

08

**Fall**

Unicorn Media Inc.

API Content Ingest

Implementation Guide

VERSION: 1.1

Last Revision Date: 01/20/2014

©2014

**API Content Ingest**

The API Content Ingest service layer permits you to ingest a media file and metadata to Unicorn's cloud where it is then processed and transcoded. Additional details such as extended metadata, captions, and publication rules can also be passed along with the media file during ingest.

*API Ingest relies on Unicorn Media Platform technology, which requires customers to have an account setup. If you’re unsure of your account status, please contact* [*support@unicornmedia.com*](mailto:support@unicornmedia.com)

**Transcode Integration**

With the implementation of API Content Ingest, either the encoded video itself or a URL designating its download location can be included in the HTTP POST data. Upon successful delivery of the media file, transcode processing will begin. The core profiles required for delivery on the OnceVOD™ platform are generated, and notifications are then dispatched informing you that the profiles are ready for publishing.

**Process**

The transcode XML request for API Ingest has a **<FileData></FileData>** node containing binary data encoded using base-64. This XML also includes a parameter called **<DownloadURL>** that provides an alternative “pull” based methodology for ingesting the content. IngestInfo requires either a DownloadURL or FileData, and if you are using FileData, a File Extension is required.

The file size limit for upload within the POST data is 256MB. For ingest of files larger than 256MB, the **<DownloadURL>** parameter should be used. After this XML has been constructed, it should be sent to the following URL via a POST request stream:

US - <http://apiingest.unicornmedia.com/api/ingest>

EU - <http://apiingest-eu.unicornmedia.com/api/ingest>

Upon successful POST, the API services the Transcode Request, creates the media item and any necessary publication rules in the database and kicks off the transcode workflow. A notification is sent in the form of a URL postback when all transcodes are complete and the item is ready for publishing.

**NOTE:** *Unicorn Media assumes customers have an internal system capable of receiving a query string encoded notification. Receipt and handling of notifications is the customer’s responsibility.*

**Initiate Transcode Request**

Each upload is initiated by a transcode request from the customer. Below is the skeleton of a POST to our API Ingest service:

<APIIngestRequest>

<UserName>required</UserName>

<Password>required</Password>

<DomainName>required</DomainName>

<AVItem>

<CatalogGUID>required</CatalogGUID>

<ForeignKey>required</ForeignKey>

<IngestItemType>{Video|Audio}</IngestItemType>

<IngestInfo>

<DownloadURL>required if no filedata</DownloadURL>

<FileData>required if no downloadurl (bytes of the file)</FileData>

<FileExtension>required if filedata is used</FileExtension>

</IngestInfo>

<Title>optional</Title>

<Keywords>optional</Keywords>

<Description>optional</Description>

<ExtendedMetadata>optional

<key>optional</key>

<key2>optional</key2>

</ExtendedMetadata>

<Images>

<Image>

<CatalogGUID>optional</CatalogGUID>

<ForeignKey>required</ForeignKey>

<IngestItemType>{Image}</IngestItemType>

<IngestInfo>

<DownloadURL>required if no filedata</DownloadURL>

<FileData>required if no downloadurl</FileData>

<FileExtension>required if filedata is used</FileExtension>

</IngestInfo>

<ImageType>{Default|Thumbnail|SmallImage|LargeImage|MidsizedImage|CoverArtImage}</ImageType>

