

## Creating Quality Metadata

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Created by members of the On Demand Quality Committee in  
CTAM's Advanced Cable Solutions Consortium

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## Introduction

As part of an ongoing process, the CTAM Advanced Cable Solutions Consortium – On Demand Quality Committee has been looking for solutions to many of our largest operational challenges with presenting VOD content to the consumer. From attempting to normalize the Genre field, to trying to extend and amend the CableLabs® 1.1 VOD Metadata specification, the group has been working to simplify the On Demand experience for the operator and the consumer.

From these efforts, an idea was conceived to create a document which outlines a way to create the best possible environment for the production, distribution, and consumption of digital assets - The On Demand Quality User Guide

The goals of this document are to provide guidelines to use in the creation of metadata, to supply real world definitions and use cases for individual metadata fields and to continue our goal of establishing more open collaboration between the MSO, aggregator, and provider.

Please note that in an effort to make the material easier to understand and comprehend, and to separate this guide from the majority of the technical guides heavy in jargon, we have used conversational language in this guide.

It is also important to note that this guide will be fluid and will evolve as the technology evolves and new innovations are discovered and implemented. The version number listed on the Title Page will indicate when the document is updated.

## Overview

As On Demand technology enters a new chapter of usability and functionality, cable must address some of the operational issues that naturally exist or have come about over time. Currently digital assets that are delivered to each MSO or operator come from dozens of sources including studios, distributors, aggregators, and stand alone providers. This means that there are potentially hundreds of people creating, managing, and packaging digital assets for distribution.

Within these packages, there are several types of individual files which include the MPEG (Moving Pictures Experts Group) video file, the poster (bmp or jpg), if necessary an MPEG preview file, and the metadata file (in xml format). With the existence of several volumes of text created around MPEG and still images, this On Demand Quality (OD-Q) guide will concentrate on metadata (xml) file creation and quality of content.

The accuracy and quality of metadata is one of the most impactful variables in the success of any On Demand platform. Quality metadata creates a consistent user experience, integrating advanced features like browse, search, recommendations, and bookmarks. When prepared correctly, metadata that is accurate and organized creates a streamlined user experience which in turn creates repeat users, leading to increased revenue.

The OD-Q guide will break down the individual metadata fields, listing them in terms of value and providing direction on how to use each field. The OD-Q guide also will provide insights into the 1.1 to 3.0 metadata specification transition, how metadata affects the user interface, and will provide direction on operational issues including but not limited to excessive MSO overrides, common setup, MSO access to aggregator portals, and carriage.

The ultimate goal of The OD-Q guide is to provide a comprehensive tool for every person who touches On Demand metadata and assets in order to create a more streamlined ingest and consumption process for metadata. Creating a more homogenous asset creation environment will be beneficial for both providers and consumers, not to mention the operational impact to the MSO.

## Definition of Terms

The terms and acronyms defined below are commonly used when discussing On Demand technology and operations and will be referenced frequently in this document:

<b>Term</b>	<b>Description</b>
ADI	Asset Distribution Interface – A CableLabs specification defining the metadata schema and propagation standard of On Demand content. The most common standard in use is ADI 1.1. ADI 3.0 is published.
Aggregator	Company or individual that distributes digital assets from multiple sources
Back Office	The platform which is responsible for the ingest, management and playback of digital assets
Distributor	Company or individual that distributes digital assets for consumption
IPG/EPG	Interactive Program Guide/Electronic Program Guide; A viewer can interact with the guide through the remote to choose their viewing through genre, channel, time, etc.
MSO	Multiple System Operators – a term for cable providers who have more than one cable system in the U.S.
Provider	Company or individual that is responsible for creating digital assets for itself
SVOD	Subscription-based Video on Demand, i.e. HBO - Impulse viewing of a selection of programming with full pause, fast forward and rewind functionality for a flat monthly charge.
Studio	Company that typically finances the production of theatrically released or television digital assets.
UI	User Interface; on-screen system that connects the consumer with the On Demand service
VOD	Video On Demand - The entire category of On Demand content without regard to the business model. Note: "On Demand" is the preferred term to represent the category
XML	File typically used in creating metadata

## Defining Metadata

In this section we break down each CL 1.1 metadata field, defining it, and providing instruction in regards to its use.

The format used will be as follows:

### **Field and the primary impact - Customer or Back Office**

**What it is:** The semi-formal CableLabs definition.

**How to use it:** The most common use for the field and how to use it more efficiently.

## High Value Metadata Fields

### ***'Actors' - Back Office***

**What it is:** Actors - Last Name,First Name (for searching). The separator MUST be a "," between the last name and the first name. On-air talent MAY be included.

**How to use it:** In order of billing, and in compliance with studio guidelines, list the actors or on-air talent paying special attention to casing and spelling to ensure the entry is accurate.

Ultimately, it is desired that the actor's names are listed First Name,Last Name. However this change to the specification might take some additional server work to ensure a consistent user experience.

### ***'Actors Display' - Customer***

**What it is:** Actors - Last Name,First Name (for searching). The separator MUST be a "," between the last name and the first name. On-air talent MAY be included. Max. length 1024 characters

**How to use it:** In order of billing, and in compliance with studio guidelines, list the actors or on-air talent paying special attention to casing and spelling to ensure the entry is accurate.

