



OOYALA PROGRAMMING MANAGER USER GUIDE

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This content was last updated on 2017-Jan-03



PROGRAMMING MANAGER OVERVIEW

Welcome to the Ooyala Programming Manager User Guide. This guide is for administrators, content providers, and content curators. After reading this guide you will be able to navigate through the Programming Manager workspace and manage the video asset lifecycle. Different user roles have varying capabilities within the Programming Manager, including video asset review, transcoding, publishing, and deletion.

PROGRAMMING MANAGER

The Ooyala Programming Manager is an asset management tool you can use to take content through the curation and review process. This tool replaces the asset management functionality of Backlot and adds additional features such as structured metadata modeling and custom groupings. The types of content supported for this release include episodic content (TV Series), sports and movies.

Note: Existing Ooyala customers using the Programming Manager will only have access to the [Account Configuration](#) and [v2 Analytics \(Deprecated\)](#). New Ooyala customers will use the Analyze tab in Ooyala IQ, which includes a real-time dashboard and a business intelligence view. For features such as advertising, publishing rules, and syndications, please contact Technical Support.

With the Ooyala Programming Manager you can manage video assets and organize them with labels and collections. You can also manage the metadata for content and take it through a review and approval process prior to publishing a video asset or content group.

High level features of the Ooyala Programming Manager include:

- Comprehensive Asset Lifecycle Management
- Structured Metadata modeling for Movies, TV Series, Events, Programs, Sports, etc.
- Customized grouping of content and unique workflows associated with these collections

SUPPORTED CONTENT TYPES

The Ooyala Programming Manager supports the following content types. Please talk to your account manager for instructions on how to ingest content into the Programming Manager.

- [Video on Demand](#) on page 6
- [Remote Assets](#) on page 7
- [Linear Schedule Data](#) on page 7

Video on Demand

The types of video on demand (VOD) content supported for this release include:

- Episodic content (TV Series)
- Movies
- Sports

We recommend that you upload videos to Ooyala in H.264. However, we also support many commonly used codecs. For more information, see [Quality of and Recommendations on Source Material \(Video and Audio\)](#).



Remote Assets

A remote asset is a piece of content that you add to the Ooyala Programming Manager without uploading, processing, or storing the content with Ooyala. Remote asset management provides all of the benefits of the Programming Manager, including management, syndication, monetization, analytics, and access to the Ooyala APIs.

Ooyala Programming Manager supports the following formats for remote assets: HLS, HDS, Smooth.

After a piece of content is added to the Programming Manager, Ooyala stores basic information about it, including the duration and title (see [Ingestion Dashboard](#) on page 15). Rules, customizations, preview images, and additional metadata can be applied to remote assets through the Programming Manager UI.

Once uploaded, remote assets can be delivered by Ooyala or a CDN of your choice.

Linear Schedule Data

A linear schedule contains scheduling information and metadata for programs on linear channels. This information is used to power user experiences to see a guide of upcoming programming, generally associated with a linear stream.

Channels enable live streaming, including the ingestion through the CDN to the end playback device. A channel receives live input streams from a live transcoder and makes them available for streaming. A channel can also have multiple programs.

Please contact your Ooyala point of contact to configure ingestion of linear schedule metadata.

Within the Programming Manager, you can do the following for channels:

- Apply filters to the Programming Manager to only show your channels
- View channel details
- Edit channel metadata
- Associate labels and offers with channels
- View channel segment and event details

For now, you can use linear schedule data to plan a schedule (and set metadata which may be useful for consumer-facing apps to extract). You currently cannot schedule live assets with the Programming Manager.

A channel is classified as a content group. For sections of this document that apply to channels, look for mention of content groups, such as the following:

- [Review Video Assets and Content Groups](#) on page 29
- [Review Metadata](#) on page 33
- [Organize Content with Labels](#) on page 45
- [Organize Content with Collections](#) on page 50
- [Manage Offers](#) on page 57

For sections specific to channels, see:

- [View Segments in a Channel](#) on page 32
- [View Event Details](#) on page 32
- [View a Channel Live Stream](#) on page 39



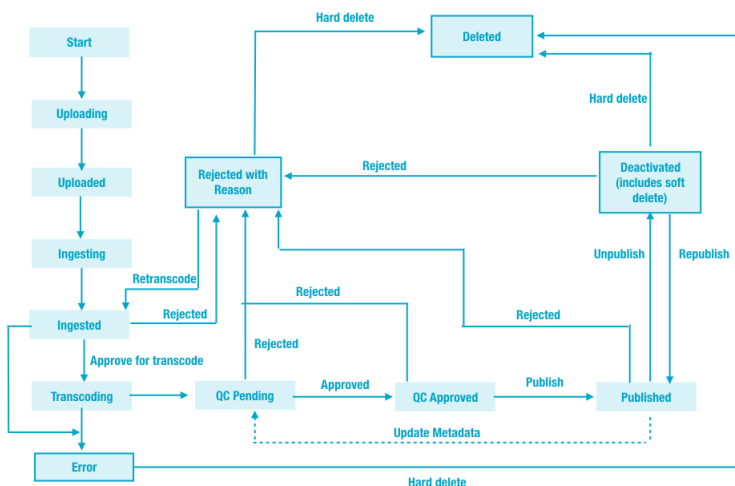
SUPPORTED BROWSERS

You must use a supported browser to interact with the Programming Manager. Supported browsers include:

- Google Chrome 18 or later
- Mozilla Firefox 12 or later
- Apple Safari 6 or later

WORKFLOW

The following diagram shows the video asset lifecycle that you can manage in the Programming Manager:



As shown in the diagram above, a typical error-free lifecycle of a video asset includes the following steps.

1. Video asset is uploaded and ingested.
2. Video asset is approved for transcode.
3. Video asset is transcoded and enters the Quality Check (QC) pending state.
4. Video asset is approved and enters the QC approved state.
5. Video asset is published and enters the published state.
6. When the video asset's life cycle is over, the video asset is unpublished and enters the deactivated state.

Content can be rejected at any step. Content could be rejected because of metadata issues, which can be updated by a user (with the appropriate rights) in the UI.

VIDEO ASSETS AND CONTENT GROUPS

The Ooyala Programming Manager contains several types of content, including:

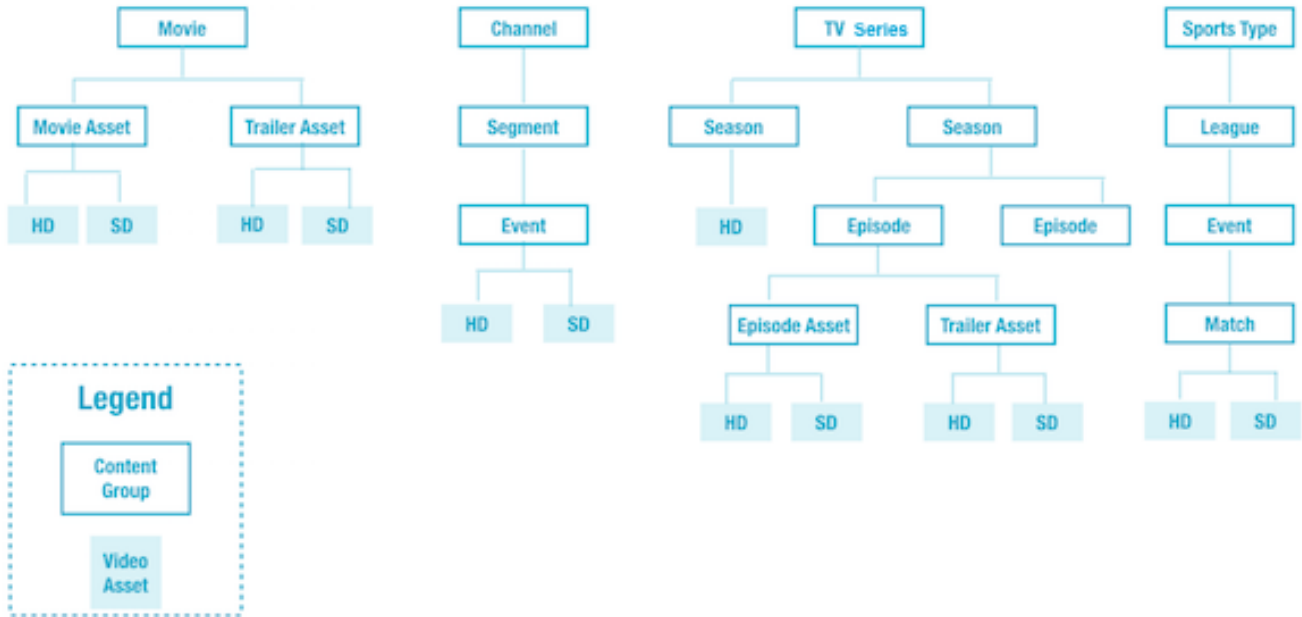
- **Content Groups:** Custom groupings of video assets used to organize episodic content, movies, sports events and channels.
- **Video Assets:** The HD, SD, or other video asset renditions.
- Images



- Closed caption files

To understand the relationship between content groups and videos you can think of a content group as a folder and a video as a file on your computer.

Note: The figure below shows an example content group data model. Your content group data model may look different.



Season content groups that have the same series ID in their metadata are grouped together in a TV Series content group. Episode content groups that have the same season ID in their metadata are grouped together in a season content group for the TV Series. You can drill down from TV Series to season to episode content group using the Programming Manager user interface.

Content groups cannot be created in the UI. You must create content groups prior to ingestion through the XML and ingest them into the Programming Manager via Aspera. Content groups can be published, deactivated, and deleted in the UI.

USER ROLES

Access to functionality in the Programming Manager is controlled by assigned user roles. If you are the administrator, please contact Ooyala Technical Support to configure and assign user roles and groups. Users can potentially have one or more roles assigned to them.

Shown below is a high level description of the roles available in the Programming Manager. The system allows for single sign on for both the Programming Manager and Backlot.

User Role	Description
Editor/Content Manager	<p>An Editor/Content Manager can:</p> <ul style="list-style-type: none"> • View all content groups and their components. • Edit metadata, upload, delete and replace images. • Approve or reject any portions of the workflow in addition to being able to perform create, read,



update and delete (CRUD) operations on labels, collections and offers.

QA Editor

A QA Editor can:

- View all content groups and their components.
- Change the QC state of video assets.

Content Publisher

A Content Publisher can:

- View all content groups and their components.
- Publish or unpublish video assets.

Content Approver

A Content Approver can:

- View all content groups and their components.
- Start processing (i.e. transcoding) of video assets or reject video assets of CGs and their components.

Curator

A Curator can:

- View all content groups and their components.
- Perform CRUD operations on labels, collections, and offers.
- Apply or remove labels to/from content groups.

Read Only

A Read Only user can:

- View all video assets

This user does not have editing permissions.



ACCESS THE PROGRAMMING MANAGER

Access the Programming Manager to manage video content and organize it with tags. With the Programming Manager you can also manage metadata and take it through a review and approval process prior to publishing the associated video asset.

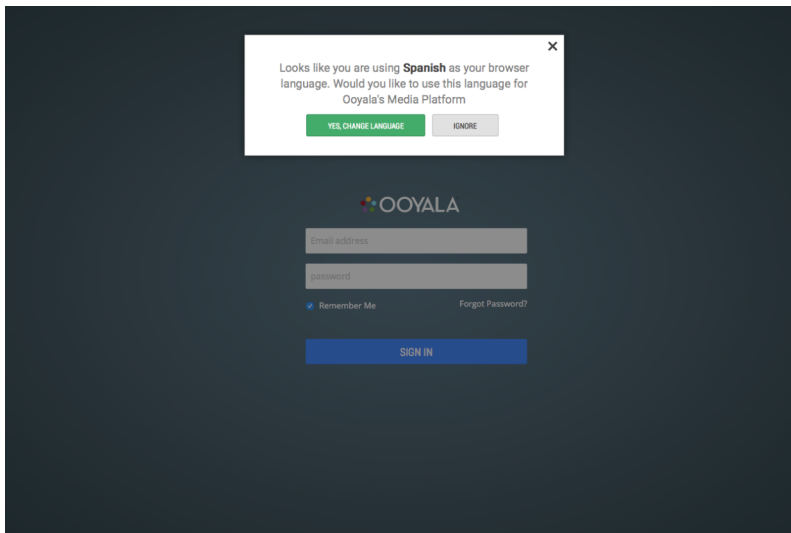
To access the Programming Manager, navigate to <https://platform.ooyala.com> and log in.

LANGUAGE SUPPORT

The user interface supports the following languages:

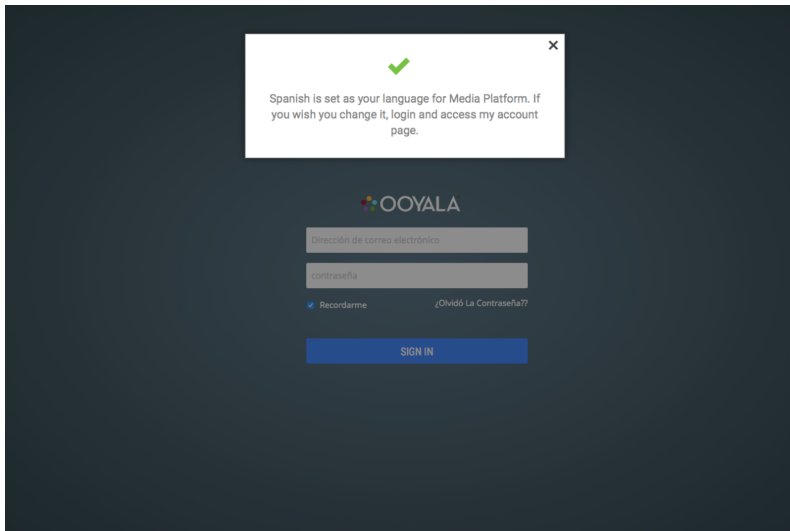
- English
- French
- German
- Spanish
- Japanese
- Simplified Chinese
- Traditional Chinese
- Portuguese
- Korean

When you log in, the UI automatically detects the language settings from your browser and provides you with the option to change or set the language:



Once you select a language, the following confirmation appears:





To change the language, use the user account settings under **My Account**.

USER ACCOUNT SETTINGS (MY ACCOUNT)

You can use the My Account settings to change your password, language preferences, and time zone. My Account is available by clicking the user name near the upper right corner of the Program Manager window and selecting My Account.

Changing the password requires entering the current password, the new password (twice), and clicking the **Save Password** button.

The **Select Language** and **Select Time Zone** menus customize Program Manager to match the user's preferences.

