

# Comprehensive Universal Metadata Feed Specification, Version 4.8 USAND LLC - 05.01.21

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## PURPOSE - Ingest Requirements for Multiple OTT Platform's Universal Search

To allow discovery of your content and app, USAND LLC has developed a new metadata spec which will enable your app data to be configured and delivered to the maximum number of video streaming platforms with as little stress and time as possible. If you can provide all of the following fields, USAND can ensure that the platform will accept your app search feed. This comprehensive spec will allow your feed to be ingested to search on Roku, AppleTV/IOS, Amazon Fire, Google, Samsung, Vizio and other OTT Platforms.

## MOVIES

### The following fields are **REQUIRED**

- Unique ID
- Title
- Description
- Duration
- Movie rating
  - Such as, "R", "PG-13", "G"
  - "NR" for Not Rated is acceptable
- Poster Image URL
  - 2:3 ratio (portrait)
  - 16:9 ratio (landscape)
- License
  - Options: free, purchase, subscription, rental

- Quality
  - Options: SD/HD
- Deep Link (see below)
- Release Date
- Availability Window (see below)

**The following fields are OPTIONAL**

- IMDB ID
- Price (if subscription / purchase)
- Restrictions (if applicable, see below)
- Advisory
  - For ratings, such as “L” for “Language” or “N” for Nudity
- Cast (see below)
- Crew (see below)
- Genres
- Keywords / Tags
- Locale (if applicable)

## TV SERIES

**The following fields are REQUIRED**

- Unique ID
- Title
- Description
- Duration
- TV rating
  - Such as, “TV-MA”, “TV-14”, etc
  - “NR” for Not Rated is acceptable
- Title Image URL
  - 16:9 ratio (landscape)
  - 1:1 ratio (optional)
- License
  - Options: free, subscription, purchase, rental

## TV SERIES (cont'd)

- Quality
  - Options: HD, SD
- Deep Link (see below)
- Original Premiere Date
- Availability Window (see below)

### The following fields are optional:

- Price (if subscription / purchase)
- Restrictions (if applicable, see below)
- Advisory
  - For ratings, such as “L” for “Language” or “N” for Nudity
- Cast (see below)
- Crew (see below)
- Genres
- Keywords / Tags
- Locale (if applicable)
- Network

## EPISODES

### The following fields are REQUIRED

- Unique ID
- Series ID
  - Should match the Unique ID from the corresponding series item
  - This allows us to match up episodes with the corresponding series
- Title
- Description

## EPISODES (cont'd)

- Episode Number
- Season Number
- Duration
- TV rating
  - Such as, “TV-MA”, “TV-14”, “TV-G”, etc
  - “NR” for Not Rated is acceptable
- Screenshot Image URL
  - 16:9 ratio (landscape)
  - 1:1 ratio (optional)
- License
  - Options: free, subscription, purchase, rental
- Quality
  - Options: SD/HD
- Deep Link (see below)
- Air Date
- Availability Window (see below)

### The following fields are **OPTIONAL**

- IMDB ID
- Price (if subscription / purchase)
- Restrictions (if applicable, see below)
- Advisory
  - For ratings, such as “L” for “Language” or “N” for Nudity
- Cast (see below)
- Crew (see below)
- Genres
- Keywords / Tags
- Locale (if applicable)

## LIVE STREAMS

Some platforms can support live-streaming events in universal search, such as the Super Bowl, the World Series, or a pre-season or season event.

Currently, the platforms only request sporting events, such as baseball, basketball, football, or soccer games. Sporting events require that the competitors (home team/away team) be provided. If they are not available, you may leave them blank, but they must be filled in as soon as possible.

## LIVE STREAMS

### The following fields are REQUIRED

- Unique ID
- Title
- Description
- Rating
- Availability Window
  - Start time
  - End time
- Whether or not the event is live versus taped
- Whether or not the event is available only for the duration of the availability window
- For sporting events, the following fields are required:
  - Sport type (e.g., basketball)
  - League name (e.g., Major League Baseball)
  - Competitors
    - Home Team
    - Away Team

See below for other field definitions

## IMAGE URLs (required)

Image URLs are required by all platforms. We do not accept image files but instead require image URLs. You have two options:

1. Provide the entire URL to an image, e.g.  
<http://www.coolapp.com/images/thewire.jpg>
2. Provide a deterministic schema through which we can build URLs, e.g.,  
[http://www.coolapp.com/images/{show\\_id}.jpg](http://www.coolapp.com/images/{show_id}.jpg)

Each platform has their own requirements for image sizes and ratios, but we've found that they're flexible on this. The best way to ensure acceptance is to provide the largest, highest-resolution images possible in the ratios below:

- Movies
  - 2:3 ratio (portrait)
  - 16:9 ratio (landscape)
  - Poster style
- Series
  - 16:9 ratio (landscape)
  - Title card style
- Episode
  - 16:9 ratio (landscape)
  - Keyframe from episode

## AVAILABILITY WINDOW (required)

The Availability Window is the time range that a show is available *within your app*. For example, if you add an episode of *Breaking Bad* to your app on January 5th, 2017 and it will be removed from your app on July 31st, 2017, then your availability window will be 2017-01-05 to 2017-07-31.

## Fields

- Start Date
- End Date (optional, but preferred if available)

## RESTRICTIONS (optional)

Restrictions are optional and are often used to denote in which regions a given title is available. For example, if your app is available in the US and

in Canada, but certain shows are only available in the US, you could specify a restriction for country as “US”.

### **Fields**

- Type (i.e., “Country”)
- Value (i.e, “US”)

### **CAST / CREW (optional)**

The Cast and Crew are optional fields but very nice to have. The Cast should include the main cast, but may also contain guest stars.

### **Fields**

- Person Name
- Role (if crew)
- Character Name (if cast)
- IMDB ID (optional)
- Date of Birth (optional)
- External IDs, such as IMDB, Gracenote (optional)
- Person images

## DEEP LINK (required)

The Deep Link is simultaneously the most important and most problematic of all the required fields. The Deep Link is what takes the user from the search interface into your app. For example, if the user searches for “Terminator” and clicks it, the Deep Link would open your app and start playing the movie.

Deep Links are app-dependent, so you will need to confer with your app developer to determine what this would be. We highly recommend that you pick one deep link schema and stick to it across all platforms. This reduces confusion and makes the lives of both USAND and your app developers much, much easier.

For example, your deep link might look like this:

```
hbo://play/12345
```

There are two ways to give us the deep link:

1. Give us the actual deep links. You might have to come up with all of the variations for all platforms to do this.

Or,

2. Give us a deep link *schema*, which we can use to build the deep links on each app.

a. Examples:

- i. ***hbo://play/{id}***
- ii. ***hbo://play?title={id}&platform={platform}***
- iii. ***{platform}://play/movie/{id}***

Since each platform has different rules about what deep links should look like, you’ll have to provide us with the schema for each platform you choose to support. For example, if you only support iOS, then you can give us just a single iOS schema. But if you support iOS, Android, Web, and Samsung, then you would need to define schema for us for each platform.

The deep link schema does not have to be in the feed, but it should be built using components in the feed.



## DEEP LINKS (cont'd)

### Special note regarding deep links

Most platforms allow custom deep links (e.g., *hbo://play/{id}*), but some require HTTPS links. You should be prepared to offer HTTPS links to display the details page of each title. However, if you do not choose platforms that requires HTTPS, we will let you know ahead of time so you do not do unnecessary work.

With that in mind, having specific web pages for each title can be beneficial for all platforms, so it would be wise to at least consider it.