Ultimately, it is desired that the actor's names are listed First Name, Last Name. However this change to the specification might take some additional server work to ensure a consistent user experience

### ***'Summary Short' - Customer***

**What it is:** Movie summary: sentence. Max. length 256 characters

**How to use it:** In one concise sentence, describe the asset making sure to highlight the most important points. "HD Version" should be inserted at the beginning of the sentence when the programming is in high definition. To include

an actor's name in the summary, please use the following example as a guideline. **Platoon – Oliver Stone's Oscar-winning Vietnam drama stars Charlie Sheen as a recruit who gets more than he bargained for on the battlefield.** More examples of how to include actor's names can be found on page 18 of this guide.

**'Title' - Customer**

**What it is:** Full title of movie, unabbreviated and untruncated; Max length 128 characters

**How to use it:** List the full studio title of the asset per the direction of the content creator.

**'Title Brief' - Customer**

**What it is:** A brief version of the movie title (for display); Max. length 19 characters

**How to use it:** Shorten the title while making sure that the subject is still conveyed successfully.

**'Title Sort' - Customer**

**What it is:** A string to be used when sorting the title; Max. length 22 characters

**How to use it:** Frequently used when an asset contains "The" in the tile, this field allows an asset to be listed in alphabetical order. Ex: *Spy Next Door, The.*

**'Genre' - Customer**

**What it is:** Subject-matter classification of the show or title. According to the 1.1 spec, the asset is allowed up to 5

**How to use it:** Going forward this is a required field that will be used for advance sorting, searching, and UI organization. An expanded guideline can be found in the appendix of this document.

**'Show Type' - Customer**

**What it is:** Indicates the type of content that

**How to use it:** According to the guidelines in the appendix of this document, organize and tag each asset with an appropriate show type. Examples include Movies, Series, Sports, etc.

**'Episode Name' - Customer**

**What it is:** The individual name of an asset.

**How to use it:** This should be human readable, in plain text and be available for display. Most serial assets will have episode names. Example: "*Chuck vs. The Ring.*"

### ***'Episode ID' - Back Office***

**What it is:** A unique identifier for each asset. Typically an alphanumeric date or production code.

**How to use it:** It is desired that a common format for this field be developed. Ultimately having a simple format such as S1:EP1, which indicates the season and where the episode falls in the lineup, will allow for more efficient catalog management.

### ***'Rating' - Customer***

**What it is:** MPAA or TV Rating, whichever is appropriate

**How to use it:** Acting in accordance with the MPAA and the studio, enter the box office rating of the asset. If the asset does not have a box office rating, which is true for straight to DVD and special edits of a title, NR can be used. Alternately, adult themed assets can have ratings that are controlled by the MSO and distributor so to comply with parental controls.

### ***'HD Content' - Back Office***

**What it is:** A Y or N field that indicates whether or not an asset is HD or not.

**How to use it:** This field must be used for every asset. Indicate Y or N. This will allow the back office/platform to filter assets and make them available for search. This also assists in the reporting against the catalog.

### ***'Category' - Customer***

**What it is:** A nested list of human readable categories and sub-categories which effect how the UI presents the asset. The value will contain an ordered sequence of components, each component separated using a "/". This is a 256 character string.

**How to use it:** Per the desired setup of the MSO, enter the category string in order of navigational prominence paying special attention to spelling, casing, and order of entry. A misspelled work will drastically impact the display of an asset and the availability.

### ***'Suggested Price' - Customer***

**What it is:** Suggested price to assist in determining the retail pricing.

**How to use it:** While this was originally deployed as a suggestion, the MSOs have begun to use this field to ensure the retail price is delivered with the package so very little manipulation will need to be done post pitch. That being said, follow the MSO programming agreement when entering the price of the asset and follow the common format. Example: "5.99".

### ***'License Window Start' - Customer***

**What it is:** Start date and time of licensing window; if no time assume 00:00:00; all times are viewer local time on a 24 hour clock.<sup>21</sup>

**How to use it:** Per the licensing agreement enter the agreed upon start date of an asset.

### ***'License Window End' - Customer***

**What it is:** Ending date and time of licensing window; if no time assume 23:59:59; all times are viewer local time on a 24 hour clock.<sup>22</sup>

**How to use it:** Per the licensing agreement enter the agreed upon end date of the asset.

### ***'Advisories' - Back Office***

**What it is:** Content Advisory codes similar to the V-Chip ratings.

**How to use it:** Originally an optional field, this will now be required for all relevant content to ensure that parental controls can be used in a more comprehensive manner. Follow the broadcast guidelines for the individual asset and duplicate the content advisories for the VOD assets.

### ***'Asset Class' - Back Office***

**What it is:** A system-level type for the asset. This is intended to be helpful for the application mapping and routing, and expected to be more general than the Type value for the content. Expected Value is "title".

**How to use it:** Most content creation systems will enter this field automatically. This field essentially separates the different sections of an xml or metadata file. Package, title, movie, poster, preview, etc... are all sections of a metadata file. Asset class gives us a break in between sections and allows the MSO and distributor to create business rules against each class if necessary.

### ***'Asset ID' - Back Office***

**What it is:** An identifier for the asset that is unique within a provider's asset ID space. The unique portable identification of an asset is the combinations of its Provider ID and its Billing ID.

**How to use it:** A 20-digit alphanumeric identifier, this number needs to be significantly unique for each asset. Unique meaning that not just one number or letter can change, but multiple variations need to be in place during the creation process. This will allow for the seamless ingestion of the asset.

### ***'Billing ID' - Back Office***

**What it is:** Content provider asset ID to tie into royalty reporting. Typically this is a 5 digit alphanumeric ID.

**How to use it:** Like Asset ID, this number needs to be significantly different per asset. However, many providers are only allocated specific number ranges so particular attention needs to be made to the programming contract and the length of asset windows/asset count active at any time.

