



CommScope Wins Two Emmy® Awards for Video Advertising Solutions

January 26, 2021

2020 Technology and Engineering Emmy® Awards recognize CommScope's IP Video Ad Insertion portfolio leadership

HICKORY, N.C.--(BUSINESS WIRE)--Jan. 26, 2021-- [CommScope](#) announced today that it will accept two [Technical and Engineering Emmy® Awards](#) for its leadership in IP Video Advertising technology. They acknowledge CommScope's "**Pioneering Development and Deployment of Server-Side Ad Manipulation and/or Payout for Adaptive Bitrate Video Distribution**" and "**Pioneering Deployment of the Event Signaling and Management API.**"

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210126005403/en/>



CommScope Wins Two Emmy® Awards for Video Advertising Solutions (Photo: Business Wire)

The awards highlight CommScope's leadership in [advertising solutions for Pay TV](#), including versatile software solutions that enable service providers to leverage their existing infrastructure to deploy and scale video advertising quickly and operate it reliably. Today, CommScope advertising products support billions of dollars in advertising revenue for service providers around the world and reach more than 70% of North American cable set-tops.

"The NATAS Technology and Engineering Achievement Committee is proud to recognize CommScope's indelible contributions to television with two Technical and Engineering Emmy® Awards. The company's leadership in advancing the standards and methods for ad delivery has elevated our industry at large," said Robert P. Seidel, Chairman, Technology and Engineering Achievement Committee, NATAS.

"It's an honor to again receive two of the greatest awards in the television industry," said Morgan Kurk, executive vice president, CTO, and segment leader for Broadband Networks at CommScope. "For this to be our eighth Emmy® Award speaks to CommScope's enduring leadership and commitment to progress in video technology. We owe this recognition to our talented team of engineers and visionaries who continue to advance our industry for the benefit of service providers, advertisers, and the billions of consumers who use our technology all over the world."

CommScope's latest awards are its seventh and eighth technical and engineering Emmy® Awards, bringing the company's count to three in the advertising category. One of the awards recognizes CommScope's pioneering work in Manifest Manipulation for IP video ad insertion, based on the trailblazing work done by customers using the [CommScope Manifest Delivery Controller \(MDC\)](#). CommScope's advertising portfolio previously won an Emmy® Award for its linear digital ad insertion on traditional digital video networks, based on the market-leading [SkyVision advertising management system and XMS Ad Servers](#).

The other award recognizes CommScope's contribution to the development of the Event Signaling and Management API (ESAM), a CableLabs® specification for communicating between IP ad insertion components.

Together these two awards reinforce CommScope's position as the leader in helping service providers maximize their existing advertising revenue and migrate from traditional TV to IP video. CommScope's ad insertion portfolio addresses the needs of live, VOD, TSTV, and OTT delivery platforms on any device.

CommScope has a legacy of Emmy® Award-winning innovation that dates back to 1985. Since then, the company has been recognized with eight Emmy® Awards for pioneering many of the technologies that underpin the way the world watches television:

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- **2020** - Development and deployment of Server-Side Ad Manipulation and Payout for Adaptive Bitrate Video Distribution
- **2020** - Pioneering Deployment of the Event Signaling and Management API
- **2012** - Development and commercialization of digital Infrastructure for Local Cable Ad Insertion
- **2002** - Development of the consumer Digital Set-Top Box for Satellite and Cable
- **1999** - Development of Statistical Multiplexing for DTV Signal
- **1997** - Development of Real-Time Hardware for Motion Estimation
- **1996** - Development and Implementation of High Security Encryption of Signals for Home Television Reception
- **1985** - Development of Anti-Pirating Satellite TV Encryption and Scrambling

For more information about CommScope's Emmy® Award-winning advertising solutions, please visit the CommScope [here](#).

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About The National Academy of Television Arts & Sciences

The National Academy of Television Arts & Sciences (NATAS) is a professional service organization dedicated to the advancement of the arts and sciences of television and the promotion of creative leadership for artistic, educational and technical achievements within the television industry. It recognizes excellence in television with the coveted Emmy® Award for News & Documentary, Sports, Daytime Entertainment, Daytime Creative Arts & Entertainment, Public & Community Service, and Technology & Engineering. NATAS membership consists of broadcast and media professionals represented in 19 regional chapters across the country. Beyond awards, NATAS has extensive educational programs including Regional Student Television and its Student Award for Excellence for outstanding journalistic work by high school students, as well as scholarships, publications, and major activities for both industry professionals and the viewing public. "Emmy®" is a trademark of the Academy of Television Arts & Sciences / National Academy of Television Arts & Sciences. For more information, please visit www.Emmy®online.tv.

About CommScope:

CommScope (NASDAQ: COMM) is pushing the boundaries of technology to create the world's most advanced wired and wireless networks. Our global team of employees, innovators and technologists empower customers to anticipate what's next and invent what's possible. Discover more at www.commscope.com.

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This press release includes forward-looking statements that are based on information currently available to management, management's beliefs, as well as on a number of assumptions concerning future events. Forward-looking statements are not a guarantee of performance and are subject to a number of uncertainties and other factors, which could cause the actual results to differ materially from those currently expected. In providing forward-looking statements, the company does not intend, and is not undertaking any obligation or duty, to update these statements as a result of new information, future events or otherwise.

Source: CommScope

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