Select Language

ENGLISH

CHINESE (SIMPLIFIED)
CHINESE (TRADITIONAL)
ENGLISH
FRENCH
GERMAN
JAPANESE
KOREAN
PORTUGUESE
SPANISH

Select Time Zone

AUSTRALIA/SYDNEY

AUSTRALIA/SYDNEY
ASIA/TOKYO
ASIA/SINGAPORE
ASIA/KOLKATA
EUROPE/PARIS
EUROPE/LONDON
AMERICA/SAO_PAULO
AMERICA/NEW_YORK
AMERICA/MEXICO_CITY
AMERICA/DENVER
AMERICA/LOS_ANGELES



PROGRAMMING MANAGER WIDGETS AND VIEWS

The following sections describe the widgets and views of the Programming Manager.

SEARCH

Use the search bar at the top of the interface to search within the Programming Manager module. To reveal the search bar, click the search icon next to the Ooyala logo.

Enter a search query and hit enter to see results from all groups that have any metadata that matches the search query.

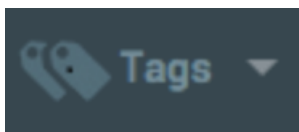
For example, if you search for "The Ooyala Show", you will get the following results:

- The Ooyala Show Series
- The Ooyala Show Season 1
- The Ooyala Show Season 2
- The Ooyala Show Season 1 Episode 1
- The Ooyala Show Season 1 Episode 2

You will not get the results The Ooyala Show Season 1 Episode 1 HD.

TAGS WIDGET

A tag is used to mark your content (for example, you could use tags to distinguish which of your video assets is a sports video). Tags include collections, offers, and labels. Use the tags widget in the upper right corner of the Programming Manager interface to create, edit, and delete tags.

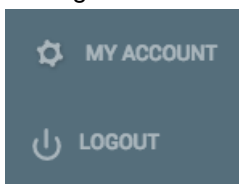


For details on how to use labels, collections, and offers, see:

- [Organize Content with Labels](#) on page 45
- [Organize Content with Collections](#) on page 50
- [Manage Offers](#) on page 57

USER WIDGET

Click on your username in the upper right corner and select **Logout** to log out of the Programming Manager. You can also use this widget to view your account information.



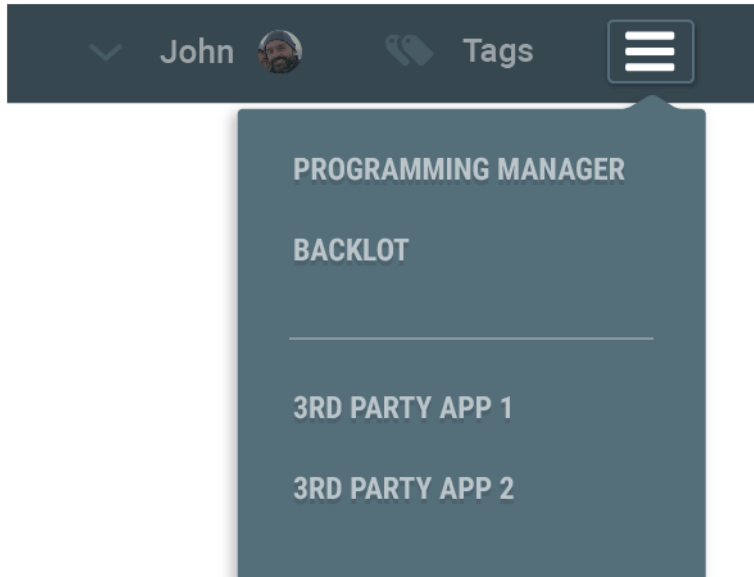
MINI LAUNCHER WIDGET

Click the mini launcher widget in the upper right corner of the Programming Manager interface to view and navigate to your available Programming Manager modules. .





When you click the widget, you can access the **Programming Manager**, **Backlot**, and any 3rd party applications that have been configured for you by your Ooyala representative.



PROGRAMMING MANAGER MODULE VIEWS

Use the Programming Manager module to take content through the curation and review process.

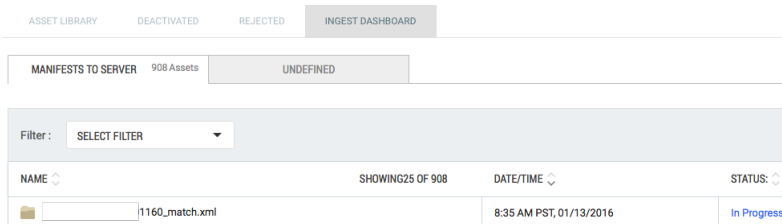
1. [Ingestion Dashboard](#) on page 15
2. [Asset Library](#) on page 16
3. [Deactivated View](#) on page 21
4. [Rejected View](#) on page 21

INGESTION DASHBOARD

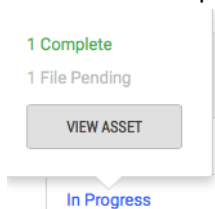
To access the Ingest Dashboard, click the **Ingest Dashboard** tab:



The **Ingest Dashboard** has two tabs: This tab displays the files the system is processing:



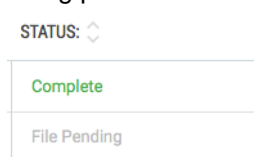
Mouse over the processing status links, such as **In Progress**, to view additional status information:



A file's processing status can have one of these values:

- **In Progress:** the file is being processed
- **Failed:** the file failed to be processed
- **Complete:** the file processing is complete

Mouse over an **In Progress** link and click **View Asset** to retrieve detailed information about the assets being processed for that XML file:



An asset can have one of the following status values:

- **Pending:** processing is pending
- **In Progress:** currently processing the asset
- **Complete:** successfully processed the asset



- **Failed:** failed to process the asset. Additional information will be provided.
- **File Pending:** awaiting ingestion of a related file
- **Parent Pending:** awaiting creation of a related parent

The second tab displays files not being processed. This may occur because the file type is not recognized or the media files have not yet been referenced:

908 Assets

UNDEFINED

SHOWING 4 OF 4			DATE/TIME	SIZE
238.mp4			7:41 PM PST, 01/12/2016	4466777079
240.mp4			6:14 PM PST, 01/12/2016	187082534
238.mp4			6:13 PM PST, 01/12/2016	309612395
157.jpeg			5:41 PM PST, 01/11/2016	97167

For more information about ingestion workflows, see [Ingestion](#) on page 25.

ASSET LIBRARY

The **Asset Library**, the default view in the **Programming Manager**, is a display of all active video assets and content groups.

This is the main tab within the **Programming Manager** where you can manage your catalog on a day-to-day basis. You can examine content in a hierarchical or structured manner such as episodic content (TV Series), groupings of related content, edit metadata, update workflow actions (transcode, QC approve, etc.), and do label, offer, and collection associations to your catalog. You can use complex filters to limit specific items to examine in your catalog such as by workflow state, type of content, category of content (TV Series, Movies, News, etc.), Labels, Collections, Offers, and date ranges for licensing windows and broadcast status. Finally, you can apply bulk actions or individual actions to pieces of content within the library such as applying labels, progressing workflows, etc.

When you click on a particular asset, you have access to its metadata, tags, offers, images, title rendition set, and a dropdown of state actions.

Group View and Video View

The Group view allows you to view your content groups. This means that if you select a season in group view, you will only see the episode groups. In order to see a specific video asset, such as an HD video asset for the episode, you'll have to be in video view. To access the Group view, click **Groups** at the top right.

The Video view displays details about video assets. To access the Video view, click **Videos** at the top right.

The default view for the Programming Manager is the List view.

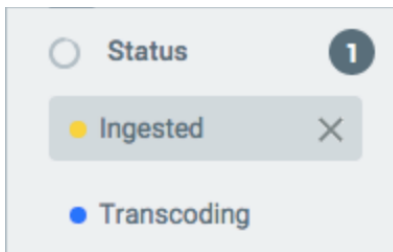
Filter Bar

The gray bar on left portion of the Asset Library is the filter bar. You can apply certain filters to video assets and certain filters to content groups.

Click on a filter type to filter the view in the main Programming Manager workspace to only show content that matches the applied filters. This is useful for viewing certain video assets or content groups out of your entire library of content.

For example, you can select the **Ingested** status from the filter bar:





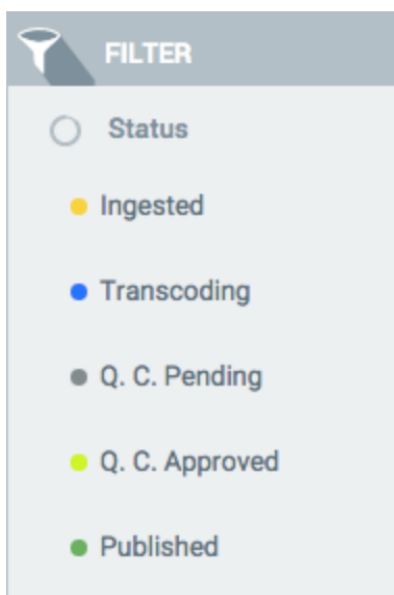
This will update the Asset Library to only show ingested video assets.

You can apply the following filters in the Asset Library.

- **Workflow Status (Video Assets Only)**

The status of content in the workflow process is marked with a colored circle to the right of the title. Whenever the content's status changes, the colored circle next to the content changes as well.

Note: You cannot filter content groups by status.



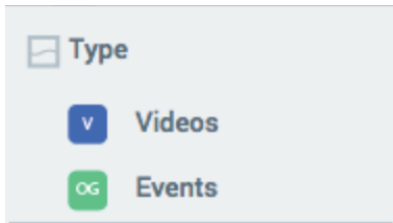
The following table describes the asset status values, which correspond to the [Workflow](#) on page 8 described earlier.

Status	Definition
Ingested	The asset has been successfully ingested.
Transcoding	The asset is being transcoded.
Q.C. Pending	The asset has been successfully transcoded and is ready to be reviewed.
Q.C. Approved	The asset has been Q.C. approved but has not been published yet.
Published	The asset has been published.

- **Type**

The type is marked with a colored square in the metadata for each video asset. Type is assigned in the ingested metadata.





The asset types include:

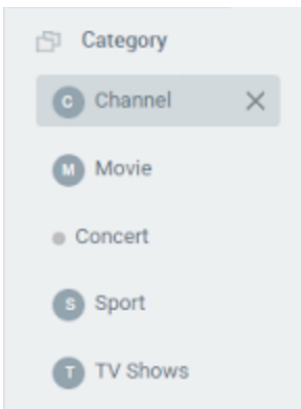
- Videos
- Events
- Remote Assets

Note: Event content is read-only for this release.

- **Category (Content Groups Only)**

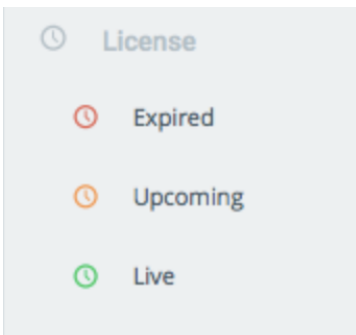
The asset category is assigned in the uploaded metadata and tagged upon asset ingestion.

Note: You cannot filter video assets by category.



- **License Window (Content Groups Only)**

The license section of the filter bar defines the licensing window of the content group. License window is the time window during which the video can be published and monetized.



The following table defines the available license windows.

License Window	Definition
Expired	The license window of the asset has already occurred.
Upcoming	The license window of the asset has not occurred yet.

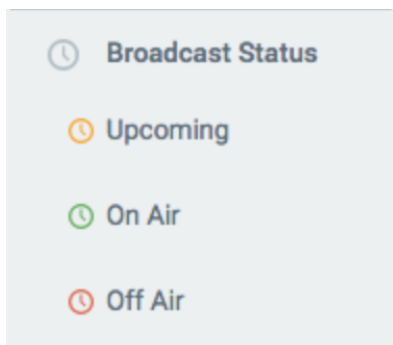


Live

The asset is currently live.

- **Broadcast Status**

A video's broadcast status is classified as "on air" when it is live. You can filter by broadcast status to view videos that are upcoming, on air, or off air.



The following table defines the available broadcast statuses.

Broadcast Status	Definition
Upcoming	The asset has not aired yet.
On Air	The asset is currently live (on air).
Off Air	The asset has already aired.

- **Label**

A label is a type of tag. Use labels to mark your video assets and content groups. Labels do not have any associated metadata.

Click "Filter by Tag" from the filter bar and select label filters.



- **Collection**

A collection is a type of tag. Collections are custom groupings of content with associated metadata.

Click "Filter by Tag" from the filter bar and select collection filters.



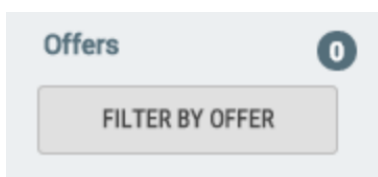
- **Offer (Content Groups Only)**

An offer is an association of a pre-created Vindicia or eCommerce Product (SVOD/TVOD) with additional metadata (Resolution - HD, SD, etc., Category - TV Series, Movie, etc., and Offer Dates). The creation of a product is managed by the Vindicia UI. Offers must be created in the Programming Manager.

Note: You cannot filter video assets by offer.

Click the tag icon and select an offer filter.





- **Date**

You can filter your workspace by:

- Offer Times
- Licensing Window
- Original Air Date

Use the menu to select to filter by offer times, licensing window, or original air date.

Select start and end dates.

OFFER TIMES

▼

<

December 2014

>

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

<

January 2015

>

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

ADD FILTERS

- **Video Quality**

You can filter your workspace by:

- High Definition (HD)
- Standard Definition (SD)

Use the menu to filter by resolution.



Select start and end dates.

OFFER TIMES ▼

< December 2014 >

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

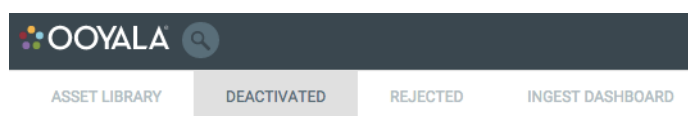
January 2015 >

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

ADD FILTERS

DEACTIVATED VIEW

Use the Deactivated view of the Programming Manager to manage deactivated assets. You can use this view to reactivate assets without having to re-ingest the asset.



For details on how to manage deactivated assets, see [Manage Deactivated Content](#) on page 68.

REJECTED VIEW

Use the Rejected view of the Programming Manager to reprocess rejected assets. Rejected assets are removed from the asset workflow. You can hard-delete rejected assets.



For details on how to manage rejected assets, see [Manage Rejected Content](#) on page 67.

LIVE CHANNEL VIEW

For certain providers, when applicable, the Programming Manager includes a **Live Channel** view.

This tab presents Live Channel programming (aka EPG) on a horizontal time scale. Channel events are color-coded to indicate broadcast status (off-air, on-air, upcoming). Hovering over a particular event shows basic metadata and a **Details** button for displaying the event details page.