**‘Asset Name’ - Back Office**

**What it is:** A string containing the identifying name of the asset. Asset names must be unique within a product. Max. length 50 characters.

**How to use it:** Another field that is typically auto-generated by a content creation system. However this field needs to be unique so that asset ingestion is not impacted by ensuring the Asset Name is not duplicated.

**‘Closed Captioning’ - Customer**

**What it is:** A "Y" or "N" flag indicating closed captioning (CC) encoding.

**How to use it:** In order to meet regulatory requirements, this field must be changed from Optional to Required. If close captioning data exists indicate it with a Y. This will trigger the client to display CC data while in play mode.

**‘Creation Date’ - Back Office**

**What it is:** A string representing the date on which the asset (package) was created.

**How to use it:** Typically auto generated by the content packaging system during creation, this field can also be used during troubleshooting by manipulating the date to allow an asset to load into the VOD system.

**‘Description’ - Back Office**

**What it is:** A human-readable string describing the asset. Max. length 100 characters.

**How to use it:** For administrative use only, this field needs to be human readable for better catalog organization. An example of this field would be “*The Spy Next Door* Asset”.

**‘Maximum Viewing Length’ - Customer**

**What it is:** Duration of time defining the maximum amount of time a title can be made available for viewing once selected for purchase by a customer.

**How to use it:** Generally, this field is set to 00:24:00 for a 24 hour lease. However, several back office systems now accept alternate leases, allowing the provider and MSO to negotiate variable asset windows. This leads to lease times being able to be set at the discretion of the programmer, provider, and MSO. This allows for a more competitive environment.

### **'Product' - Back Office**

**What it is:** An identifier for the product offering.

**How to use it:** Historically this field was used to separate the different asset offering types. MOD, SVOD, ADULT, etc. This field allows the MSO and provider to organize the asset catalog and offers a quick way to separate transactional vs. subscription services. This field is also an excellent target for business rule creation.

### **'Provider' - Back Office**

**What it is:** A unique identifier defined and assigned by each MSO.

**How to use it:** At the direction of the MSO, set the provider value so that it matches the setup documentation exactly. For safety, the use of all caps is recommended. Any errors in casing or spelling will cause the assets to either fail ingestion or will result in improper placement in the UI.

### **'Provider\_ID' - Back Office**

**What it is:** A unique identifier for the provider of the Asset. The Provider\_ID must be set to a registered internet domain name restricted to at most 20 lower-case characters and belonging to the provider. For example a valid Provider\_ID for CableLabs is "cablelabs-films.com" (19 chars). Max. length 20 characters

**How to use it:** Today this field is essentially used to identify the distribution source of an asset. For example, indemand.com.

### **'Run Time' - Back Office**

**What it is:** Run time in hours, minutes, and seconds of an asset.

**How to use it:** Use the format 00:00:00 to list the actual run time of the asset. For example: 01:17:35. Not to be confused with Display Run Time, this field needs to be exact to the second.

### **'Verb' - Back Office**

**What it is:** A string containing an action to be performed on the asset. The only valid values for the Verb are the empty string ("") and "DELETE" (and "UPDATE.")

**How to use it:** While not being supported by all MSOs, this field is an important tool in the maintenance of the VOD catalog. When an immediate metadata change is necessary, this field is used to trigger the VOD back office, forcing it to make a change. Updates use UPDATE. This would include things like price changes, changes to the lease window, spelling corrections, etc... DELETE is just that -- a trigger that forces the systems to immediately delete the asset and all of its associated files.

### **'Year' - Customer**

**What it is:** Year of original air and/or original release.

**How to use it:** For Display. Simply list the year of the air date in common form.

Example: 2010.

## Medium Value Metadata Fields

### **'Box Office' - Back Office**

**What it is:** Box office dollars of revenue.

**How to use it:** List the box office revenue in this field which is used for tracking purposes. Additionally this field can be used to organize blockbuster hits in the UI, as a target for a business rule, and for reporting purposes.

### **'Display as Last Chance'**

**What it is:** Number of days from the Licensing\_Window\_End date that the application should show this title as "Last Chance" or similar marking.

**How to use it:** In conjunction with the MSO, determine the appropriate amount of days an asset needs to be marked as new. The default is typically 7. The use of this field will trigger the UI or application to either place the asset in a "Last Chance" or "Expiring Soon" category, or will trigger a "Last Chance" logo to be placed next to the asset in the title listings.

### **'Display as New' - Customer**

**What it is:** Number of days from the Licensing\_Window\_Start date that the application should show this title as "New" or similar marking.

**How to use it:** In conjunction with the MSO, determine the appropriate amount of days an asset needs to be marked as new. The default is typically 7. The use of this field will trigger the UI or application to either place the asset in a "New" or "Just In" category, or will trigger a "New" logo to be placed next to the asset in the title listings.

### **'Display Run Time' - Customer**

**What it is:** Run time (for display).

**How to use it:** For this field, enter the run time in hours and minutes using the format of 00:00. Refer to the Run Time prior to setting this field. Note: Always round up when converting the run times. For example, if the Run Time is 01:34:17, set the Display Run Time to 01:35. Any inaccuracies in this field can result in a negative customer experience.

### **'Preview Period'- Back Office**

**What it is:** Preview period in seconds. This should always be set to zero unless otherwise agreed to by the MSO.

**How to use it:** If requested by the MSO, set the value to the appropriate time. Example, 300 (seconds). This would mean a customer would have 5 minutes to view the asset before being billed.

### **'Propagation Priority'- Back Office**

**What it is:** An integer from 1(high) to 10(low) that can be used to assist with determining the priority of propagation within an MSO network. NOTE: This value is set within a Provider/Product; therefore it cannot be used to compare assets outside of that group.

