



Adtec supports network connected headends through a LAN/WAN for delivery of media and commercial insertion schedules and central monitoring of status, verifications and content management. To minimize network traffic of large media files, the commercials and content

management directives are retrieved once by the headend solicitor over FTP and then passed on locally to the other commercial inserter subscribers using an Ethernet Multicast Transfer (EMT). Each commercial inserter is responsible for retrieving insertion

schedules and providing status, verifications and content management by FTP back to adManage.