ASSET LIBRARY

DEACTIVATED

REJECTED

INGEST DASHBOARD

LIVE CHANNELS

BETA

Date: 09/19/2016

Sort By: RECENTLY ADDED

CHANNELS	< 12:00 PM	13:30 PM	14:00 PM	14:30 PM	15:00 PM	15:30 PM	16:00 PM	>
OTT Ad Hoc Channel 2								
Eleven		Football Portal 201... Movie 30 mins	Italian Serie A 2016/17 Movie 02 hrs				Arsenal TV 2016/ Movie 03 hrs	
Eleven Sports		Brazilian League 2016 Movie 02 hrs				SPFL Premiership 2016/17 Movie 02 hrs		
Eleven Plus								
Sky News								
DreamWorks HD	The Mr. Peabody & ... Episode 30 mins	The Mr. Peabody & ... Episode 30 mins	Dinotrax (S1) Episode 30 mins	Dinotrax (S1) Episode 30 mins	The Mr. Peabody & ... Episode 30 mins	George Of The Jung... Episode 30 mins	Dawn Of The Croc Episode 30 mins	
OTT Local Ad Hoc1								

Dinotrax (S1)
Episode
2:30 PM - 3:00 PM (30 mins)
DETAILS

Dinotrax (S1)
Episode
2:30 PM - 3:00 PM (30 mins)
[DETAILS](#)

EPG CONTENT REPLACEMENT

When **EPG Content Replacement** is turned on (using the boolean flag **epg-content-replacement** in Flex), the Programming Manager will search a given channel for overlapping events. If two or more non-identical events have *identical start and end times*, the Programming Manager will defer to the most recently scheduled event. Events that were scheduled earlier will be deleted from the channel.



In the figure above, **Movie 1** will be removed from the channel and replaced completely with **Movie 2**. The other matches will not be changed, since they are identical.

ADVANCED EPG REPLACEMENT

When **Advanced EPG Replacement** is turned on (using the boolean flag **advanced-epg-replacement** in Flex), the Programming Manager will search a given channel for overlapping events. If two or more non-identical events *partially or totally* overlap, the Programming Manager will defer to the most recently scheduled event. Events that were scheduled earlier will be deleted from the channel.

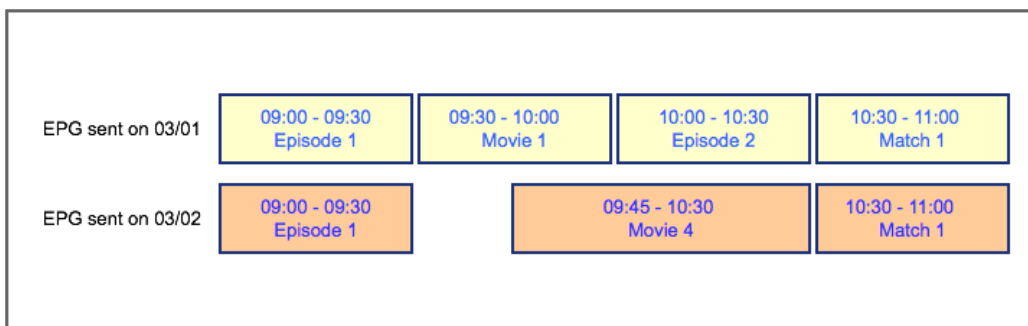
Below are a few examples to illustrate the situation. In these examples, events scheduled earlier were sent on March 1st (**03/01**), while those scheduled later were sent on March 2nd (**03/02**).

Example 1.



In the figure above, **Movie 1**, **Episode 2**, and **Match 1** will be removed from the channel and replaced completely with **Episode 3** and **Episode 4**. The **Episode 1** matches will not be affected, since they are identical.

Example 2.



In the three figures above, the events that are scheduled in the **9:30-10:00** time slot, as well as those scheduled in the **10:00-10:30** slot, will be deleted. This is because their times overlap with other events that were scheduled later. The other matches (i.e., **Episode 1** and **Match 1**) will not be affected, since they are identical.

Example 3.





In the figure above, **Movie 1** will be deleted, even though it starts before and ends after **Episode 3**. This is because **Episode 3** was scheduled later, and it overlaps **Movie 1**, and so it takes precedence. The **Episode 1** and **Match 1** matches will not be affected, since they are identical.



INGESTION

The Programming Manager supports a flexible metadata system that allows you to model your assets to your needs. The data model and ingest file format can be customized on a per-customer basis. You can work with Ooyala Professional Services to define your data model. In this process, required XML fields are identified and enforced during ingestion.

Note: Videos ingested without any XML or content group specification will not be processed by the system.

There are no video ingestion workflows via the Programming Manager UI for this release of the product. The only assets that can be ingested in the UI are small assets (images and closed captions). Video files and metadata must be ingested using Aspera.

Metadata updates are facilitated through the Programming Manager UI.

For more information, see [Ingestion Dashboard](#) on page 15.

CONTENT TYPES

The Programming Manager allows for customizable data models that support the following types of data:

- Movies
- TV Series
- Linear schedule information for channels and programs

Additional content categories can be defined to match your metadata model. For example, content categories could include concerts, sports, events, news, and so on.

UPLOAD REQUIREMENTS

Each piece of submitted video content may include the following deliverables:

- A high quality video file. For recommendations on the quality of your video source material, see [Quality of and Recommendations on Source Material \(Video and Audio\)](#).
- A video metadata XML file.
- (Optional) One or more high resolution primary preview images.
- (Optional) A closed captioning or subtitle file as required per FCC guidelines.

Closed captioning is included as a separate file (for VOD only). For VOD, a video's closed captioning must be delivered as a DFXP file. The closed caption file must have a time code that is conformed (sync'd) to the digital video file asset. Raster image-based closed captioning will not be accepted. An example of a DFXP file can be found at <http://www.w3.org/TR/ttaf1-dfxp/>. If closed captioning is available in multiple languages for the same video, they must be included in the same DFXP file. For a list of supported closed caption languages, see [Closed Captions - Supported Languages](#).

Note: Caption files must not contain advertisements, placards, overlay branding or website link callouts.

You can also upload images and closed captions through the Programming Manager UI.



PREREQUISITES

The following is a list of prerequisites for ingestion:

- You must provide an XML file for each video asset.
- The XML file must refer by name to the video asset and other related files, such as images and closed captions.
- Ask Ooyala Professional Services for the specific directory to which your Aspera content will be uploaded.
- Once you upload a video, you must upload the XML file within 24 hours. This retention time can be configured by Ooyala Technical Support if your workflow requires more time. If you upload the XML file first, you must *immediately* upload all required files, such as video, image, or other referenced files, as there is no retention time buffer available in such cases. If any of those files are not immediately uploaded, the manifest will be halted in the ingestion phase.

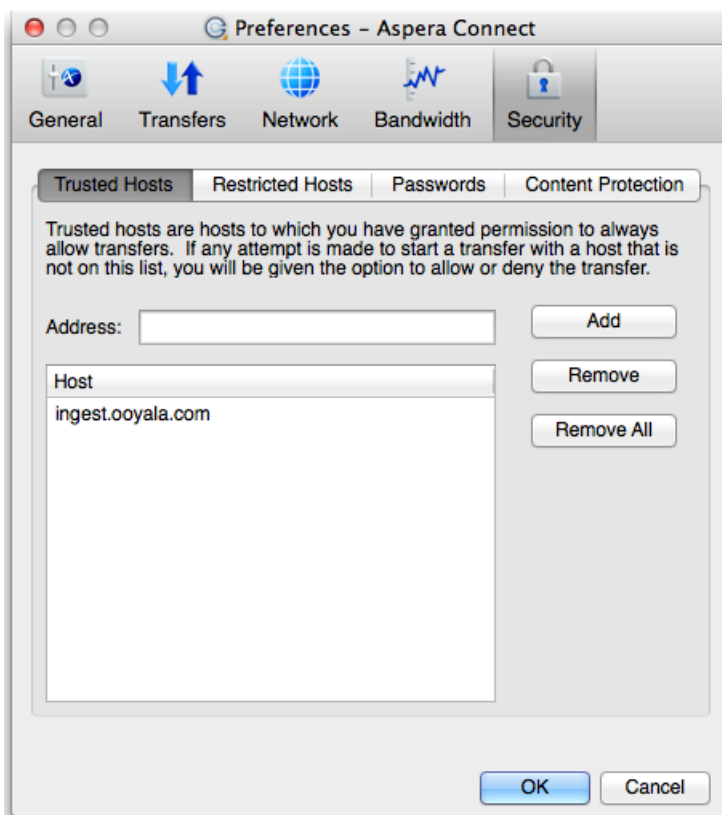
INGESTION PROCESS

The following steps describe how to ingest content into the Programming Manager using Aspera:

1. Using an **Aspera** client, connect to the **Ooyala Aspera** server using your **Backlot** credentials provided (host details provided below) and upload all files to the provider folder that was provided to you by Ooyala.
 - **Hostname:** `ingest.ooyala.com`
 - **SFTP port:** 22
 - **FASP port:** 33001

Note: The user id used must be an *upload only* user. Ooyala Technical Support can create additional upload only users for you.
2. If you are using the **Aspera Connect** web plugin, do not use any proxies. Add `ingest.ooyala.com` to the list of **Trusted Hosts**:





3. Using an Aspera client, upload a title that contains the XML file, the main video asset, preview images, and closed captions. To learn how to upload content using an Aspera client, see [Ingesting With Aspera](#).

Note: The video asset and XML manifest do not need to be uploaded in any particular order. You must have an XML file (with an .xml extension) for each video asset. We do not support video-only uploads.

When the upload transaction completes, the Aspera email address used to upload the files will be notified.

You can also use a command line tool for Aspera ingestion. Here is an example of its usage:

```
d249368@RLCOL1BPMISV01 ~$ sudo ascp -v -Q -d -T -o Overwrite=always -l 45m
-m 15m -O 33001 -P 22 --mode=send --user=apsvod+aspera_preview@gmail.com
--host=ingest.ooyala.com /watch/ingest/BP_Movies/model/mbct/
F_11413690_HD.xml ./
Password:
F_11413690_HD.xml 100% 2711 -:-
Completed: 2K bytes transferred in 0 seconds
(31K bits/sec), in 1 file.
```



PROGRAMMING MANAGER

The following sections describe how to perform asset management and workflow tasks with the Programming Manager.

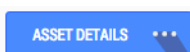
RETRIEVE AN EMBED CODE

A video's embed code is the identifier that uniquely represents the asset within the Programming Manager.

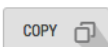
Note: An embed code is only available at the video asset (rendition) level.

To retrieve an embed code of a video:

1. Click **Asset Details** on the right of the desired video:



2. Click **Copy** next to the embed code:

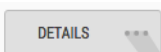


RETRIEVE AN EXTERNAL ID

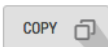
External identifiers are custom identifiers for your content that make it easier for you to organize, update, and modify content. You can retrieve the external IDs for content groups.

To retrieve a customer-specified external ID for a content group:

1. Click **Details** located to the right of the desired content group:



2. Click **Copy** next to the external ID:



RETRIEVE A PLAYER ID

The Player ID is an alphanumeric string that uniquely identifies a specific player you will use in your web page. You can retrieve the Player ID for the video assets (the HD or SD content for a specific title).

To retrieve a player ID of a video asset:

1. To view the video assets for a content group, click **Videos** located to the right of the relevant content group:



2. Click **Asset Details** located to the right of the video asset:



3. To view the asset metadata, click the **Metadata** tab.



4. Copy the Player ID:

Embed Code
123456789123456789

State
published

Rejection reason
[Click here to Edit](#)

Publishing Rule ID
123456789123456789

Processing Profile ID
N/A

Player ID
123456789123456789

RETRIEVE A PUBLISHING RULE ID

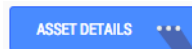
The Publishing Rule ID is the identifier for the publishing rule to apply to the video asset. You can retrieve the Publishing Rule ID for video assets.

To retrieve a Publishing Rule ID for a video asset:

1. To view the video assets for a content group, click **Videos** located to the right of the relevant content group:



2. Click **Asset Details** located to the right of the video asset:



3. To view the asset metadata, click the **Metadata** tab.
4. Copy the Publishing Rule ID:

Embed Code
123456789123456789

State
published

Rejection reason
[Click here to Edit](#)

Publishing Rule ID
123456789123456789

Processing Profile ID
N/A

Player ID
123456789123456789

REVIEW VIDEO ASSETS AND CONTENT GROUPS

The following topics describe how to review video assets and content groups.



Review Video Assets and Content Group Details

For video assets, click **Asset Details** to view video details.

For channel events, click **Details** to view the event details.

For content groups, click **Details** to view the content group details, including the licensing window for all displayed content groups.

You can view the number and type of children in a content group by hovering over the content group. For example, you could see the number of uploaded assets, published assets, etc.

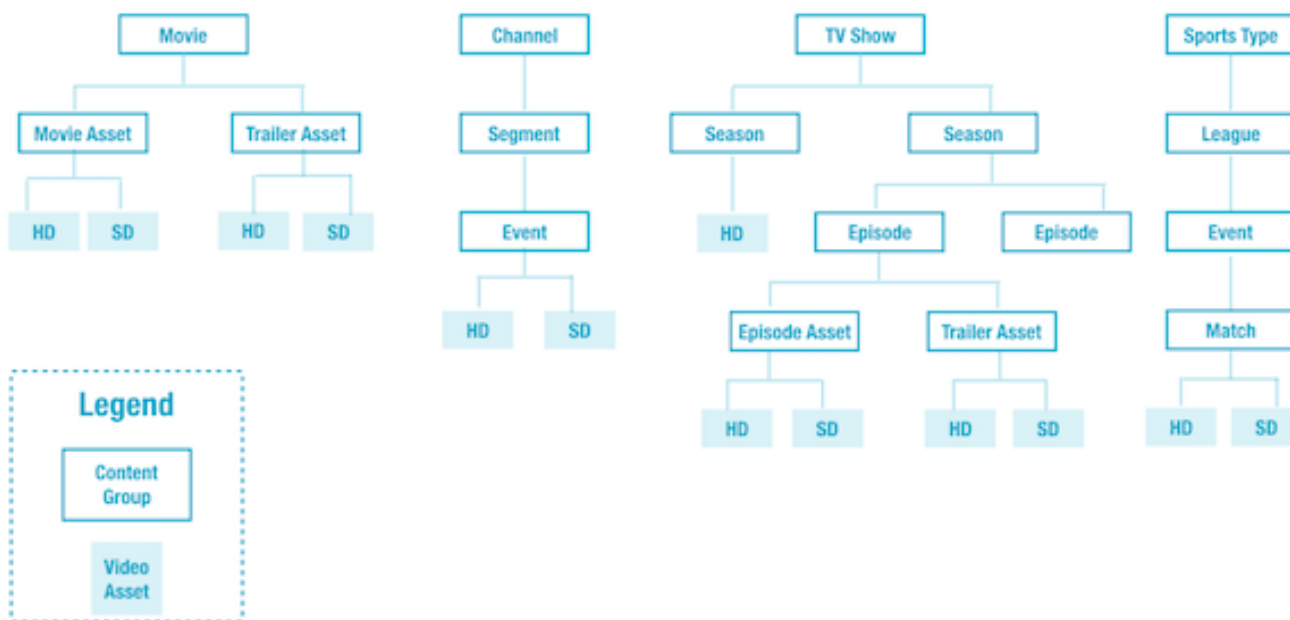
View All Video Assets and Content Groups: Use Case

You can use the Programming Manager interface to view all videos and content groups available for the asset workflow (transcoding, Q.C. approval, publishing, etc.). The following topics show a use case for viewing asset and content group details with an example data model.

