

Unicorn Media Inc.

Meta Media Item

Implementation Guide

Overview

The Meta Media Item feature allows you would like to concatenate a number of independent pieces of content, thus creating a new item representing the sum of the parts. This allows individual media items (episodic segments, clips, program parts) to be used together as a single content stream.

A Meta Media Item is constructed by submitting an API Ingest Request with an IngestItemType of 'MetaMediaItem.' In this request, an array of "ChildMediaItems" is specified, detailing the media items to concatenate as well as the order in which they should be displayed in---stream. The parent media media item has its own metadata that may be used in downsream systems such as ad servers or analytics services. **An important note is that all media items that will represent the parts of the meta media item must be submitted prior to sending a meta media item ingest request.** If one or more media items have not yet been created upon a Meta Media Item request, an error stating that some media item parts are missing.

API Ingest relies on Unicorn Media Platform technology, which requires customers to have an account

| Item | Required | Description |
|-----------------|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| IngestItemType | Yes | Should contain the item type of the object being ingested. "MetaMediaItem" is used to define a Meta Media Item. |
| ChildMediaItems | Yes | Parent node defining the collection of the MetaMediaItem. |
| MediaItem | Yes | Individual Video Media Item containing the foreign key, mediaitemguid and position attributes within a Meta Media Item. |
| GUID | No* | The unique id of an already existing Media Item. |
| ForeignKey | No* | The unique Id of an already existing Media Item. |
| Position | No | Order of appearance within this Meta Media Item. This value is not required. If not present the order will be determined by the position with the ChildMediaItems array. |

~~setup. If you're unsure of your account status, please contact support@unicornmedia.com~~

Ingest Request

The meta media item is a feature of the Unicorn Media API Ingest service. To create a meta media item, the various media items to be contained in the array must have been sent to the Unicorn Media system prior to sending the meta media item request. After this, you may submit an API Ingest request with a specified IngestItemType of 'MetaMediaItem'. The

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following attributes are unique to the Meta Media Item feature.

The following example details a full API Ingest request to create a meta media item containing three child media items. Please see the Unicorn Media API Ingest Implementation guide for more information on this ingest service. Note that you will use a different end point than the normal API Ingest endpoints:

Meta Media Item URI End Points:

| | |
|--------|---------------------------------------------------------------------------------------------------------------------------------|
| US --- | http://apiingest.unicornmedia.com/api/metamediaitem |
| EU --- | http://apiingest---eu.unicornmedia.com/api/metamediaitem |