**How to use it:** Before using this field it is extremely important to verify the configuration with the MSO. If a provider or a group of providers to begin arbitrarily setting this value at too high of a priority content ingestion and content availability can be affected negatively. Therefore, the use of this field needs to be used only if an when an MSO requests it.

An excellent example of how this field can negatively affect the distribution of assets is HBO setting all of their content to 10. This in turn gave their content the lowest priority level, preventing copies of the assets from distributing to edge storage.

### **'Provider Content Tier' - Back Office**

**What it is:** A string representing which provider content tiers are to be identified with the Asset. This can potentially be used to propagate assets to specific servers. Max. length 256 characters.

**How to use it:** Currently this field is being used by distributors and aggregators to keep track of content offerings. For example, TBS\_10 would represent a 10 hour TBS package where TBS\_25 would represent a separate 25 hour TBS package.

### **'Studio' - Customer**

**What it is:** Studio (for display). This is required for FOD and MOD content only. Max. length 1024 characters.

**How to use it:** List the Studio which produced the feature. For Example: Warner Brothers.

### **'Summary Long' - Customer**

**What it is:** Movie summary in full. Max. length 4096 characters.

**How to use it:** List the entire movie summary as directed by the studio. This field will not require truncation (to a point) and can allow for additional data

such as actor, director, year, etc... to be included if the MSO UI doesn't display those fields. To include an actor's name in the summary, please use the following example as a guideline. **Date Night - Steve Carell and Tina Fey are a couple whose wild night out injects some much-needed spark—and some serious danger—into their marriage.** More examples of how to include actor's names can be found on page 18 of this guide,

#### **'Summary Medium' - Customer**

**What it is:** Movie summary paragraph - for EPG-like description. Max. length 1024 characters.

**How to use it:** This version of a movie synopsis is limited to paragraph form. Where Summary Short forced the user to truncate the description, this summary allows for an expanded description that allows for actor, director, year, etc... to be included if the MSO UI doesn't display those fields. To include an actor's name in the summary, please use the following example as a guideline. **Wayne's World - The blockbuster comedy with Mike Myers and Dana Carvey as a pair of Illinois nitwits who take their local cable TV show national.** More examples of how to include actor's names can be found on page 18 of this guide,

#### **'Type' - Back Office**

**What it is:** The asset or content type that determines how or where it is stored.

**How to use it:** This field is used in each asset class to determine what kind of file is present. Movie, Preview, Poster, Title, are all examples of content types in each metadata file.

#### **'Version Major' - Back Office**

**What it is:** An integer representing the major version number.

**How to use it:** Use this field to track the version number of the asset in regards to changes to the movie, preview, or poster asset classes. For example, if a replacement Mpeg is issued, incrementally increase the version to track the changes.

#### **'Version Minor' - Back Office**

**What it is:** An integer representing the minor version number.

**How to use it:** Use this field to track the version number of the asset in regards to metadata configuration. For example, if the actor or lease window changes, and an update is issued, use version minor to identify that this is version 1.1 or 1.2, incrementing each time a metadata update is issued for the original package.

## Low Value Metadata Fields

### **'Chapter' - Back Office**

**What it is:** Chapter location and heading pair, the location formatted in SMPTE format (HH:MM:SS:FF). The separator shall be a "," between the code and heading. Note that SMPTE time codes must be monotonically increasing although ordering of elements in SMPTE time code order is not required.

**How to use it:** Accurately enter the time codes as directed by the specification.

### **'Contract Name' - Back Office**

**What it is:** Identifying name of the contract under which this title is licensed.

**How to use it:** If used, enter the identifying features of the specific contract.

### **'Country of Origin' - Customer**

**What it is:** The country from where the title originates, e.g., "US" for United States

**How to use it:** If used, simply enter the country where the asset was produced.

### **'Director' – Back Office**

**What it is:** Directors- Last Name, First Name The separator shall be a "," between the last name and the first name.

**How to use it:** Required for all FOD, subscriptions, or transactional movies, enter the name of the director of the asset.

### **'Distributor Royalty Percent' – Back Office**

**What it is:** Percentage split of the royalty over the minimum that goes to the Distributor (i.e., iN DEMAND). Maximum of 2 digits right of decimal allowed.

**How to use it:** If used, enter the minimum amount that the distributor would collect per the distribution agreement.

### **'Distributor Royalty Flat Rate' - Back Office**

**What it is:** Percentage split of the royalty over the minimum that goes to the Distributor (i.e., iN DEMAND). Maximum of 2 digits right of decimal allowed.

**How to use it:** If used, enter the amount that the distributor would collect per the distribution agreement.

### **'Distributor Royalty Minimum' - Back Office**

**What it is:** Minimum royalty in currency that goes to the Distributor (i.e., iN DEMAND). Maximum of 3 digits right of decimal allowed.

**How to use it:** If used, enter the minimum amount that the distributor would collect per the distribution agreement.

***'Home Video Window' - Back Office***

**What it is:** Number of days between Home Video releases to PPV/MOD Release.

**How to use it:** If available, enter the days between release on DVD and the delivery to VOD.

***'ISAN' - Back Office***

**What it is:** International Standard Audiovisual Number (ISAN)

**How to use it:** If used, simply enter the number as is.

***'MSO Rating' - Customer***

**What it is:** MSO applied rating for content not otherwise rated. Max. length 50 characters

**How to use it:** If used, consult with the specific setup information from the MSO, and enter the desired rating.

***'Producers' - Customer***

**What it is:** Producers- Last Name,First Name The separator shall be a "," between the last name and the first name.

**How to use it:** If used, enter the name(s) of the producer(s) of the asset.

***'Provider QA' - Back Office***

**What it is:** A contact identifier in case there are quality issues relating to this movie. Max. length 1024 characters

**How to use it:** Typically this is the contact e-mail address of the group responsible for the packaging of the asset (i.e. [qa@avail-tvn.com](mailto:qa@avail-tvn.com)).