Your Asset Library contains two types of content:

1. **Content Groups:** Custom groupings of video assets used to organize episodic content, movies, sports, and channels.
2. **Video Assets:** The HD, SD, or other video asset renditions.

Note: The figure below shows an example content group data model. Your content group data model may look different. To configure your data model to appear like the one below, please contact your Ooyala point of contact.



Content groups are custom groupings of video assets used to organize episodic content, channels, and movies. In our example data model, assets that have the same series ID in their metadata are grouped together in a TV Series content group. Assets that have the same season ID in their metadata are grouped together in a season content group for the TV Series. You can drill down from TV Series to season to episode content group using the Programming Manager user interface. The following sections show an example of how to drill into different data models. Your data model may differ.



View Video Assets Associated with a Movie

Video assets are the HD or SD video renditions that your end user will view.

To view all available video assets in a movie content group, click **Title Rendition Set** in the **Content** column next to the desired movie:



View Seasons in a TV Series

Assets that have the same series ID in their metadata are grouped together in a TV Series group. Each TV Series group can have multiple seasons.

To view all available seasons in a TV Series content group, click **View Season** in the **Content** column next to the desired TV Series:

1. Click **View Series** in the **Content** column next to the desired content group:



2. To view the season in a TV Series content group, click **View Season** in the **Content** column next to the desired TV Series:



View Video Assets Associated with a TV Series


TV Series content groups can contain show-level video assets (assets that are not associated with a season or episode, such as a trailer).

To view all video assets associated with a TV Series at the show level:

1. Click **View Series** in the **Content** column next to the desired content group:



2. Click **View Season** in the **Content** column next to the desired TV Series:



3. Click **Videos** in the **Content** column next to the desired movie:



View Episodes in a Season

Assets (episodes) that have the same season ID in their metadata are grouped together in a season group for the TV Series.

To view all available episodes in a season:

1. Click **View Series** in the **Content** column next to the desired content group:



2. Click **View Season** in the **Content** column next to the desired TV Series:



3. Click **View Episode** in the **Content** column next to the desired episode:

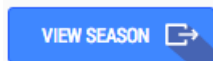


View Video Assets Associated with a Season

Season content groups can contain season-level video assets (assets that are not associated with a series or episode, such as a preview or interview).

To view all video assets in a season:

1. Click **View Season** in the **Content** column next to the desired TV Series:



2. Click **View Episode** in the **Content** column next to the desired season:



3. Ensure the **Videos** tab at the top is selected:

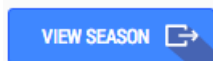


View Video Assets Associated with an Episode

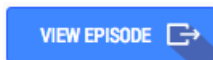
Each episode can have multiple videos assets associated with it (the HD video, the SD video, etc.).

To view all video assets associated with an episode:

1. Click **View Season** in the **Content** column next to the desired TV Series:



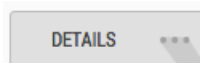
2. Click **View Episode** in the **Content** column next to the desired season:



3. **Videos** in the **Content** column next to the desired episode:



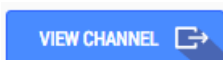
4. Click **Details** in the **Content** column next to the desired episode:



View Segments in a Channel

Each channel can contain multiple channel segments.

To view all available segments in a channel, click **View Channel** in the **Content** column next to the desired channel:



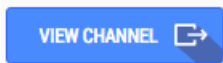
View Event Details

Each channel segment can contain multiple events, such as concerts or matches. You can view details about each event in a segment.

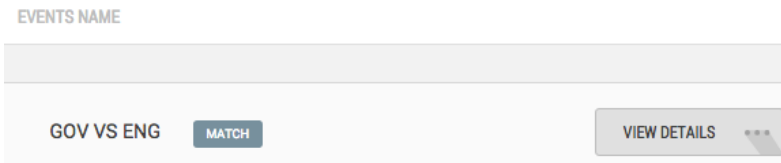
To view all available virtual assets in a channel segment:

1. Click **View Channel** in the **Content** column next to the desired channel:





2. Click **View Details** for the event:



Review the Title Rendition Set

The **Content Group Details** page includes a **Title Rendition Set** tab that displays renditions of the content group.

A typical content group has two rendition files: one high-definition (HD) and a second standard-definition (SD) .mp4 file. The tab displays the status of the rendition, such as **Ingesting** or **Published**.

For each rendition, you can:

- Preview the rendition file by clicking the **Preview** button.
- Perform actions such as **Unpublish** or **Reject**.
- Display more **Details**.
- Change the state of a rendition.

ASSET LIBRARY DEACTIVATED REJECTED INGEST DASHBOARD LIVE CHANNELS BETA

Asset Library > Batman_1474480676102

MOVIE Batman_1474480676102 • Ingesting

Created At: 10:59 AM PDT, 09/21/2016
Last Updated: 10:59 AM PDT, 09/21/2016
Duration: 02:00:00
Transcoded Duration: 00:01:25

COPY Asset ID: 6164758 COPY External ID: batman1_movie_1474480676102

METADATA TAG MANAGEMENT OFFER MANAGEMENT IMAGES TITLE RENDITION SET

File Name	Status	Actions
BATMAN1_HD_1474480676102.MP4	Q.C. PENDING	PREVIEW MORE
BATMAN1_SD_1474480676102.MP4	Q.C. PENDING	PREVIEW MORE

ACTIVITY FEED
WED, SEPTEMBER 21, 2016

11:00 AM	The system unlocked the group asset batman1_movie_1474480676102
11:00 AM	PM Ingestion Bot Vertis PRDO script evaluated the group asset batman1_movie_1474480676102
10:59 AM	The system locked the group asset batman1_movie_1474480676102
10:59 AM	The system unlocked the group asset batman1_movie_1474480676102
10:59 AM	PM Ingestion Bot Vertis PRDO script evaluated the group asset batman1_movie_1474480676102
10:59 AM	The system locked the group asset batman1_movie_1474480676102

DETAILS
APPROVE
REJECT

Review the Activity Feed

The activity feed shows you a timestamped user activity feed for the specified asset or content group.

For video assets, click **Asset Details** to view the activity feed for the video.

For content groups, click **Details** to view the activity feed for the content group.

Review Metadata

The following topics describe how to view, edit, and customize metadata for a video asset or content group.

View Metadata

To view the metadata of a video asset or content group:



1. Choose one of the following:
 - For video assets, click **Details** located to the right of the desired video.
 - For channel events (which are also considered video assets), click **Asset Details** located to the right of the desired event.
 - For content groups, click **Details** located to the right of the desired content group.
2. Click the **Metadata** subtab.

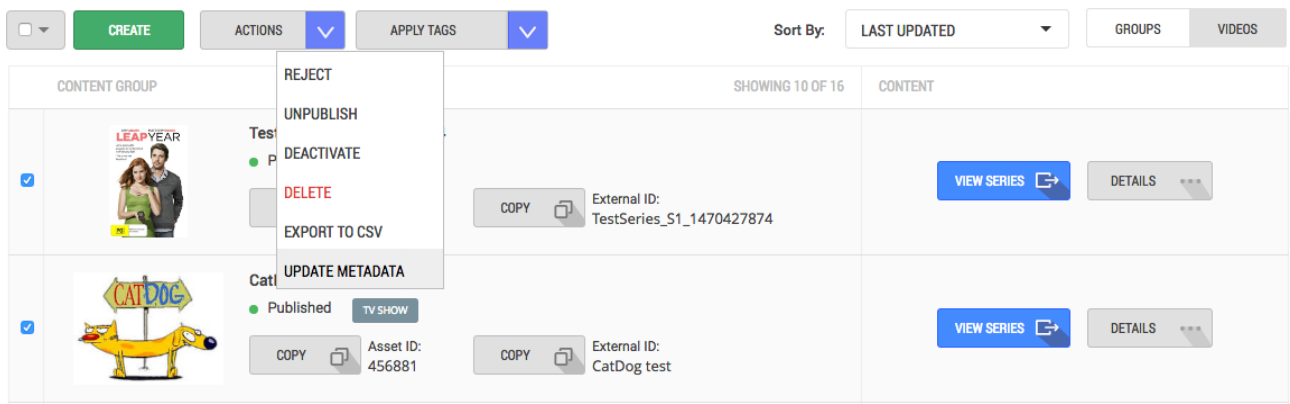
Edit Metadata

To edit the metadata of a video asset or content group:

1. Choose one of the following:
 - For video assets, click **Details** located to the right of the desired video.
 - For channel events (which are also considered video assets), click **Asset Details** located to the right of the desired event.
 - For content groups, click **Details** located to the right of the desired content group.
2. Click the **Metadata** subtab.
3. Click the pencil icon next to the metadata you want to edit.
4. Edit the metadata.
5. Click **Save**.

To edit the metadata of multiple content groups in bulk:

1. Select **Update Metadata** from the *Actions* dropdown menu when multiple content groups are selected on the asset library page.



2. This option is only applicable when same type of content group is selected, e.g., movies. This option is currently not available when more than one content group type is selected.
3. On clicking this option a modal window is opened.



BULK METADATA UPDATE



Fields like name, title etc. should not edited in bulk

License Window Start Time	License Window End Time
<input type="text"/> 12 : 00 <small>AM PM</small>	<input type="text"/> 12 : 00 <small>AM PM</small>
Live Start Time	Live End Time
<input type="text"/> 12 : 00 <small>AM PM</small>	<input type="text"/> 12 : 00 <small>AM PM</small>
Rating Click here to Edit	
Actor <small>ADD</small>	
Append? <input type="checkbox"/>	
Director <small>ADD</small>	
Append? <input type="checkbox"/>	
Name	

4. Here, based on the metadata definition of the selected content group, the metadata edit form is displayed. Please note that list fields can be overwritten or have material appended to them. An *Append* toggle switch can be used to indicate this choice. All other metadata fields besides list fields are overwritten.

BULK METADATA UPDATE







Fields like name, title etc. should not edited in bulk

License Window Start Time	License Window End Time
04/10/2017 <input type="text"/> 12 : 00 <small>AM PM</small>	04/30/2017 <input type="text"/> 12 : 00 <small>AM PM</small>
Live Start Time	Live End Time
<input type="text"/> 12 : 00 <small>AM PM</small>	<input type="text"/> 12 : 00 <small>AM PM</small>
Rating Click here to Edit	
Actor <small>ADD</small>	
Append? <input checked="" type="checkbox"/>	
Jack Wright	
Director <small>ADD</small>	
Append? <input type="checkbox"/>	
Tom Alter	
<small>CANCEL</small> <small>SAVE</small>	

5. Once data is saved, user can verify that the data is saved properly.



License Window Start Time <div>04/10/2017  12:00 <div>AM PM</div></div>	License Window End Time <div>04/30/2017  12:00 <div>AM PM</div></div>
Live Start Time <div><input type="text"/>  12:00 <div>AM PM</div></div>	Live End Time <div><input type="text"/>  12:00 <div>AM PM</div></div>
Rating TV-14	
Actor <div>ADD</div> <div> Courteney Cox Lisa Kudrow Jack Wright </div>	
Director <div>ADD</div> <div> Tom Alter </div>	

Add Custom Metadata

To add custom metadata to a video asset or content group:

- Choose one of the following:
 - For video assets, click **Details** located to the right of the desired video.
 - For channel events (which are also considered video assets), click **Asset Details** located to the right of the desired event.
 - For content groups, click **Details** located to the right of the desired content group.
- Click the **Metadata** subtab.
- Click **Add** in the **Custom Metadata** section.
- Enter an input value and result value.
- Click **Save**.

Replace Title Images

You can update the title images for a video asset or content group by editing the video asset or content group's metadata to delete the old image and add a new image.

To replace a title image:

- Choose one of the following:
 - For video assets, click **Details** located to the right of the desired video.
 - For channel events (which are also considered video assets), click **Asset Details** located to the right of the desired event.
 - For content groups, click **Details** located to the right of the desired content group.
- Click the **Images** subtab.
- Click the image you would like to replace.
- Click **Delete** to delete the current image.
- To add a new image, drag an image file into the space above the **Title Images** section, or click **Select File to Upload** and select an image to upload.
- Once the image has uploaded, click the image.
- Click **Set Title Image**.



Upload a Closed Caption File

You can upload a closed caption file for a video asset by editing the video asset's metadata.

For VOD, a video's closed captioning must be delivered as DFXP (now TTML) file. The closed caption file must have a time code that is conformed (synced) to the digital video file asset. Raster image-based closed captioning will not be accepted. An example of DFXP (now TTML) file can be found at <http://www.w3.org/TR/ttaf1-dfxp/>. If closed captioning is available in multiple languages for the same video, they must be included in the same DFXP (now TTML) file.

Note: Caption files must not contain advertisements, placards, overlay branding or website link callouts.

For a list of supported closed caption languages, see [Closed Captions - Supported Languages](#).

To upload a closed caption file:

1. For video assets, click **Details...** located to the right of the desired video.
2. Click the **Closed Captions** subtab.
3. Click **Select File to Upload** and select a closed caption to upload.
4. Click **Save**.

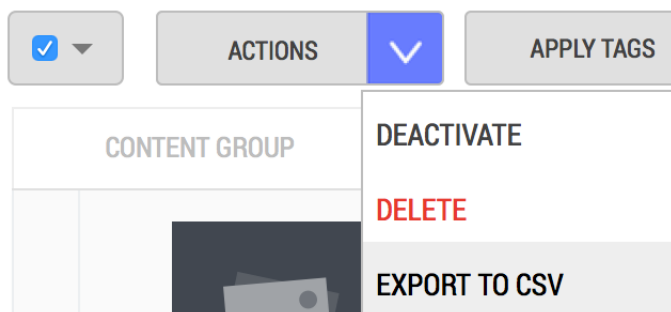
CSV Export

In the Asset Library or Content Group views, you can select any number of assets in that view that were either the result of a search or combination of filter settings.