</Image>

</Images>

<Captions>

<Caption>

<CatalogGUID>optional</CatalogGUID>

<ForeignKey>required</ForeignKey>

<IngestItemType>{Caption}</IngestItemType>

<IngestInfo>

<DownloadURL>required if no filedata</DownloadURL>

<FileData>required if no downloadurl</FileData>

<FileExtension>required if filedata is used</FileExtension>

</IngestInfo>

<Language>required</Language>

<CaptionAssociateType>{Default}</CaptionAssociateType>

</Caption>

</Captions>

<PublicationRules>

<PublicationRule>

<ChannelGUID>required</ChannelGUID>

<StartDate>required</StartDate>

<EndDate>required</EndDate>

<ClientFilters>

<ClientFilter>

<VariableName>{IPAddress|UserAgent|ReferringHost}</VariableName>

<Value>required</Value>

<FilterType>{EQUALS|NOT\_EQUALS|IN|NOT\_IN|CONTAINS|NOT\_CONTAINS|STARTSWITH|NOT\_STARTSWITH|ENDSWITH|NOT\_ENDSWITH}</FilterType>

<IsDenied>true|false</IsDenied>

</ClientFilter>

</ClientFilters>

<Countries>

<Country>

<CountryCode>required</CountryCode>

<IsDenied>true|false</IsDenied>

</Country>

</Countries>

</PublicationRule>

</PublicationRules>

<CuePoints>

<CuePoint>

<CuePointType>{CuePoint|CuePointChapter|CuePointOverlay}</CuePointType>

<SecondsIn>required</SecondsIn>

</CuePoint>

</CuePoints>

</AVItem>

<NotificationURL>optional</NotificationURL>

<NotificationRequestMethod>optional</NotificationRequestMethod>

<Priority>optional</Priority>

</APIIngestRequest>

It should be noted that any {curly braced} item denotes an {available} option. Your POST, if it includes these values, should not include the curly braces.

The following glossary describes each node of the POST:

A description of each node available in **APIIngestRequest**:

| **Name** | **Required** | **Description** |
| --- | --- | --- |
| UserName | Yes | The email address associated with the User, used to authorize the incoming request. |
| Password | Yes | The password used in association with the email to determine if the user is authorized the incoming request. |
| DomainName | Yes | The name of the Domain that the User should have access to. Used for authentication. |
| AVItem | Yes | The Audio or Video ingest item this post pertains to. |
| NotificationURL | No | A URL that can be set to have an item notification job created for your newly ingested or versioned items. |
| NotificationRequestMethod | No | The HTTP method to assign to your item notification job. Default is GET. |
| Priority | No | Used if you have dedicated transcoders set up in your domain for a high-priority workflow. *Not used in V1 of API Content Ingest* |

A description of each node available in **AVItem**:

| **Name** | **Required** | **Description** |
| --- | --- | --- |
| CatalogGUID | Yes | The Catalog GUID the AVItem is from or will be ingested into. |
| ForeignKey | Yes | The Foreign Key assigned to the AV Item. |
| IngestItemType | No | The Media Item Type of the AV Item. Default is Video |
| IngestInfo | No\* | The dictionary containing information relevant to how this AV Item will be ingested or versioned. Required for new ingest items. |
| Title | No | The Title assigned to the AV Item. Default is the Foreign Key. |
| Keywords | No | The Keywords assigned to the AV Item. |
| Description | No | The Description assigned to the AV Item. |
| ExtendedMetadata | No | A Dictionary that will be stored as the Extended Metadata associated with this AV Item. Extended Metadata is additive on updates. |
| Images | No | List of Images to be associated with the AV Item. |
| Captions | No | List of Captions to be associated with the AV Item. |
| PublicationRules | No | List of Publication Rules to be associated with the AV Item. |
| CuePoints | No | List of Cue Points to be associated with the AV Item. |

A description of each node available in **IngestInfo**:

| **Name** | **Description** |
| --- | --- |
| DownloadURL | A URL to download the content from. |
| FileData | A string representation of the Bytes associated with the content. |
| FileExtension | The file extension to use for your File Data. |

IngestInfo requires either a DownloadURL or FileData, and if you are using FileData, a FileExtension is required.