***'Season Finale' - Customer***

**What it is:** A flag indicating Title is a season finale.

**How to use it:** Using a Y or N, indicate if the asset is a season finale of a series.

***'Season Premiere' - Customer***

**What it is:** A flag indicating Title is a season premiere.

**How to use it:** Using a Y or N, indicate if the asset is a season premiere of a series.

***'Studio Code' - Back Office***

**What it is:** A code utilized for billing purposes, typically three digits.

**How to use it:** If used, enter the predetermined code for each studio (i.e. 111 for Paramount.)

#### **'Studio Name' - Back Office**

**What it is:** The name of the studio (for reporting). Max. length 128 characters.

**How to use it:** Enter the name of the studio which distributed the asset. (i.e. Sony).

#### **'Studio Royalty Flat Rate' - Back Office**

**What it is:** Flat rate royalty that goes to the studio (i.e., Warner Brothers). Maximum of 3 digits right of decimal allowed.

**How to use it:** If used, simply enter a max 3 digit value of the take (i.e. 1.00 )

#### **'Studio Royalty Minimum' - Back Office**

**What it is:** Minimum royalty in currency that goes to the studio (i.e., Warner Brothers). Maximum of 3 digits right of decimal allowed.

**How to use it:** If used, simply enter a 3 digit value of the take (i.e. 1.00)

#### **'Studio Royalty Percent' - Back Office**

**What it is:** Percentage split of the royalty over the minimum that goes to the Studio (i.e., Warner Brothers). Maximum of 2 digits right of decimal allowed.

**How to use it:** If used, simply enter a 2 digit value of the percentage (i.e. 37)

#### **'Subscriber View Limit' - Back Office**

**What it is:** A string representing a period of time and the maximum number of views over the period of time. The separator shall be a "," between the period start date, period end date and maximum views.

**How to use it:** Rarely used as leases tend to be directed by maximum viewing length. If used you must enter a time window and the number of views that the asset can be viewed.

#### **'Writer' - Customer**

**What it is:** Writer(s)—A human-readable string for display; use Name 1, Name 2. Max. length up to 1024 characters.

**How to use it:** If a writer credit is necessary enter the name of the writer so that it is human readable.

## XML x User Interface

Without a doubt, metadata affects the User Interface (UI) more than any other portion of the VOD platform. It is what populates all important and required information for customer consumption. Actors, summary, prices, etc...are dictated by the content in the metadata file. In this section we will highlight examples of how metadata is displayed on various user interfaces and examine the differences between the five

largest MSOs. The examination will be broken up by screen type (i.e. title listing, synopsis, etc...), and will point out how the different companies use alternate metadata fields to create their on demand offering.

Additionally, this section will point out what metadata fields are currently being used by each MSO for display on the User Interface/IPG/Menu.

**Examples of how to include the actor's name(s) in the description of the content in the summary short, summary medium and summary long fields.**

**Platoon**

Oliver Stone's Oscar-winning Vietnam drama stars Charlie Sheen as a recruit who gets more than he bargained for on the battlefield.

**Wayne's World**

The blockbuster comedy with Mike Myers and Dana Carvey as a pair of Illinois nitwits who take their local cable TV show national.

**Date Night**

Steve Carell and Tina Fey are a couple whose wild night out injects some much-needed spark—and some serious danger—into their marriage.

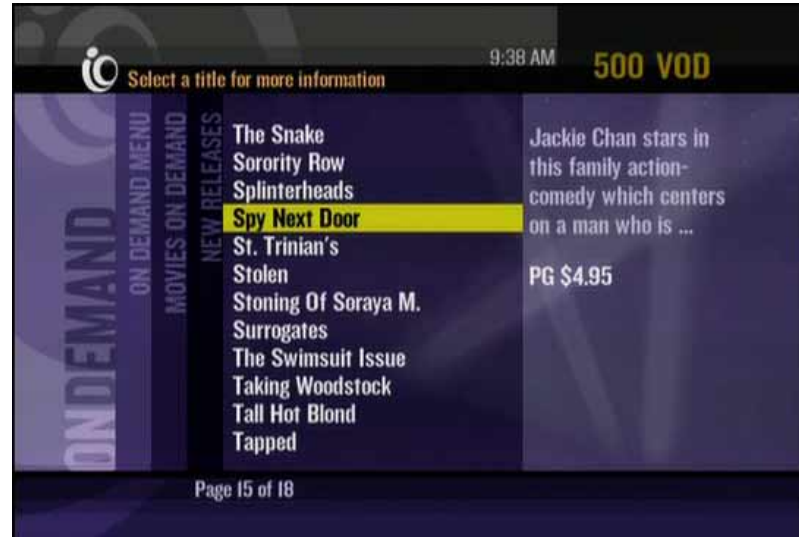
**One Hour Photo**

Robin Williams delivers a chilling performance as a photo-processing worker who develops an unhealthy obsession with a young family.