To export that information from the Asset Library view:

1. Select **Actions > Export To CSV**:

Search Results: exclusive



2. In the export dialog, select the information you would like to store in the resulting .CSV file:





Export To .CSV

Specify information you wish to gather

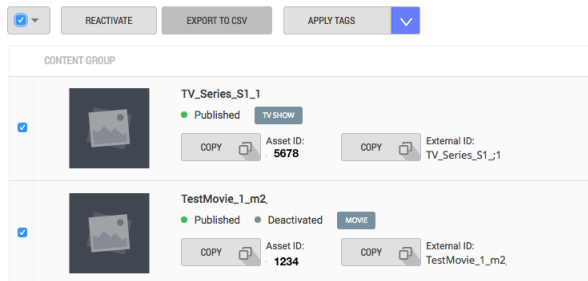
- ☒ Metadata
- ☐ Offer Information
- ☒ Rendition Information
- ☐ Collection Information
- ☒ Parent Information
- ☐ Children Information

CANCEL

EXPORT

To export information from the Content Group view:

1. Select the content groups to be exported and click **Export to CSV**:



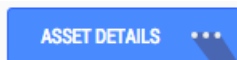
2. In the export dialog, select the information you would like to store in the resulting .CSV file.

Preview Video Assets

You can preview a published video asset if its content is in its license window. Note that the **Details** page only shows videos that are immediate children.

To preview a video asset:

1. Click **Asset Details** to the right of the video:



2. Click the **Preview** subtab:

PREVIEW

3. Click the play icon:



Preview Content Group Videos

You can preview a published content group video if its content is in its license window.



To preview a content group video:

1. Click **Asset Details** to the right of the video:



2. Click the **Preview** subtab:

PREVIEW

3. Click the play icon:

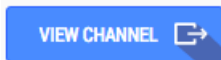


View a Channel Live Stream

You can view a channel live stream in the Programming Manager.

To view a channel live stream:

1. To view all segments in the channel, click **View Channel** in the **Content** column next to the desired channel:



2. To view the channel live stream, click **Watch Channel**:



Deactivate Content

To deactivate (unpublish) video assets or content groups:

1. To select the content, click the checkbox next to the content you would like to deactivate:



2. To deactivate the content, click **Unpublish** at the top of the asset library.

Delete Content

You can delete a video asset or content group that has been deactivated or rejected:

- To deactivate a video asset or content group, see [Deactivate Content](#) on page 39.
- To delete a deactivated video asset or a deactivated content group, see [Delete Deactivated Content](#) on page 69.
- To reject a video asset or content group, see [Reject Content](#) on page 64.
- To delete a rejected video asset or a rejected content group, see [Delete Rejected Content](#) on page 67.
- To delete content groups, see [Delete Content Groups](#) on page 39.




Delete Content Groups

To delete multiple content groups:





1. Click the checkbox next to the content groups you would like to reject:


CONTENT GROUP SHOWING 10 OF 93

<input checked="" type="checkbox"/>		test movie one ● Destroy MOVIE	COPY  Asset ID: 271331	COPY  External ID: Movie_id_1458112470642
-------------------------------------	---	---	--	---

2. Click **Actions > Delete**:

☐  **ACTIONS** 

CONTENT GROUP

<input checked="" type="checkbox"/>		PUBLISH REJECT UNPUBLISH DEACTIVATE DELETE
-------------------------------------	---	---

3. In the confirmation dialog, check **Yes, delete this Content Group** and click **Delete**:



Delete Content Group?

You are about to delete this content group and everything inside it. **This can't be undone.**

☐ Yes, delete this Content Group

CANCEL

DELETE 

Note: You can also accomplish this task using the **Action** menu on the **Details** pane for this item.



ADD OR EDIT CONTENT GROUPS FROM PROGRAMMING MANAGER UI

Create content groups from the Programming Manager UI before you add video assets to Programming Manager, or edit an existing content group before adding a new video asset.

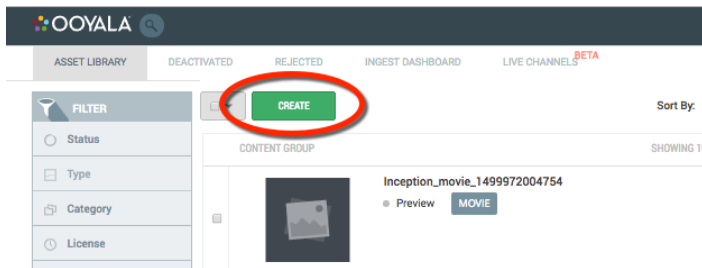


You can streamline workflow by adding and editing manifest files from the UI. You must use the file name created by Programming Manager for the asset you upload using Aspera, see [Ingesting with Aspera](#).

Add Content Groups from the UI

Create content groups from the Programming Manager UI before you add a new video asset.

1. Log in to the Programming Manager UI.
2. On the Asset Library tab, click **Create**.



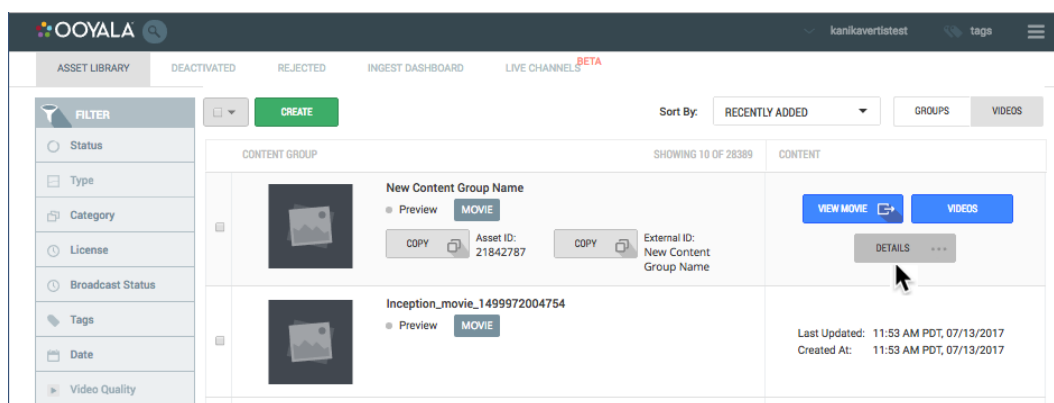
3. Enter all the required information and click **Create**.

The screenshot shows the 'Creating New Content Group' modal form. It includes the following fields and options:

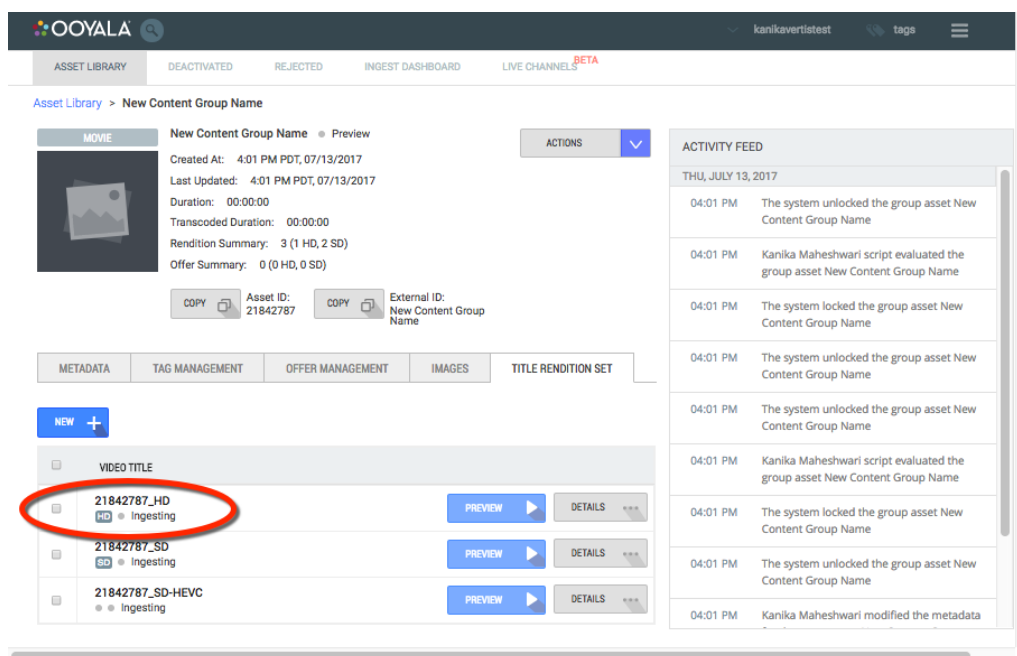
- Content Group Name**: A text input field with a green checkmark icon.
- Select Content Group Category**: A dropdown menu with a green checkmark icon. The selected category is 'MOVIE'.
- Select Rendition Type**: A dropdown menu with a green checkmark icon. The selected type is 'HD'.
- Buttons**: 'CANCEL' and 'CREATE' buttons.

4. Open the details view of the new content group.





5. The video asset you plan to upload for this content group must have the same name as the HD file under the Video Title column.

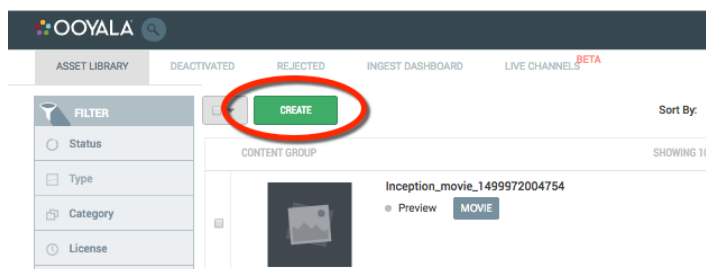


6. Follow the steps for ingesting a new file using your Aspera client, see [Ingesting with Aspera](#). Once you have uploaded the new file, be sure to verify the file was uploaded and properly transcoded.

Edit Content Groups from the UI

Edit an existing content group from the Programming Manager UI before adding a new video asset.

1. Log in to the Programming Manager UI.
2. On the Asset Library tab, click **Create**.



3. Click **Change**.



Creating New Content Group

Asset Library **CHANGE**

Content Group Name ✓

Enter content group name

Select Content Group Category ✓

CHANNEL SPORT SERIES MOVIE

Select Rendition Type ✓

☒ HD ☒ SD ☒ Trailer ☒ HD-HEVC ☒ SD-HEVC ☒ Trailer-HEVC

CANCEL CREATE

4. Use search to help find the location of a specific content group. For example search for the anem of a series.

Creating New Content Group

Content Group Location

series name SEARCH

Series Name 1490684071

Series Name 1490683002

Series Name 1494313740

Series Name 1486451845

Series Name 1476251535

Series Manual Creation

Series Name 1486995069

Series Name 1481784773

Series Name 1486648699

BACK SAVE

5. Select the content group you want to add a video asset to. Expand to the level to which you will add the asset. In this example we are adding a single episode.

Creating New Content Group

Content Group Location

Doc Series SEARCH

Doc Series Content Group > Docs Season 1

Doc Test Series

Doc Series Content Group

doc test 02

Friends 1476751908762

Friends 1477088988431

Friends 1477072681236

Friends 1477006779614

Friends 1477005610580

Friends 1476998258432

Doc Series Season 1

Episode 2

Episode 1

BACK SAVE

Click **Save**.

6. Enter the name of the new vidoe asset.



Click **Create** to add a placeholder for the "(New) Episode 4."

- **(1)** Doc Series Content Group
- **(2)** Docs Season 1
- **(3)** (New) Episode 4

7. You need to identify the file name to use when uploading the file for "(New) Episode 4."

- From the **Asset Library** tab, click **View Series** for "Doc Series Content Group."
- Click **View Series** for "Docs Season 1."
- Click **Details** for "(New) Episode 4."
- Click **Title Rendition Set**.

Use the HD file name for uploading the new episode. You need to upload only the HD version of the file.

8. Follow the steps for ingesting a new file using your Aspera client, see [Ingesting with Aspera](#).



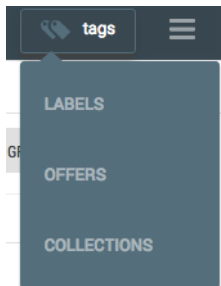
ORGANIZE CONTENT WITH LABELS

Use labels to mark your video assets and content groups. A label is a type of tag that does not have any associated metadata.

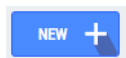
Create Labels

To create a label:

1. Click **Tags > Labels** at the top to display the tags dropdown and visit the labels view:



2. To create a new label, click **New**:



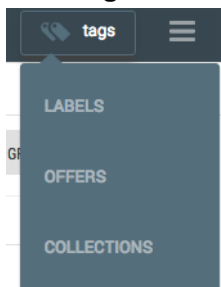
3. Enter a new label name and click **Create Label**:

A screenshot of a form to create a new label. It features a text input field with the placeholder text 'Create new label'. To the right of the input field are two buttons: a grey 'CANCEL' button with a close icon and a blue 'CREATE LABEL' button with a checkmark icon. Below the input field, there is a red asterisk followed by the text '* Required Field'.

Edit Labels

To edit a label:

1. Click **Tags > Labels** at the top to display the tags dropdown and visit the labels view:



2. Click the label you would like to edit, and mouse over its right edge to display the dropdown arrow:



3. Click **Edit** in the dropdown:



4. Update the label text and click **Update**:



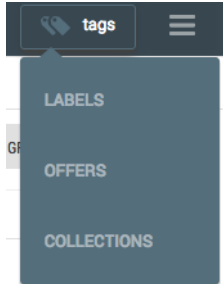
CANCEL

UPDATE

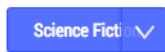
Delete Labels

To delete a label:

- Click **Tags > Labels** at the top:



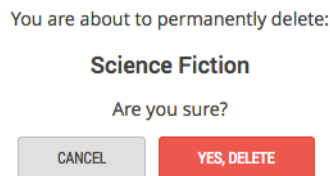
- Click the label you would like to delete, and mouse over its right edge to display the dropdown arrow:



- Click **Delete** in the dropdown:



- Click **Yes, Delete** in the confirmation dialog:



Add a Label to Content

You can add labels to video assets and content groups using the **Tag Management** subtab of the details view.

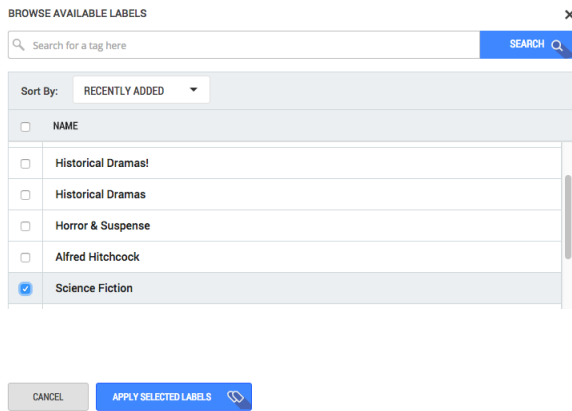
To add labels to content:

- Choose one of the following:
 - For video assets, click **Asset Details** located to the right of the desired video.
 - For content groups, click **Details** located to the right of the desired content group.
- Click the **Tag Management** subtab:



- Click **Browse Available Labels**.
- Click the checkboxes next to the labels you would like to apply and click **Apply Selected Labels**:





For information on how to create, edit, and delete labels, see [Organize Content with Labels](#) on page 45.

