

# Our CDN is the perfect marriage between TV Broadcasting and ATSC 3.0 Technology

## Why Choose Us



### Real Time TV Analytics

Channel viewership analytics, Show analytics, Ad analytics. Real time viewership information.



### In-DMA Protection

IP location validation, VPN blocking, ASN management.



### Automatic Video Messages

Customizable video messages played on out of region, VPN, or other errors.



### Broadcast Pricing Model

Fixed monthly cost regardless of viewership. No cost for data transfer or peak usage.

## Our CDN for Broadcasters

### Technology

- ATCS 3.0 Supports broadcast announced broadband delivered TV Channels.
- All Sub channels can now be delivered to ATSC 3.0 televisions regardless of lighthouse bandwidth.
- A CDN designed for the Broadcast Industry.

### Data Analytics

- Interactive real time portal.
- Channel viewership insight.
- Show viewership and trends.
- Advertising reports with viewership.
- Offer partners in-depth insights into their campaigns.
- Elevate your advertising appeal.



# SiliconDust CDN is the missing piece for your ATSC 3.0 rollout



## more information....

### Sub-channels

- Deliver all your sub-channels to ATSC 3.0 televisions.
- Add new sub-channels to your broadcast lineup.

### In-DMA Protection

- The DASH Manifest serves as the first layer of in-DMA protection, exclusively delivered via broadcast. The SiliconDust CDN blocks broadband delivery of the manifest.
- Enhanced DMA enforcement is available with IP location validation.
- Cloud and VPN blocking.
- ASN management to block/allow IP ranges affiliated with an organization.

### Automatic Video Messages

- Viewers receive a tailored video message instead of the TV failing to play the channel.
- Video messages for out of region, VPN blocking, etc.

### Fixed monthly cost

- Broadcast pricing model. Fixed monthly cost regardless of viewership.
- No cost for data transfer or peak usage.
- Cost is predetermined by the DMA and the bitrate of the TV channels being delivered.

### WebDAV upload

- Stream segments are pushed from the station to the SiliconDust CDN using WebDAV upload.
- Distribution within the CDN infrastructure is managed by SiliconDust.
- Two concurrent WebDAV uploads (optional) provide backend redundancy.
- Upload supported through internet or direct peering.

### High bandwidth connectivity

- Deployment optimized for each DMA.
- 100 Gbps servers and high-speed network infrastructure.