Platform Syntaxes

THE CHALLENGE

The Bespoke Development Trap

Custom code in product is bad for the customer and bad for the supplier



The Challenge

- Wide range of SCTE-35 syntax across the broadcast industry
- Vendors write one-off code against each customer's spec
- Risk of NRE charges and multi-month lead times before go-live



The Need

- Change the signalling without changing the product
- Support any message type on any delivery timeline
- No proprietary lock-in to a single supplier's roadmap



The Response

- A generic parser and generator driven by configurable logic
- Customisable Logic Blocks, edited and deployed on the fly
- New requirements delivered rapidly - not in months

THE SOLUTION

tx darwin: SCTE-35 Transformation

Monitor - Insert - Adapt - Trigger

Deployed without development delay or limitations



Monitor

Every SCTE-35 type, visible in real time. Full visibility into the signalling of any incoming stream.



Insert

From button, API, ESAM, Kafka or logic block. Any trigger source drives marker generation.



Adapt

Transform any content in any marker - any type in, any type out, any syntax



Trigger

Markers drive other processes in the workflow - confirmed back to decisioning systems via ESAM

tx darwin SCTE-35 Pipeline

MPEG-TS In
RTP . SRT

Demux + Parser
Marker to readable data

Logic Block
JavaScript transformation

Generator + Mux
Rebuild per platform

Platform A -
own syntax - own PID

Platform B -
own syntax - own PID

Platform C -
own syntax - own PID

Compressed Domain Throughout

No decode, no re-encode - content passes through untouched. Quality impact: none.

Transformation Driven By

Fixed internal rules, or live decisions from your ad systems over ESAM / POIS, Kafka & SCTE 224

LOGIC BLOCKS

tx darwin Logic Blocks, Not Bespoke Code

Turn new requirements into configuration you own

A logic layer

JavaScript coupled with SCTE parser and generator, with full access to stream metadata.

Write transformation rules in a language you already know.

Any field, any value

Adapt timing, event IDs, segmentation types, descriptors and UPIDs. Any SCTE-35 field can be read, rewritten, or synthesised by the logic block.

Configuration, not code

No NRE charges. No tech debt added to the product.

No release cycle to wait for.

Write the logic block, test it, deploy it - on your timeline.

The legacy route

Raise a change request, receive an NRE quote, wait for a roadmap slot, and end up with a proprietary build only that vendor can support.

- ✗ Multi-month lead times
- ✗ NRE charges for each change
- ✗ Proprietary tech debt
- ✗ Vendor roadmap dependency

The tx darwin route

Write the logic block, test it, deploy it. Your own configuration, no NRE, no roadmap slot to wait for, nothing added to product tech debt.

- ✓ No NRE charges
- ✓ No proprietary tech debt
- ✓ No vendor roadmap wait
- ✓ Any message type supported

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Solving broadcasting signalling needs

Enabling greater revenue potential

Platform challenges

More platforms, more variants

Every new destination wants ad markers formatted a different way, creating a proliferating compliance burden

Waiting on a technology vendor

Each new requirement means a change request, an NRE and a roadmap slot, stalling launches by months

Revenue on hold

Restricted advertising potential blocked by SCTE-35 compatibility, channels cannot earn until signalling is resolved

Solved by tx darwin

One place to adapt

Every output gets the syntax it demands, from one configuration you control, no matter how many destinations

Changes on your timeline

New requirements are configurations, not new product development, Logic Blocks deploy on your schedule

Channels earning sooner

Signalling stops being the reason a launch slips, channels can be monetised from day one of delivery

Why tx darwin for SCTE-35?

Configurable, not bespoke

- ✓ No NRE charges
- ✓ No proprietary tech debt
- ✓ No vendor roadmap wait
- ✓ Any message type

One platform for every platform

- Parse and generate
- Ad decisioning via Kafka
- Insert via ESAM
- ETR 290 monitoring

**Any SCTE-35 Marker. Any Platform.
Configured, not developed.**

Created and adapted in the heart of your MPEG-TS workflow,
integrated with your decisioning systems

Contact Sales

Learn More