Bulk Add Labels to Content

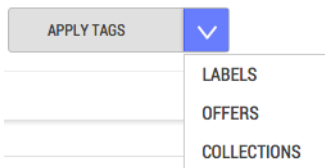
You can add labels to video assets or content groups in bulk from the video-specific or group-specific view of the **Asset Library**.

To bulk apply labels to content:

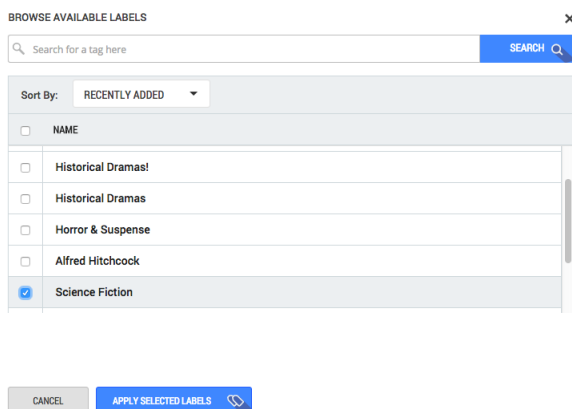
1. Click the checkboxes next to the desired video assets or content groups:



2. Click **Apply Tags > Labels**:



3. Click the checkboxes next to the labels you would like to apply and click **Apply Selected Labels**:



For information on how to create, edit, and delete labels, see [Organize Content with Labels](#) on page 45.

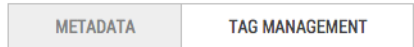


Remove a Label from Content

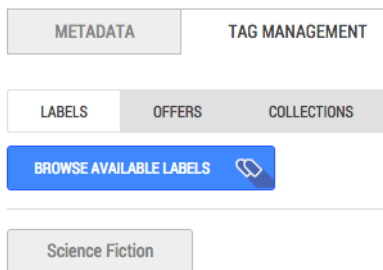
You can remove labels from video assets and content groups using the **Tag Management** subtab of the details view.

To remove labels from content:

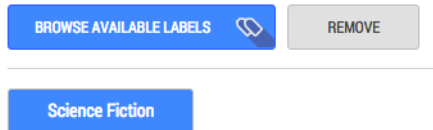
1. Choose one of the following:
 - For video assets, click **Asset Details** located to the right of the desired video.
 - For content groups, click **Details** located to the right of the desired content group.
2. Click the **Tag Management** subtab:



3. Click the **Labels** tab if it is not already selected:



4. Select the label you would like to delete. A **Remove** button appears next to the label. Click **Remove**:



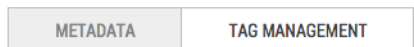
For information on how to create, edit, and delete labels, see [Organize Content with Labels](#) on page 45.

Bulk Remove Labels from Content

You can remove labels from video assets or content groups in bulk from the video-specific or group-specific view of the **Asset Library**.

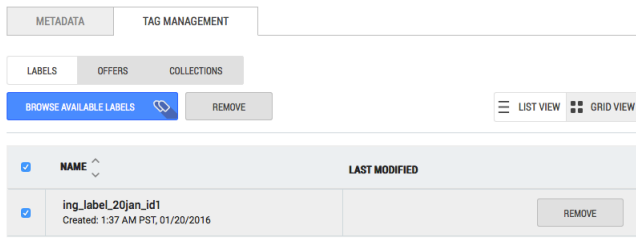
To bulk apply labels to content:

1. Choose one of the following:
 - For video assets, click **Asset Details** located to the right of the desired video.
 - For content groups, click **Details** located to the right of the desired content group.
2. Click the **Tag Management** subtab:



3. Select the labels you would like to remove and click the **Remove** button located to the right of **Browse Available Labels**:





For information on how to create, edit, and delete labels, see [Organize Content with Labels](#) on page 45.

Filter by Label

To view your content that has a specific label associated with it, filter your Programming Manager interface to only show content tagged with the label.

To bulk apply labels to content:

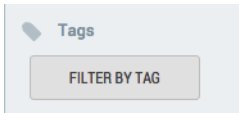
1. Click the filter icon:



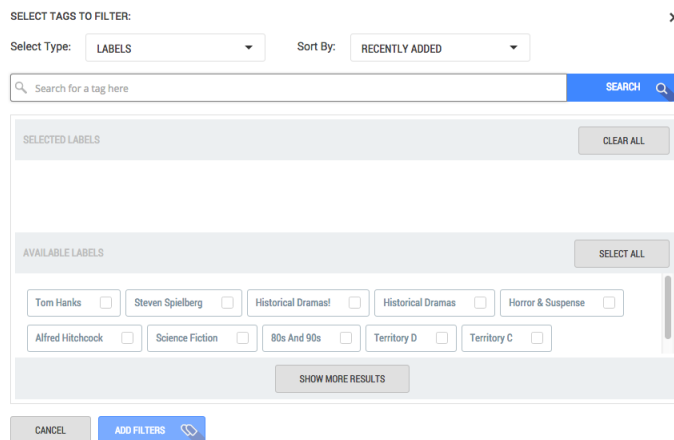
2. Click **Tags** to access the tag filtering features:



3. Click the **Filter by Tag** button that appears:



4. Select **Labels** from the Select Type menu.
5. Select the checkboxes next to the desired labels.
6. Click **Add Filters**:



The Programming Manager interface is updated to only show content that is associated with the selected label(s).



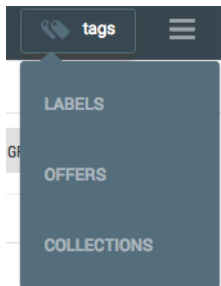
ORGANIZE CONTENT WITH COLLECTIONS

Use collections to create custom groupings of content with associated metadata. A collection is a type of tag that can contain individual video assets (HD rendition, SD rendition, etc.), offers, and content groups.

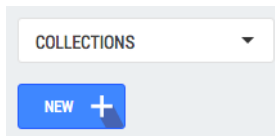
Create Collections

To create a collection:

1. Click **Tags > Collections** at the top:



2. Click **New** display the **Create New Collection** dialog:



3. Enter the **Names**, specify start and end dates and times, metadata, and provide a description if desired.
4. You can select whether the collection is *dynamic*. If you select the **dynamic collection** checkbox, additional fields will appear allowing you to redirect assets to this collection based on metadata:

Create New Collection:

☐ is it a dynamic collection?

A dropdown appears, allowing you to select query parameters. These include the following:

- **Display Name:** The collection name to be displayed.
- **Genre:** The genre for the collection.
- **License Window Start Time:** The start time for the license window.
- **License Window End Time:** The end time for the license window.
- **Live Start Time:** The start time for the live broadcast.
- **Live End Time:** The end time for the live broadcast.
- **Name:** The collection name.
- **State:** The collection state.

5. Click **Create Collection**.

Add Videos to a Collection

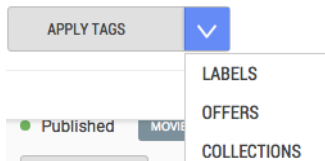
You can add video assets and content groups to collections.

To add a video asset to a collection:

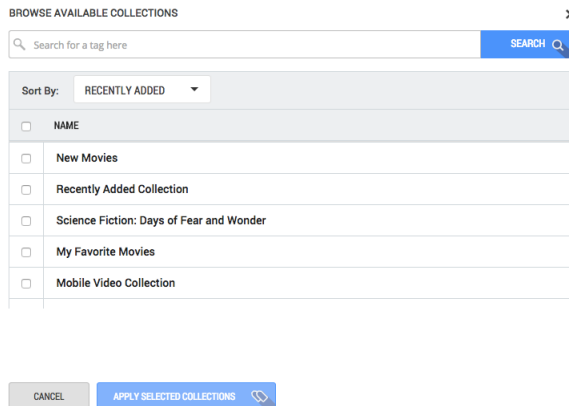
1. Select the asset by clicking the checkbox to its left.



2. Click **Apply Tags > Collections**:



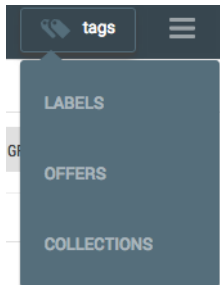
3. In the **Browse Available Collections** dialog, check the desired collections and click **Apply Selected Collections**:



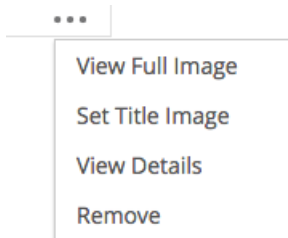
Add Images to a Collection

You can add images to collections:

1. Click **Tags > Collections** in the dropdown available at the top:



2. Click **View Collection Details** for a collection.
3. From the Collection Details view, click the **Images** tab.
4. You can either drag and drop images onto the tab or click **Select File to Upload** to bring up the dialog.
5. After you add an image, you can click on it to bring up a dropdown allowing you to view the full image, delete it, set its title, or view detailed metadata for the image:



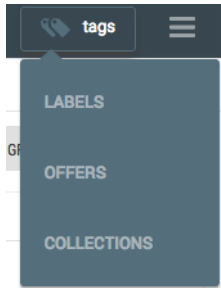
6. If you click **View Details**, you can add custom metadata to the image using the dialog appearing to its right.



Remove Images from a Collection

You can remove images from a collection:

1. Click **Tags > Collections** in the dropdown available at the top:



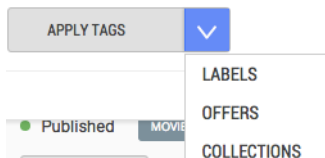
2. Click **View Collection Details** for a collection.
3. From the Collection Details view, click the **Images** tab.
4. Select the image or images you want to remove.
5. Click the **Remove** button that appeared when you selected the image or images.

Add Offers to a Collection

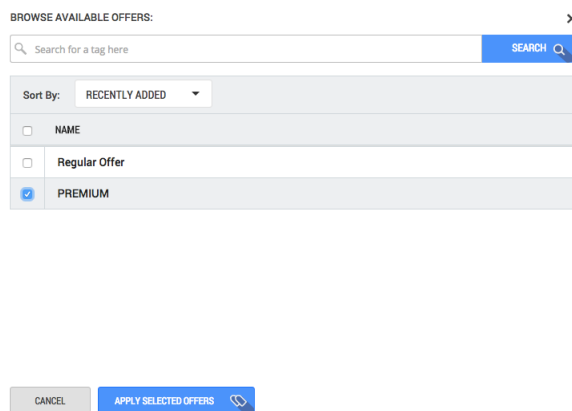
You can add offers to collections.

To add an offer to a collection:

1. Select the asset by clicking the checkbox to its left.
2. Click **Apply Tags > Offers**:



3. In the **Browse Available Offers** dialog, check the desired offers and click **Apply Selected Offers**:



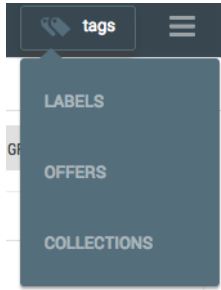
Order Content in a Collection

You can order content within your collections. This can be helpful to your efforts to create carousels or playlists for your customer-facing applications.

To order the assets within a collection:



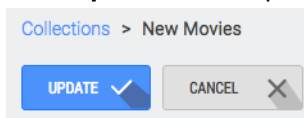
1. Click **Tags > Collections** in the dropdown available at the top:



2. Select a collection and click **View**.
3. On the **Collection Assets** tab, click and drag the order icon on the right to reorder the content:



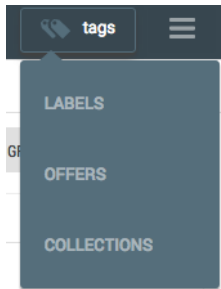
4. Click **Update** at the top:



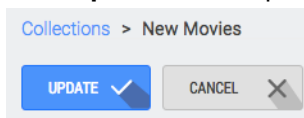
Edit Collections

To edit a collection:

1. Click **Tags > Collections** in the dropdown available at the top:



2. Select a collection and click **View**.
3. Edit the collection.
4. Click **Update** at the top:

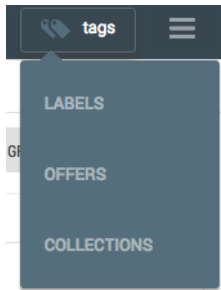


Delete Collections

To delete a collection:

1. Click **Tags > Collections** in the dropdown available at the top:





2. Select a collection and click **Delete**.
3. Click **Yes, Delete** in the confirmation dialog:

You are about to permanently delete:

New Movies

Are you sure?

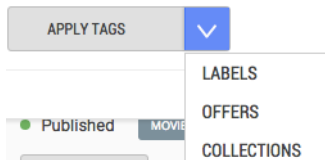


Bulk Add Content to a Collection

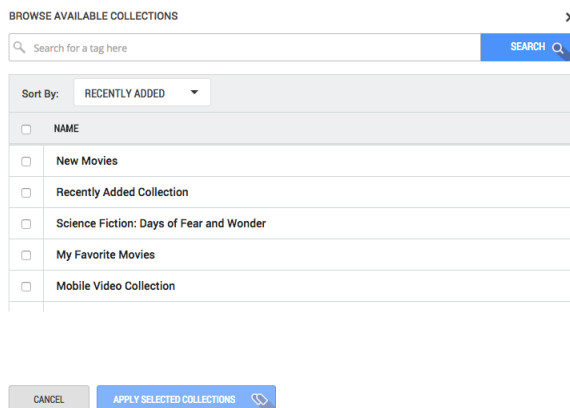
You can add content to collections in bulk from the **Asset Library**.

To bulk add video content to collections:

1. Select the assets by clicking the checkboxes to their left.
2. Click **Apply Tags > Collections**:



3. In the **Browse Available Collections** dialog, check the desired collections and click **Apply Selected Collections**:

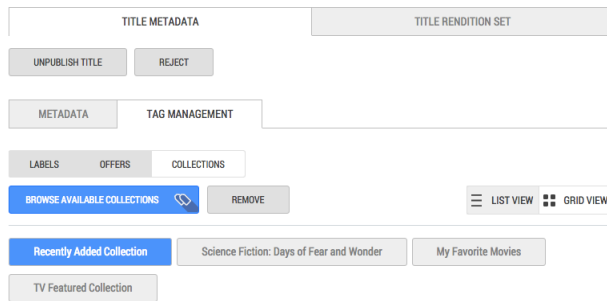


Remove Videos from a Collection

You can remove video assets and content groups from a collection:

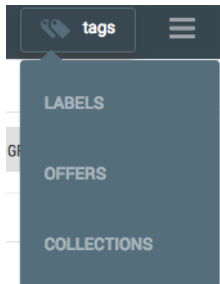
1. Click **Details...** located to the right of the desired video.
2. On the **Title Metadata** tab, select the **Tag Management** subtab and click **Collections**. Select the desired collection and click **Remove**:





Alternatively, you can remove assets from a collection using the following approach:

1. Click **Tags > Collections** in the dropdown available at the top:

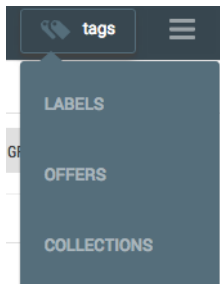


2. Select a collection and click **View**.
3. On the **Collection Assets** tab, select the content to be removed and click **Remove**.