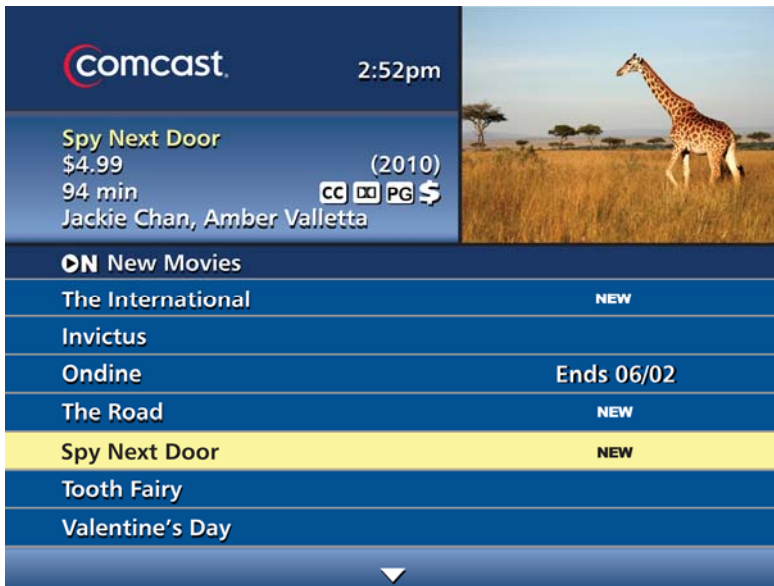
## Title Listing Screen



Time Warner



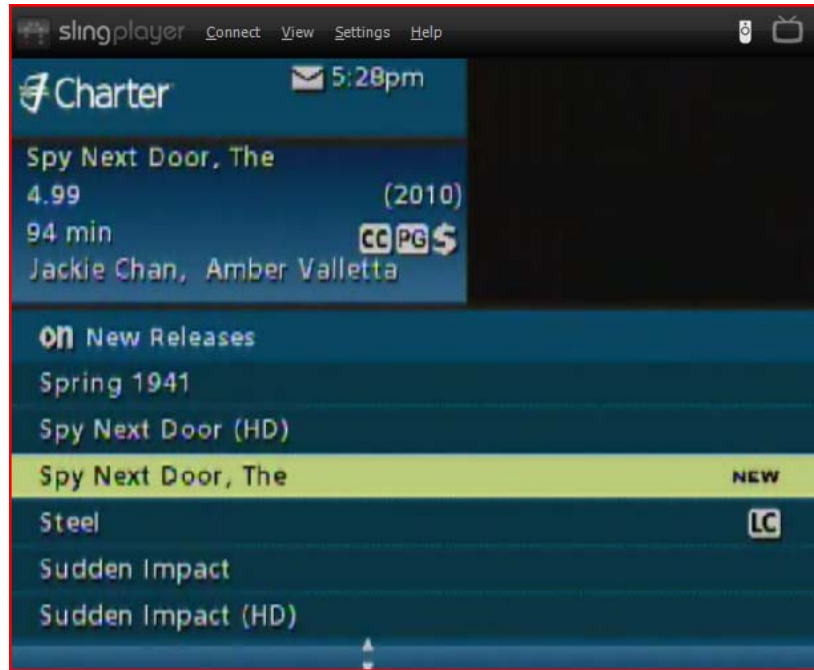
Cablevision



Comcast

Above, you can see that Comcast, CableVision, and Time Warner are all using 'Title\_Brief' for their asset listing. Additionally, while Comcast and Time Warner both use 'Actor', 'Display\_As\_New', 'Rating', 'Display\_Run\_Time' and 'Suggested\_Price', CableVision only displays 'Suggested\_Price' and a preview of 'Summary\_Short'. Also, it is important to note that Comcast lists 'Audio\_Type', and 'Closed\_Captioning'.

Below you will see that Charter and Cox are slightly different in that Charter displays, 'Title\_Sort' on this screen while Cox displays 'Title'. Cox also displays the 'Director' field.

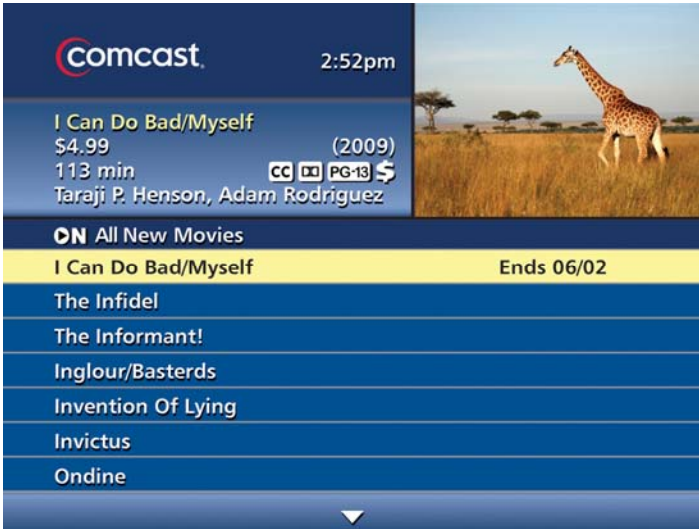


Charter



Cox

Below are other variations on the title listing screen. Using a title that is significantly longer it is apparent that Comcast uses 'Title\_Brief' and Cox still uses 'Title', choosing to truncate with an ellipsis.



Comcast



Cox

This repeats on the Cox HD menu pictured below. The only difference is that Cox displays the Title in full above the synopsis.



## Movie Summary/Synopsis

Here you see that a majority of the data from the title listing screen is duplicated. For example, the Time Warner and Cablevision UI still display 'Title\_Brief'. Charter still displays 'Title\_Sort' and Cox still displays Title. However, Comcast has chosen to use 'Title' instead of 'Title\_Brief.'

