Multi-Network Simulcast

No Network Attribution

Missing Artwork
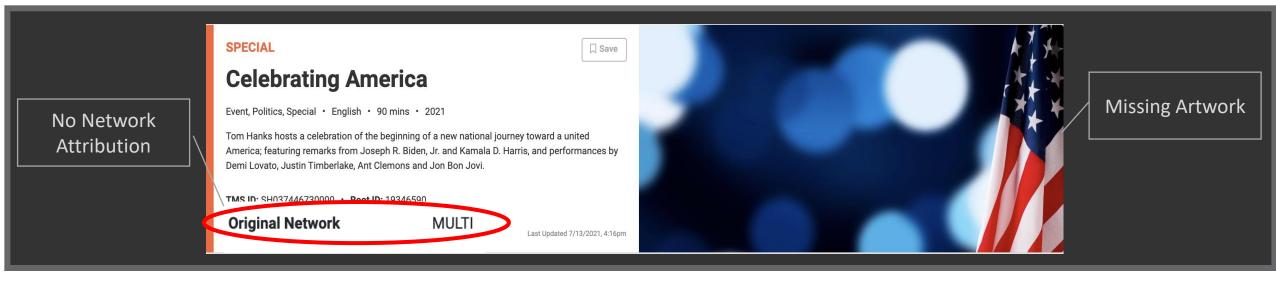
- Network attribution will be determined by each STB and application implementation
  - Which network logos, if any, are displayed in the guide
  - Which network is selected from search and DVR recording

- Setup as a separate program with unique titles for each network if ratings are important or if there will be any network specific commentary or onscreen graphics

- If a true simulcast, coordinate between all participating networks
  - Determine who will provide metadata and artwork for the shared program as early as possible
  - Coordinate with network metadata POCs to ensure that everyone is communicating consistently

- Communicate the plan to Gracenote to ensure that the correct program is scheduled across networks

Links Between Related Specials

- Supply chain does not support collections, so weigh trade-offs of stand-alone specials vs. episodes of a "special" series
  - Specials surface the topic more effectively with searchable titles and unique artwork
  - Series require less setup and content will be grouped together for DVR recording and VOD displays
- Optimize metadata for related stand-alone specials
  - Include common string in titles
    - Example: Wall St. in Crisis: Coronavirus Impact, The Path Forward: Coronavirus Impact
  - Ask Gracenote to use common genres, keywords / video descriptors and franchise links across specials
- Consider using multiple mini-series across events
  - Example Debates primetime vs. Debates late night
- Industry opportunity to standardize collections and explore news specific constructs like sports
- Gracenote opportunity to expand episodic artwork requirements to allow text within images for news content

Events and Specials

Use Case	Example	Pain Points
Multi-Network Simulcast	Celebrating America	• Random ordering of networks in "Ways to Watch" and DVR across operators & platforms • Inconsistent network attribution across operators • Unclear authority of who provides artwork and metadata to aggregators
Multi-Part Specials	Election Debates Coronavirus Coverage	• Currently, there is no relationship within STB/apps between related specials. For example, it is difficult for viewers to discover all the related election debate specials, set a DVR recording for all of the debates on a given network, etc. Because the metadata constructs and navigation were designed for entertainment content, relationships between news specials requires shoehorning into series packaging. Ideally, networks would like something like super series or franchise links to surface in STB/apps navigation and DVR logic. • Difficult for viewers to find • Unclear if it is better to create as multiple specials or episodes within a mini-series • No guidelines for grouping main event plus shoulder programming like pre/post shows • The packaging has artwork implications because each special requires Key Art