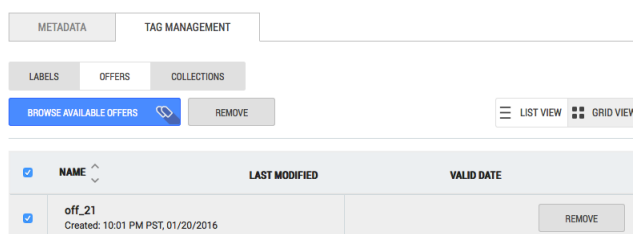
Remove Offers from a Collection

To remove offers from a collection:

1. Click **Tags > Collections** in the dropdown available at the top:



2. Select a collection and click **View**.
3. Click **Offer Management** **Browse Available Offers**.
4. Select the offer you would like to delete. A **Remove** button appears. Click **Remove**:



Bulk Remove Content from a Collection

You can remove content from a collection in bulk from the **Asset Library**.

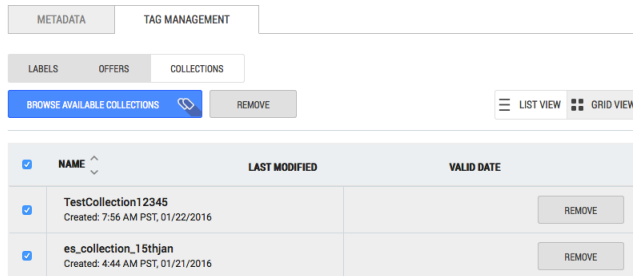


To bulk remove content from collections:

1. Choose one of the following:
 - For video assets, click **Asset Details** located to the right of the desired video.
 - For content groups, click **Details** located to the right of the desired content group.
2. Click the **Tag Management** subtab:



3. Select the collections you would like to remove and click the **Remove** button located to the right of **Browse Available Collections**:



Filter by Collections

To view content belonging to a specific collection, set the Programming Manager filter to show only content tagged with that collection:

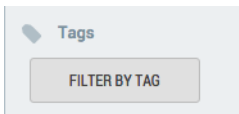
1. Click the filter icon:



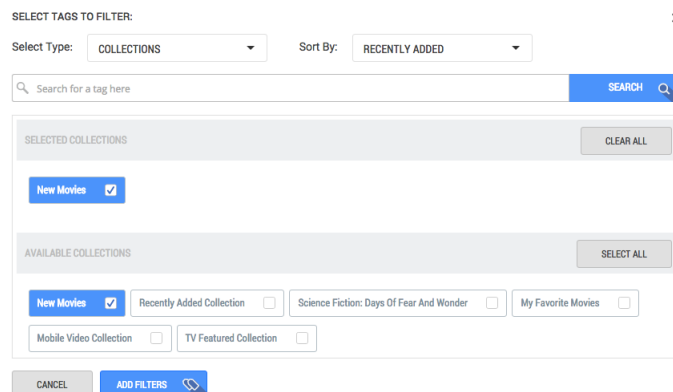
2. Click **Tags** to access the tag filtering features:



3. Click the **Filter by Tag** button that appears:



4. Select **Collections** from the Select Type menu.
5. Click on the collections you want to filter with.
6. Click **Apply Filters**.



MANAGE OFFERS

An offer is a type of tag that is an association of a pre-created Vindicia or eCommerce Product (SVOD/TVOD) with additional metadata (Resolution - HD, SD, etc., Category - TV Series, Movie, etc., and Offer Dates). The creation of a product is managed by the Vindicia UI and is not integrated as part of the Programming Manager with regard to user credentials, etc. Offers can only be associated with content groups and collections (not video assets).

With Offers in the Programming Manager, Publishers with Revenue Builder and Revenue Builder with Manage Subscription business models can process their content catalogue while integrating with eCommerce systems. This allows for ease of use as it brings a unified approach to video monetization for SVoD and TVOD/PPV business models.

Table 1: Definitions

Term	Definition
Offer	Global entity that holds monetization options and plans for a given content.
Product	A video or group of videos that are monetized and offered to consumers. Products for the eCommerce service are set up via Vindicia's merchant portal currently. Products are defined in Vindicia but they are not expected to be asset specific, but rather general definitions of 'contracts' users can purchase.
Offer Window (Dates)	Time period a product/s are offered to the market in which the consumer has the option to exercise/pay for the product.
Exhibition Window / Licensing Window	Time period the content is allowed, within its rights, to be exhibited or consumed as allowed by the content provider.
Rental Window	Time period the content is allowed be consumed by the user after acquisition.

The creation of a product is managed by the Vindicia UI and is not integrated as part of the Programming Manager with regard to user credentials, etc. For information on how to set up products and offers with Vindicia, see the [Vindicia documentation](#) or contact your account manager.

Creating Offers for Video Renditions within a Content Group

You may want to create a rendition-specific offer for a content group that has multiple renditions. While you cannot apply an offer to a specific video asset (video rendition), please note that you can still create a rendition-specific offer.

You can specify an offer to only apply to the HD or SD-only video asset of a content group. When creating the offer you can specify one or more resolution types (HD or SD).

For example, you want to create an HD offer for a movie that has HD and SD videos. To create the offer you want, create a new offer and select only the HD resolution type. Then, by applying the offer to the movie content group, the offer would only get applied to the HD video asset(s).

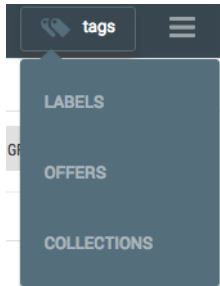
For instructions on how to create an offer, see [Create Offers](#) on page 58.



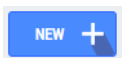
Create Offers

To create an offer:

1. Click **Tags > Offers** at the top to display the tags dropdown and visit the offers view:



2. To create a new offer, click **New**:



3. Enter a new offer name, the **Product Id**, the **Validity Date** range containing availability and blackout windows if applicable, and **Resolution Type**. Click **Create Offer**:

Creating New Offer:

Name: *

Enter offer title

Product Id: *

Enter product ID

Resolution Type:

Validity Date:

DATE TYPE

☒ Available Date

☐ Blackout Date

START: MM/DD/YY 12:00 AM

END: MM/DD/YY 12:00 AM

ADD DATES



Note: The **Availability Date** range allows you to specify a list of start and end dates indicating when the offer is available for purchase, and the **Blackout Date** range allows you to specify a list of start and end dates indicating when the offer is not available for purchase. For example, to add a **Blackout Date**, click the **Blackout Date** radio button, select the **Start** and **End** dates, and click **Add Dates**:

Validity Date:

DATE TYPE

☒ Available Date

☐ Blackout Date

START: 02/09/2016 08:00 AM

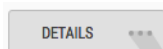
END: 02/10/2016 01:00 AM

ADD DATES

DATE TYPE	START:	END:
Blackout Date	02/09/2016, 8:00 AM PST	02/10/2016, 1:00 PM PST

You can also create offers from the content group details page:

1. Click **Details** in the **Content** column next to the desired content group:



2. Click **Offer Management**.
3. Click **Add Offer**. In the resulting dialog, create the new offer and click **Apply New Offer**:



Creating New Offer:

Name: *

TV_Series_S1_14637807

Product Id: *

1234

Resolution Type:

HD X

Validity Date:

DATE TYPE

☒ Available Date

☐ Blackout Date

START:

MM/DD/YY 12:00 AM

END:

MM/DD/YY 12:00 AM

ADD DATES

DATE TYPE	START:	END:
Available Date	05/01/2016, 12:00 AM PDT	05/31/2016, 12:00 AM PDT
DATE TYPE	START:	END:
Blackout Date	05/17/2016, 12:00 AM PDT	05/18/2016, 12:00 AM PDT

BROWSE AVAILABLE OFFERS

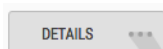
CANCEL

APPLY NEW OFFER ✓

Edit Offers

To edit an offer:

1. Click **Details** in the **Content** column next to the desired content group:



2. Click **Offer Management**.
3. In the **Browse Available Offers** dialog, hover over an offer and click **View Details**.
4. Edit the offer fields, and click **Update** when you have completed all changes. For example, to add a **Blackout Date**, click the **Blackout Date** radio button, select the **Start** and **End** dates, and click **Add Dates**:

Validity Date:

DATE TYPE

☐ Available Date

☒ Blackout Date

START:

02/09/2016 08:00 AM

END:

02/10/2016 01:00 PM

ADD DATES

DATE TYPE	START:	END:
Blackout Date	02/09/2016, 8:00 AM PST	02/10/2016, 1:00 PM PST

You can also perform an inline edit of an existing offer from the content group details page by clicking the **Edit** icon to its right:

NAME	PRODUCT ID	AVAILABLE DATE	EDIT
TV_Series_S1_14637807			
Created: 12:11 PM PDT, 05/24/2016			

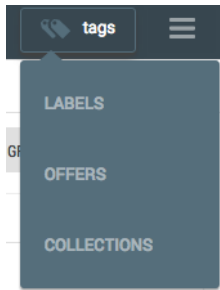
You then will have the option of changing any of its fields, such as the **Name**, **Product ID**, or **Available Date**. Be sure to click **Update** to save your changes.

Delete Offers

To delete an offer:

1. Click **Tags > Offers** at the top to display the tags dropdown and visit the offers view:





2. There are two ways you can delete an offer:
 - Select one of the offers, mouse over its right side, and click **Delete**:
 - Select one of the offers and click **Delete** at the top.
3. Click **Yes, Delete** in the confirmation dialog:

You are about to permanently delete:

Regular Offer

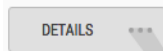
Are you sure?



Add Offers to Content Groups

You can add offers to a content group:

1. Click **Details** in the **Content** column next to the desired content group:



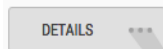
2. Click the **Offer Management** tab and click **Add Offer**.
3. In the **Browse Available Offers** dialog, select the offers to be applied and click **Apply Selected Offers**.

Note: Offers cannot be added to individual assets.

Remove Offers from Content Groups

You can remove offers from a content group:

1. Click **Details** in the **Content** column next to the desired content group:



2. Click **Offer Management**.
3. Select the offer you would like to delete. A **Remove** button appears next to the offer. Click **Remove**.

Filter by Offers

To view your content that has a specific offer associated with it, filter your Programming Manager interface to only show content tagged with the offer.

To bulk apply labels to content:

1. Click the filter icon:

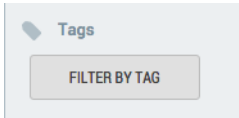


2. Click **Tags** to access the tag filtering features:





3. Click the **Filter by Tag** button that appears:



4. Select **Offer** from the Select Type menu and click the checkboxes next to the desired offers.

5. Click **Add Filters**:

SELECT TAGS TO FILTER: ×

Select Type: **OFFERS** Sort By: **RECENTLY ADDED**

Search for a tag here **SEARCH**

SELECTED OFFERS **CLEAR ALL**

Regular Offer ☒

AVAILABLE OFFERS **SELECT ALL**

Regular Offer ☒ **PREMIUM** ☐

CANCEL **ADD FILTERS**

The Programming Manager interface is updated to only show content that is associated with the selected offer(s).

Bulk Add Offers

It is possible to create an automated offer lifecycle for an asset, in which each offer comes into effect at the proper time. To add multiple offers to a title:

1. Go to the **Details** view for an asset.
2. Click the **Offer Management** tab and select **Add Offer**.
3. In the **Creating New Offer** dialog, click **Browse Available Offers**. Select the offers you would like and click **Apply Selected Offers**:



BROWSE AVAILABLE OFFERS: ×

SEARCH

Sort By: RECENTLY ADDED

<input type="checkbox"/>	NAME
<input checked="" type="checkbox"/>	auto_del_offer_1
<input checked="" type="checkbox"/>	newTOCG93
<input checked="" type="checkbox"/>	Test0404
<input type="checkbox"/>	new test global context
<input type="checkbox"/>	newOtoCG2

ADD OFFER
APPLY SELECTED OFFERS ✓
CANCEL

QUALITY CHECK CONTENT

The following topics describe how to quality check content in the Programming Manager.

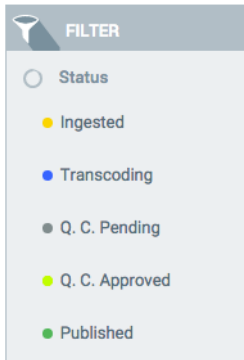
View Content Ready for Quality Checking

To view your video assets that are ready for quality checking (Q.C.), including remote assets, filter your view to display only video assets with the **Q.C. Pending** status:

1. Click the filter icon:



2. Select **Status > Q.C. Pending**:



For more information, see [Review Video Assets and Content Groups](#) on page 29.

Pass Quality Check Content

To approve a video asset that has a **Pending Q.C.** status:



1. Click the checkbox next to the video you would like to approve:



2. Click **Approve**:



Fail Quality Check Content

Rejected video assets are removed from the asset workflow. To bring rejected video assets back into the workflow, you must restart the process and bring them back to the **Uploaded** status.

To reject a video asset that has a **Pending Q.C.** status:

1. Click the checkbox next to the video you would like to approve:



2. Click **Reject**:



3. Enter a reason for rejecting the asset and click **Submit & Reject**:

Reason For Rejection ×

Please submit a reason for rejecting this asset:

SUBMIT & REJECT **CANCEL** ×

PUBLISH CONTENT

Once a video asset has been Q.C. approved, it can be published. Published content is visible to your end users.

Note: Once content is published you cannot alter it.

View Content Ready for Publishing

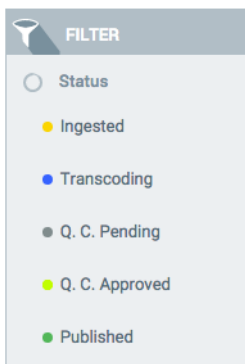
To view your video assets that are ready for publishing, filter your view to display only video assets with the **Q.C. Approved** status:



1. Click the filter icon:



2. Select **Status > Q.C. Approved:**



For more information, see [Review Video Assets and Content Groups](#) on page 29 and [View Content Ready for Quality Checking](#) on page 62.