Sample XML API Ingest POST

```
<?xml version="1.0" encoding="UTF-8"?>
<APIMMIngestRequest xmlns:i="http://www.w3.org/2001/XMLSchema-instance">
  <UserName>meta@umedia.com</UserName>
  <Password>p4ssw0rd</Password>
  <DomainName>unicorn1</DomainName>
  <MetaMediaItem>
    <Title>How I Met Your Mother S4 EP11</Title>
    <Keywords>Keywords</Keywords>
    <Description>Description</Description>
    <CatalogGUID>e15b4ce9---a3d0---4851---ba57---6d4dba711057</CatalogGUID>
    <ForeignKey>HIMYMS4EP11</ForeignKey>
    <IngestSourceGUID />
    <MediaItemGUID />
    <IngestItemType>MetaMediaItem</IngestItemType>
    <ChildMediaItems>
      <MediaItem>
        <GUID />
        <ForeignKey>HIMYMS4EP11P1</ForeignKey>
        <Position>0</Position>
      </MediaItem>
      <MediaItem>
        <GUID />
        <ForeignKey>HIMYMS4EP11P2</ForeignKey>
        <Position>1</Position>
      </MediaItem>
      <MediaItem>
        <GUID />
        <ForeignKey>HIMYMS4EP11P3</ForeignKey>
        <Position>2</Position>
      </MediaItem>
    </ChildMediaItems>
    <ExtendedMetadata>
      <testkey>foo</testkey>
    </ExtendedMetadata>
  </MetaMediaItem>
</APIMMIngestRequest>
```



```

        <testkey2>bar</testkey2>
    </ExtendedMetadata>
    <Images>
        <Image>
            <CatalogGUID>e15b4ce9---a3d0---4851---ba57---6d4dba711057</CatalogGUID>
            <ForeignKey>HIMYMS4EP11</ForeignKey>
            <IngestSourceGUID />
            <MediaItemGUID />
            <IngestItemType>Image</IngestItemType>
            <IngestInfo>
                <DownloadURL>http://umrss.com/media/r8.jpg</DownloadU
RL>
                <FileData />
                <FileExtension />
            </IngestInfo>
            <GUID />
            <ImageType>Default</ImageType>
        </Image>
    </Images>
    <PublicationRules>
        <PublicationRule>
            <Flags />
            <ChannelGUID>b4b7a18b---1815---422a---8601---62986fa0b079</ChannelGUID>
            <StartDate>1373180827</StartDate>
            <EndDate>1688713627</EndDate>
            <ClientFilters>
                <ClientFilter>
                    <VariableName>IPAddress</VariableName>
                    <Value>199.30.108.18</Value>
                    <FilterType>EQUALS</FilterType>
                    <IsDenied>>false</IsDenied>
                </ClientFilter>
            </ClientFilters>
            <Countries>
                <Country>
                    <CountryCode>US</CountryCode>
                    <IsDenied>>false</IsDenied>
                </Country>
            </Countries>
            &gt;
        </PublicationRule>
    </PublicationRules>
</MetaMediaItem>
<NotificationURL>http://notification.qa.unicornapp.com/Notify</NotificationURL>
<NotificationRequestMethod>POST</NotificationRequestMethod>
<Priority>0</Priority>
</APIIMMIngestRequest>

```




NOTE: *The following scenarios will cause an error and will fail the ingest of the MetaMediaItem:*

- ☐ *Position attribute is missing from the MediaItem node.*
- ☐ *The MediaItem array does not contain a position attribute starting with "0".*
- ☐ *Both MediaItem and ForeignKey are missing from the MediaItem node.*
- ☐ *Multiple MediaItems contain a position of the same value.*

Playback of a Meta Media Item

Playback of a Meta Media Item will follow all principles of normal Once VOD playback including

the same URL structure. All applicable ONCE link parameters may be used with the Meta Media

Item, and device detection and profile handling will determine the optimal playback experience

for delivery to a given device. Please see the *Unicorn OnceVOD™ Implementation Guide* for

more information on playback and delivery of ONCE assets.

SUPPORT & CONTACT INFORMATION

New Release delivery method/policy:

- ☐ Customers are notified via email regarding platform and feature releases
- ☐

Unicorn Media Client Services manages all major platform changes that would affect a customer's workflow via personalized communication, planning and 24/7/365 Support

Online

Home Page:

www.unicornmedia.com

Contact Page:

<http://unicornmedia.com/contact>

Client Services E---mail:

support@unicornmedia.com

Phone

Toll Free:

877---8---UNICORN (877---886---4267)

Client Support Arizona Local:

480---214---4879

Corporate Arizona Local:

480---214---6464

Hours of Operation

Client Support Services:

Standard:

Monday – Friday, 6:00 AM – 6:00 PM

On---Call Support:

24 x 7 x 365

Corporate:

Monday – Friday, 8:00 AM – 5:00 PM

Client Services Prerequisites

New Issue:

Your support representative will ask for certain information when you call. Please have

the following information available prior to contacting Client Services:

- ☐ Service name and version: Click Help > About to obtain version
- ☐ Internet Browser Name and Version (e.g. MS Internet Explorer 8)
- ☐ Screen shot or complete transcript of error received if applicable
- ☐ Description of problem
- ☐ Summation of steps that produced the problem/error
- ☐ E---mail a ZIP file containing any relevant screen shots, error messages or files to the support email above

Existing Issue:

Please have your Support Ticket number ready when you call as well as all new

screenshots and steps necessary to determine the issue.

