Content insertion for SpectrumU®
and TV Streaming Access

What is content insertion for SpectrumU and TV Streaming Access?

Content insertion enables client-supplied video content to be delivered to personal devices and TVs via SpectrumU or TV Streaming Access service. Clients can share their custom content in two ways:

- **Live:** Using this option, inserted content behaves just like on a live, linear network. When a viewer selects this channel, they will join the stream as it plays in progress. An AWS Elemental Link will be deployed on the client's network and requires internet connectivity for communication with the Spectrum Enterprise content delivery network (CDN).

- **Channel upload:** With this option, your authorized administrator goes to SpectrumEnterprise.net to upload a video file to the Spectrum Enterprise (CDN). Unlike live content, when a viewer selects this channel, the video file will always start playing from the beginning, and at the end of the file, it will loop back to the start and continue looping until the viewer selects a different channel.

Where in the programming guide can I find my inserted channel(s)?

Channels are sorted alphabetically, so the inserted channel(s) will appear in the guide based on their name. The name of the channel that will be displayed is called "Custom Channel." If you have more than one inserted channel, a number will be displayed after "Custom Channel," for example, Custom Channel 1, Custom Channel 2, etc.

Can my inserted channel have its own logo?

No, all custom channels have a standard logo that indicates they are an inserted channel:

Can my inserted channel(s) include programming information in the guide?

Due to the nature of the inserted channels, this feature is not available.

What is the expected video quality/how much bandwidth will the inserted channels use?

The highest-quality playout is 1280x720 at 5.1 Mbps, and the channels do use Adaptive Bitrate (ABR) playout. The inserted channels are delivered in unicast, so each user watching an inserted channel constitutes a unique stream.

Are the inserted channels encrypted?

No, digital rights management (DRM) is not used with inserted channels.

What streaming protocols are supported?

Both HTTP Live Streaming (HLS) and Dynamic Adaptive Streaming over HTTP (DASH) are supported.

Can my channel be a mix of live and file-based programming?

No, inserted channels can only be live or upload (video file) channels.

How many inserted content channels can I have?

There is no limit; you can have as many inserted channels as your network can support based on available bandwidth.

How do I upload videos for my inserted content channels?

Your designated administrator can upload new files to SpectrumEnterprise.net.

Can I schedule new video files to be uploaded?

No, new video files will need to be manually uploaded through SpectrumEnterprise.net.

How many administrators can be registered with the portal?

One administrator can be registered.

Can I control live channels using the TV Streaming Access service portal?

No, the portal can only be used to upload video files.

What file types are supported with inserted channels?

Three media file types are supported: .mpg, .mp4 and .mov.

Spectrum Enterprise client support is available for you by calling **1-888-812-2591**.

Learn more

enterprise.spectrum.com/products/television

About Spectrum Enterprise

Spectrum Enterprise, a part of Charter Communications, Inc., is a national provider of scalable, fiber technology solutions serving many of America's largest businesses and communications service providers. The broad Spectrum Enterprise portfolio includes networking and managed services solutions: Internet access, Ethernet access and networks, Voice and TV solutions. The Spectrum Enterprise team of experts works closely with clients to achieve greater business success by providing solutions designed to meet their evolving needs. For more information, visit enterprise.spectrum.com.

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