Reject Content

Rejected video assets and content groups are removed from the asset workflow. To bring rejected video assets or content groups back into the workflow, you must restart the process and bring them back to the **Uploaded** status.

To reject a video asset:

1. Click the checkbox next to the video you would like to reject:



2. Click **Reject:**



3. Enter a reason for rejecting the asset and click **Submit & Reject:**

Reason For Rejection ×

Please submit a reason for rejecting this asset:

SUBMIT & REJECT **CANCEL** ×

Note: You can also reject content using the **Action** menu on the **Details** pane for this item.



Publish Video Assets and Content Groups

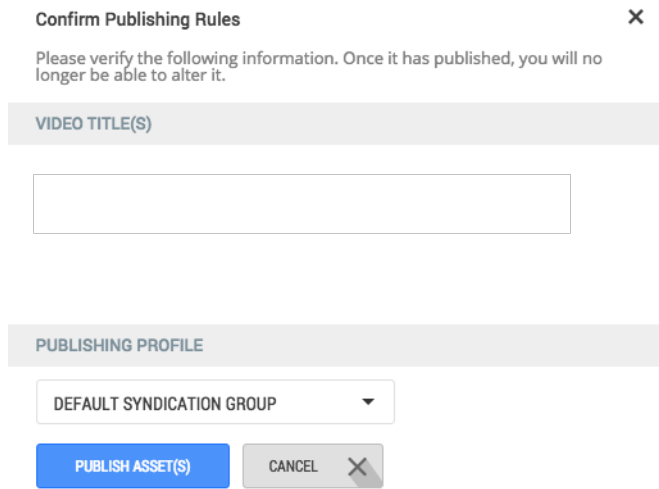
Publishing profiles, also referred to as publishing rules, determine where and when content can be viewed.

To publish a video asset or content group:

1. Select the desired video.
2. Click **Publish**:

Two buttons: 'PUBLISH' and 'REJECT'.

3. Select the publishing profile and click **Publish Asset(s)**:

A dialog box titled 'Confirm Publishing Rules' with a close button (X). The text inside says: 'Please verify the following information. Once it has published, you will no longer be able to alter it.' Below this is a section labeled 'VIDEO TITLE(S)' with a text input field. Further down is a section labeled 'PUBLISHING PROFILE' with a dropdown menu currently showing 'DEFAULT SYNDICATION GROUP'. At the bottom are two buttons: 'PUBLISH ASSET(S)' and 'CANCEL' with a close button (X).

To publish multiple assets or content groups in bulk:

1. From the Asset Library view, select the desired assets.
2. Select **Actions > Publish**:



FILTER

Status

1

Ingested

×

Ingesting

Published

Rejected

Type

Category

ACTIONS

▼

APPLY TAGS

▼

CONTENT GROUP

<input checked="" type="checkbox"/>		<div> <div>PUBLISH</div> <div>REJECT</div> <div>DEACTIVATE</div> <div>DELETE</div> <div>EXPORT TO CSV</div> </div>
<input checked="" type="checkbox"/>		<div> <div>0412 time movie1</div> <div> <div>Ingested</div> <div>MOVIE</div> </div> <div> <div>COPY</div> <div> </div> </div> <div> <div>Asset ID:</div> <div>1479958</div> </div> </div>

3. Review the asset list in the confirmation dialog and click **Publish Title(s)**:

Confirm Publishing Rules

×

Please verify the following information. Once it has published, you will no longer be able to alter it.

CONTENT GROUP(S)

0418 movie test

0412 time movie1

PUBLISH TITLE(S)

CANCEL

×

Note: You can also publish content using the **Action** menu on the **Details** pane for this item.

Deactivate (Unpublish) Content

To deactivate (unpublish) content:

1. Click the checkbox next to the video you would like to deactivate:





2. Select **Unpublish**.

The video is deactivated, and can now be found by clicking **Deactivated** at the top of the Programming Manager interface.

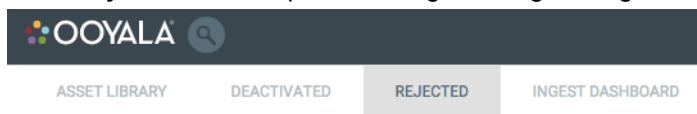
Note: You can also unpublish content using the **Action** menu on the **Details** pane for this item.

MANAGE REJECTED CONTENT

Rejected content is removed from the asset workflow. To bring rejected content back into the workflow, you must restart the process and restore the content to the **Uploaded** status.

View Rejected Content

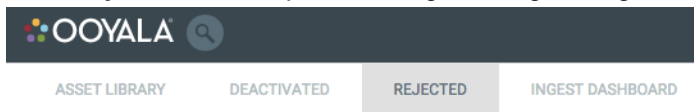
Click **Rejected** at the top of the Programming Manager interface to view rejected content:



Reprocess Rejected Content

To reprocess rejected content:

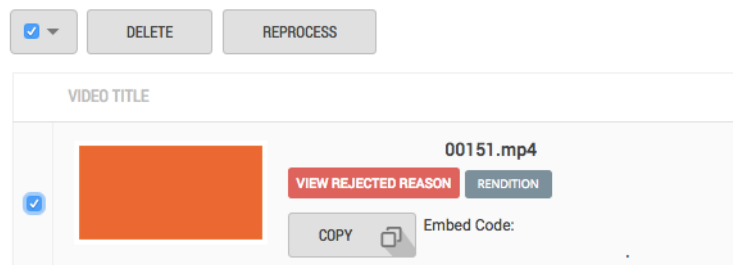
1. Click **Rejected** at the top of the Programming Manager interface to view rejected content:



2. Click the checkbox next to the video you would like to reprocess:



3. Click **Reprocess**:

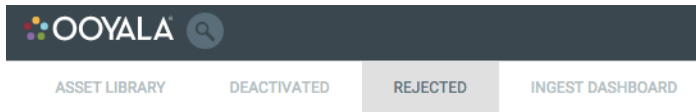


Delete Rejected Content

To delete rejected content:



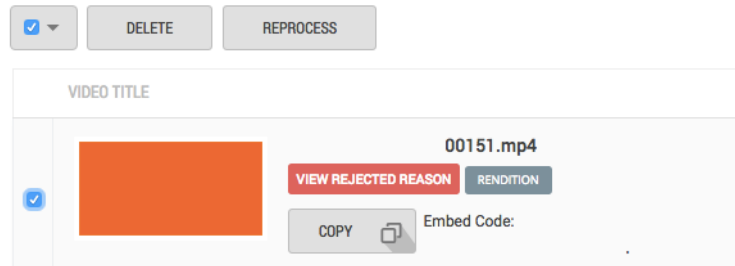
1. Click **Rejected** at the top of the Programming Manager interface to view rejected content:



2. Click the checkbox next to the video you would like to delete:



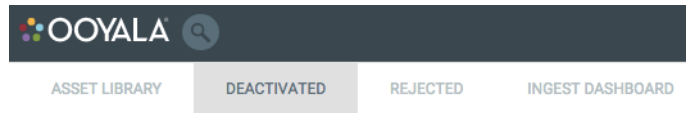
3. Click **Delete**:



Note: You can also delete content using the **Action** menu on the **Details** pane for this item.

MANAGE DEACTIVATED CONTENT

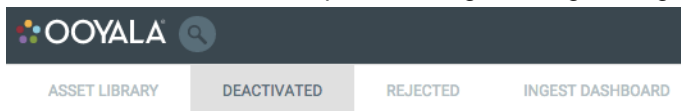
Click **Deactivated** at the top of the Programming Manager interface to view deactivated content:



Reactivate Deactivated Content

To reactivate deactivated content:

1. Click **Deactivated** at the top of the Programming Manager interface to view deactivated content:



2. Click the checkbox next to the video you would like to reactivate:



3. Click **Publish**:



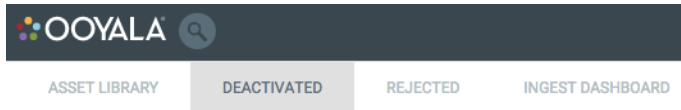
Note: You can also republish content using the **Action** menu on the **Details** pane for this item.



Reject Deactivated Content

Rejected content is removed from the asset workflow. To bring rejected content back into the workflow, you must restart the process and restore it to an **Uploaded** status. To reject deactivated content:

1. Click **Deactivated** at the top of the Programming Manager interface to view deactivated content:



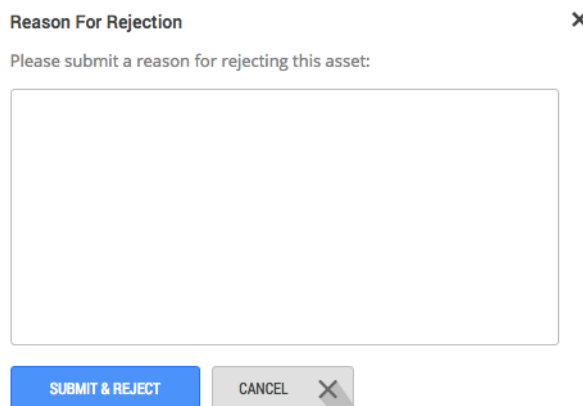
2. Click the checkbox next to the video you would like to reject:



3. Click **Reject**:



4. In the **Reason for Rejection** dialog, enter detail in the text box and click **Submit & Reject**:

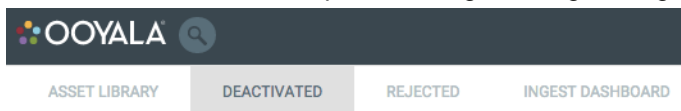
The dialog box is titled 'Reason for Rejection' with a close 'X' button. Below the title is a prompt: 'Please submit a reason for rejecting this asset:'. There is a large text input field for the user to enter details. At the bottom, there are two buttons: 'SUBMIT & REJECT' (in blue) and 'CANCEL' (in grey with a close 'X' icon).

Note: You can also reject content using the **Action** menu on the **Details** pane for this item.

Delete Deactivated Content

To delete deactivated content:

1. Click **Deactivated** at the top of the Programming Manager interface to view deactivated content:



2. Click the checkbox next to the video you would like to reject:

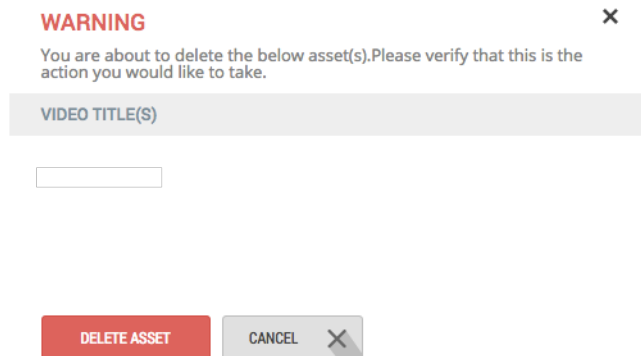


3. Click **Delete**:





4. Click **Delete Asset**:



Note: You can also delete content using the **Action** menu on the **Details** pane for this item.

SEARCH

Use the search bar at the top of the interface to search within the Programming Manager module. To reveal the search bar, click the search icon next to the **Ooyala** logo.



Enter a search query and hit enter to see results from all groups that have any metadata that matches the search query, including the asset ID, asset name, and asset display name. If you search by asset ID, the results will only include the unique asset corresponding to that ID. If you search by name or display name, you will get a listing of assets containing the specified search terms.

For example, if you search by name or display name for "The Ooyala Show", you will get the following results:

- The Ooyala Show Series
- The Ooyala Show Season 1
- The Ooyala Show Season 2
- The Ooyala Show Season 1 Episode 1
- The Ooyala Show Season 1 Episode 2

You will not get the results The Ooyala Show Season 1 Episode 1 HD.

To use the **Advanced Search** functionality, click search icon next to the **Ooyala** logo, and click **Advanced Search** in the search area.

In the **Advanced Search** window that opens, set **Search By** to **Metadata**, **Product ID**, **Embed Code**, enter your search term, and click **Search**.

For **Metadata**, select the type of metadata to search, enter the search term, and click **Search**.

To apply additional **Metadata** criteria, use **Add Search Query**.



Advanced Search

Advanced Search

Search By: METADATA

CATEGORY

PRODUCT ID

GENRE

EMBED CODE

LICENSE WINDOW START TIME

LIVE END TIME

NAME

movie

REMOVE

comedy

REMOVE

07/04/2016

12 : 00

AM

PM

REMOVE

07/30/2016

12 : 00

AM

PM

REMOVE

Free willy

REMOVE

+ ADD SEARCH QUERY

SEARCH



USING PROGRAMMING MANAGER WITH BACKLOT APIS

As you use Programming Manager CMS, you are automatically accessing all the Programming Manager APIs, which also gives you access to the Backlot CMS (the **Manage** tab) available at <https://platform.ooyala.com>. The Programming Manager CMS has a flexible content hierarchy and metadata model that can be configured for you.

When you use the Backlot CMS, regardless of whether you are using Programming Manager, you are automatically accessing all the Backlot APIs. These include Digital Rights Management (DRM) APIs and SDKs, Backlot's REST endpoints such as `/asset`, and so on. Content from the Programming Manager CMS is synchronized with the Backlot CMS along with any existing labels. No other metadata fields are included in this synchronization. The UI here is backlot.ooyala.com. The Backlot CMS, available at <https://backlot.ooyala.com>, is a fixed/flat content hierarchy and supports a label-focused metadata model.



GLOSSARY

COLLECTION

A collection is a type of tag. Collections are custom groupings of content with associated metadata. Collections can contain individual video assets (HD, SD, etc.), content groups, channels, events, and offers.

CONTENT GROUP

Video assets can be organized within a content group. Content groups are composed of video assets that are ingested into the Programming Manager. Content groups can also contain offers. You can create content groups before you ingest your video assets into Programming Manager.

Content groups can be reviewed, quality checked, organized, and published in the same workflow as the asset lifecycle. In one version of the data model, assets that have the same series ID in their metadata are grouped together in a TV Series content group. Assets that have the same season ID in their metadata are grouped together in a season content group for the TV Series.

LABEL

A label is a type of tag. Use labels to mark your video assets and content groups. Labels do not have any associated metadata.

OFFER

An offer is a type of tag that is an association of a pre-created Vindicia or eCommerce Product (SVOD/TVOD) with additional metadata (Resolution - HD, SD, etc., Category - TV Series, Movie, etc., and Offer Dates). The creation of a product is managed by the Vindicia UI. Offers can only be associated with content groups and collections (not video assets).

VIDEO ASSET

Video assets are the HD or SD video renditions that your end user will view.

TAG

A tag is used to mark your content (for example, you could use tags to distinguish which of your video assets is a sports video). Tags include collections, offers, and labels.