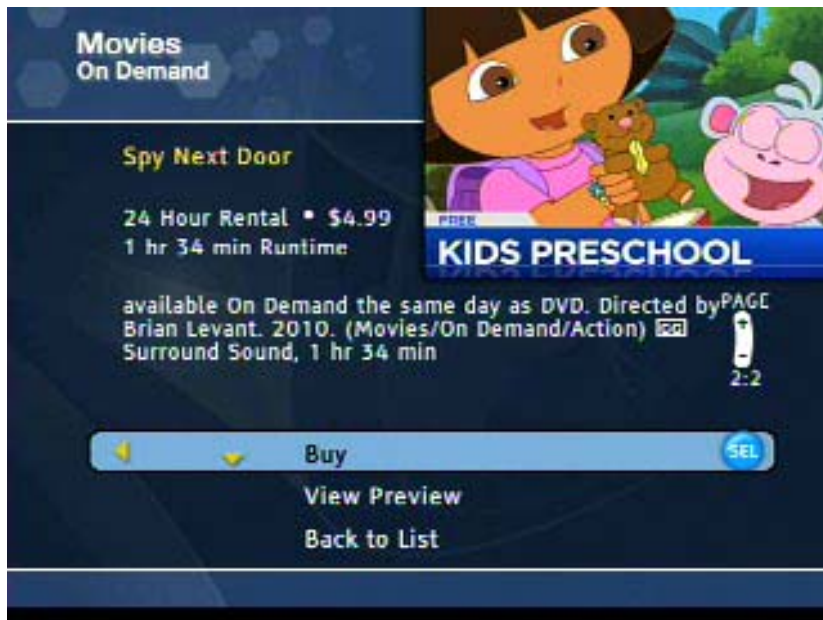
The Comcast interface shows the movie 'The Spy Next Door' with a price of \$4.99 and a runtime of 94 minutes. It includes a synopsis, cast list (Jackie Chan, Amber Valletta), and a 'BUY' button. The synopsis states: 'Available Until: 10/18/2010 Jackie Chan, Amber Valletta Jackie Chan stars in this family action-comedy which centers on a man who is called to baby-sit his neighbor's children and winds up having to fight off secret agents. Now available On Demand the same day as DVD. Jackie Chan, Amber Valletta.'

The HBO interface shows the movie 'Spy Next Door' with a 24-hour rental price of \$4.99 and a runtime of 1 hr 34 min. It includes a synopsis, cast list (Jackie Chan, Amber Valletta), and a 'Buy' button. The synopsis states: 'NEW. Jackie Chan, Amber Valletta. Jackie Chan stars in this family action-comedy which centers on a man who is called to baby-sit his neighbor's children and winds up having to fight off secret agents. Now'. The interface also features a 'View Preview' and 'Back to List' option.

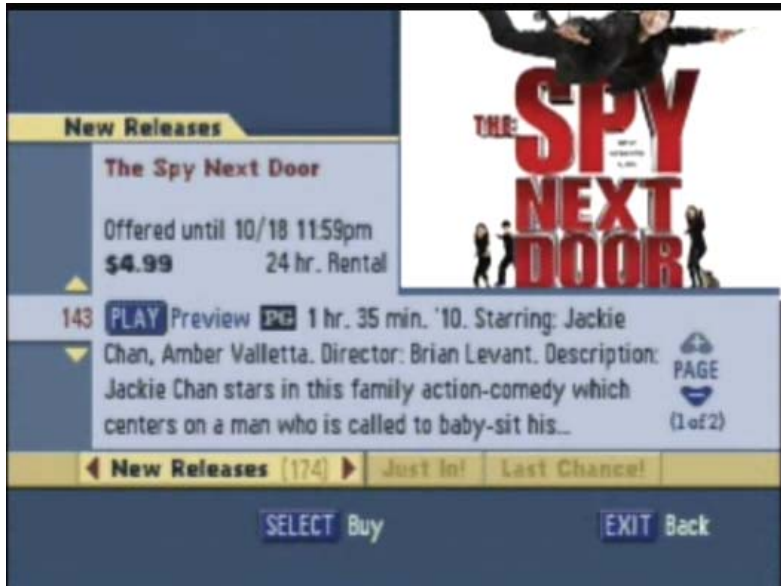
Below you will also notice that Cablevision is the only MSO that lists the Genre outside of the synopsis. Cox lists the Genre, but combines it as part of the movie summary with Director, Actor, Year, etc...



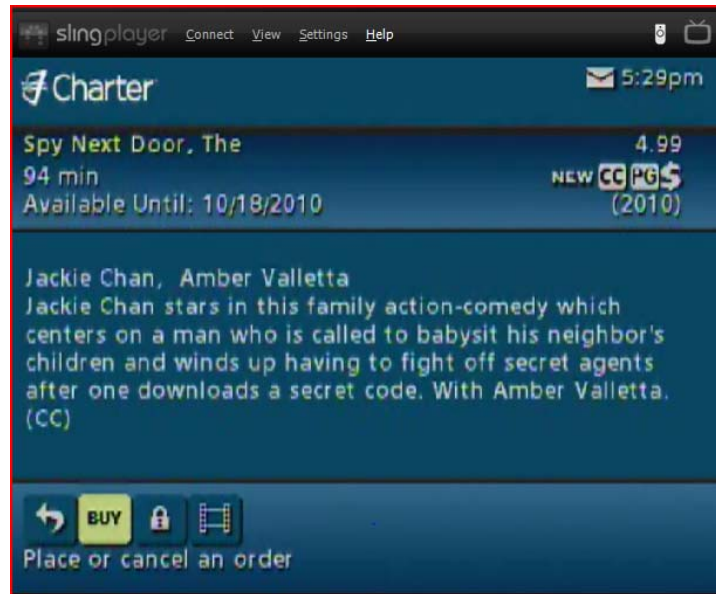
Below you can see that Time Warner lists the Director as well as the category string the asset belongs to in the summary.



