



Example 2

Syndicated Series + EST on Current Gen STB

1

modern family

(Example program)

2

Syndicated Network



Schedule Metadata

Television Network

Schedule, Program Metadata and Artwork



VOD Packages Content IDs

Production Company



EST Catalog



Programs
modern family
Content ID

Title Description Keywords
Key Art Season/Episodes Episodic Images

Content IDs

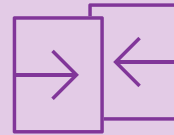


Schedules

abc Wed 9pm
S11 - Episode10
usa network Fri 7pm
S2 - Episode1

3

Title Content IDs



Title Matching



Content Catalog



TV Schedules



4

5

modern family

Season 11		
S11 Episode 10 abc Wed 9pm	S11 Episode 9 abc On Demand Buy	S11 Episode 8 abc On Demand Buy
Season 2		
S2 Episode 1 usa Fri 7pm Buy	S2 Episode 2 usa On Demand Buy	S2 Episode 3 usa On Demand Buy



Voice Remote



Grid Guide



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