

Bitmovin Live Cue-Point Insertion API

Immediately inject dynamic ad-insertion cue points into HLS manifests.
Verified with Google DAI.

STEP 1

Create a live HLS manifest using the V2 manifestGenerator.

STEP 2

Create a live encoding with a non-fragmented video frame rate.

STEP 3

While a live encoding is running, trigger the API to insert cue points for an ad break.

API Call

```
POST /encoding/encodings/{encoding_id}/live/scte-35-cue
{
  "cueDuration": 60, // duration in seconds between cue tags (ad break length)
}
```

The #EXT-X-CUE-OUT tag will be inserted, signaling the start and duration of a placement opportunity to the DAI provider. Based on the cueDuration and the segment length, the #EXT-X-CUE-IN tag will be inserted after the configured duration and the ad opportunity will end, continuing the live stream.

```
#EXTINF:4.0,
2021-07-09-13-18-34/video/hls/360_500/segment_18188.ts
#EXT-X-CUE-OUT:60.000
#EXTINF:4.0,
2021-07-09-13-18-34/video/hls/360_500/segment_18189.ts
...
#EXTINF:4.0,
2021-07-09-13-18-34/video/hls/360_500/segment_18203.ts
#EXT-X-CUE-IN
#EXTINF:4.0,
2021-07-09-13-18-34/video/hls/360_500/segment_18204.ts
```

Requirements:

Non-fragmented video frame rates

Bitmovin Encoder version 2.79.0 and above

Bitmovin HLS Manifest Generator V2 and above

Google IMA DAI SDK

Full in-stream SCTE-35 handling and support coming Q4!

- MPEG-2 TS in-stream SCTE-35 ingest support (e.g. via Zixi/SRT)
- HLS cue in/out support
- DASH multi-period output support
- Frame-accurate ad insertion via segment splitting

Let's continue
the conversation.

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