In addition to the aforementioned fields that Cox uses, this MSO also lists the 'License\_Window\_End', and 'Maximum\_Viewing\_Length' on the Summary screen.

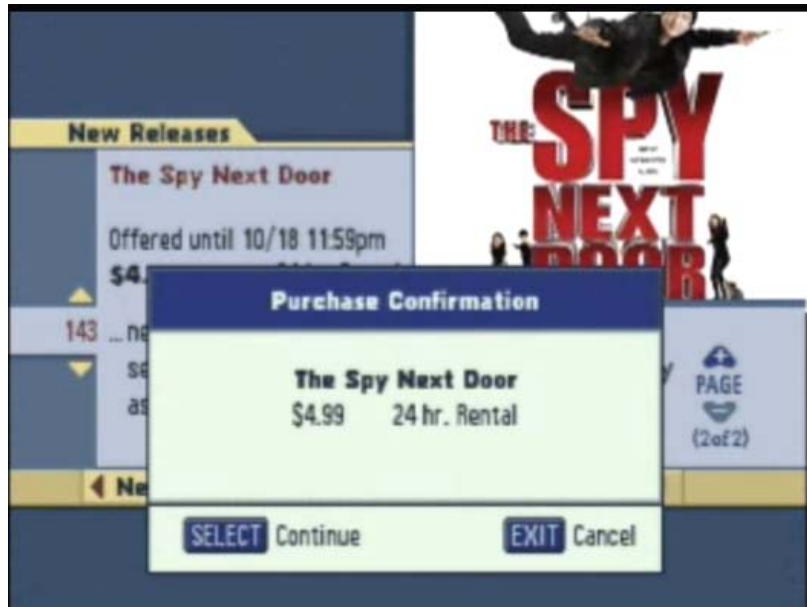
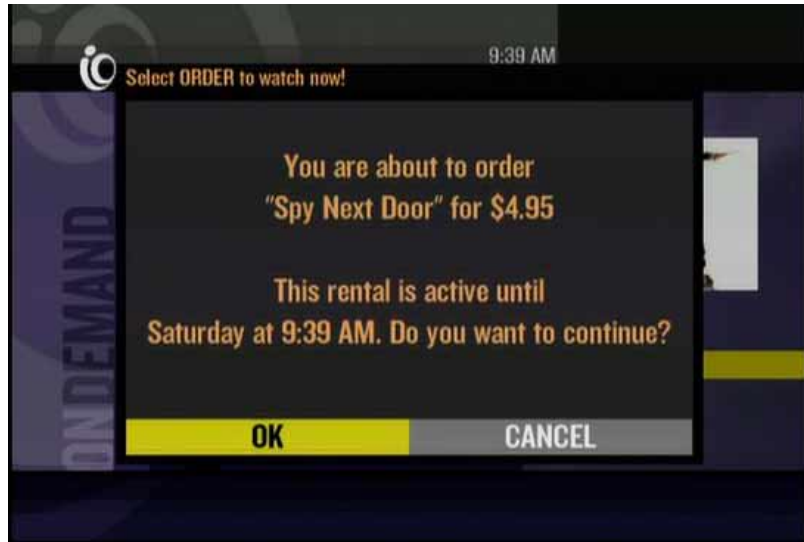


One last thing to note about the summary screen is that both Comcast and Charter display a dollar sign image to indicate that this is indeed a purchase based asset or a transactional title.



## Purchase/Order Confirmation

The metadata listed on this screen is very limited. Cablevision and Cox both list the 'Title or Title\_Brief', 'Suggested\_Price', and some sort of 'Maximum\_Viewing\_Length'



While Charter and Comcast simply give the viewer an option to purchase or not, listing no metadata on this screen.

Charter 5:30pm

Spy Next Door, The 4.99  
94 min NEW CC PG \$ (2010)  
Available Until: 10/18/2010

Jackie Chan, Amber Valletta  
Jackie Chan stars in this family action-comedy which centers on a man who is called to babysit his neighbor's children and winds up having to fight off secret agents after one downloads a secret code. With Amber Valletta.

BUY Order  
Don't order

Comcast 2:52pm

The Spy Next Door (2010)  
\$4.99  
94 min CC PG \$

Available Until: 10/18/2010  
Jackie Chan, Amber Valletta  
Jackie Chan stars in this family action-comedy which

BUY Order  
Don't order

Place or cancel an order

Comcast 2:52pm

I Can Do Bad All By Myself (2009)  
\$4.99  
113 min LC CC PG-13 \$

Available Until: 06/12/2010  
Taraji P. Henson, Adam Rodriguez  
Tyler Perry's I Can Do Bad All By Myself. A drama infused

BUY Order  
Don't order

Place or cancel an order

## **XML vs. UI Summary**

What have we learned from examining the different screens in the UI? Well, we know that not every MSO uses the same metadata fields for display. This is okay as the general message still gets across. However, if you notice features that exist on one UI and not the other, steps can be taken to make the metadata display on every UI the same. For example if an MSOs metadata does not display the '*Genre*', you can simply put it in the summary. Or, if the MSO uses '*Title\_Brief*', '*Summary\_Short*', or any other truncated version of the full field, you can adjust to match your desired configuration.