A description of each node available in **Image**:

| **Name** | **Required** | **Description** |
| --- | --- | --- |
| CatalogGUID | No | The Catalog GUID the Image is from or will be ingested into. If none is given, the Catalog GUID from the AV Item will be used. |
| ForeignKey | Yes | The Foreign Key assigned to the Image Item. |
| IngestItemType | No | The Media Item Type to use for this Image. Default is Image and the only valid node. |
| IngestInfo | No\* | The dictionary containing information relevant to how this Image Item will be ingested or versioned. Required for new ingest items. |
| ImageType | No | The type of Media Item to Image Association. Default is Default. |

A description of each node available in **Caption**:

| **Name** | **Required** | **Description** |
| --- | --- | --- |
| CatalogGUID | No | The Catalog GUID the Caption is from or will be ingested into. If none is given, the Catalog GUID from the AV Item will be used. |
| ForeignKey | Yes | The Foreign Key assigned to the Caption Item. |
| IngestItemType | No | The Media Item Type to use for this Caption. Default is Caption and the only valid node. |
| IngestInfo | No\* | The dictionary containing information relevant to how this Caption Item will be ingested or versioned. Required for new ingest items. |
| CaptionAssociateType | No | The type of Media Item to Caption Association. Default is Default. |

A description of each node available in **PublicationRule**:

| **Name** | **Required** | **Description** |
| --- | --- | --- |
| ChannelGUID | Yes | The Channel GUID assigned to this Publication Rule. Must be a valid Channel in the Domain that was used in authentication. |
| StartDate | Yes | The Start Date assigned to the Publication Rule. In UNIX time or a DateTime parse-able string. Must not be greater than the End Date. |
| EndDate | Yes | The End Date assigned to the Publication Rule. In UNIX time or a DateTime parse-able string. Must not be less than the Start Date. |
| ClientFilters | No | The Client Filters associated with the Publication Rule. |
| Countries | No | The Countries associated with the Publication Rule. |
| DRMConfigs | No | The DRMConfigs associated with the Publication Rule. |

A description of each node available in **ClientFilter**:

| **Name** | **Required** | **Description** |
| --- | --- | --- |
| VariableName | Yes | The Variable Name assigned to this Client Filter. |
| Value | Yes | The Value associated with the Variable Name. |
| FilterType | Yes | The Filter of how the Value is associated with the Variable Name. |
| IsDenied | Yes | The outcome for when the Client Filter's properties are matched. |

A description of each node available in **Country**:

| **Name** | **Required** | **Description** |
| --- | --- | --- |
| CountryCode | Yes | The ISO 3166-1 2 character country code. |
| IsDenied | Yes | The outcome for when the Country properties are matched. |

A description of each node available in **CuePoint:**

| **Name** | **Required** | **Description** |
| --- | --- | --- |
| CuePointType | Yes | The type of Cue Point to be created. |
| SecondsIn | Yes | The number of seconds into the AV Item this Cue Point will fire. Must be non-negative. |

**Transcode Complete Notification – HTTP POST, GET**

As soon as all profiles for a specified Media Item are transcode complete and replicated, the Gateway Notification Service will notify you that your media items are ready for publishing. The service can be configured to make HTTP POST or GET calls to any URL you choose at a Domain or Catalog level.

**Process**

When the service detects that all the profiles configured for the media item are transcode complete and the media item is ready to publish, it will send a notification (in a URL encoded format) to the URL preconfigured with the following properties:

**Requirements**

Notifications can be sent via email or automated post-back to a URL of your choosing. Unicorn Media will send these responses in real time, allowing for your CMS or other publication platform to publish your content in the shortest possible time frame. The table below provides the minimum information necessary for Customer Service to set up your notifications. A client services representative can provide a list of values and their associated GUIDs.

|  |  |
| --- | --- |
| **Table 1: Item Notification Required Properties** | |
| **Property** | **Description** |
| DomainGUID | The unique identifier for the domain |
| CatalogGUID | The unique identifier for the catalog (optional) |
| NotificationURL | The default notification URL to use |
| Request Method | Your preferred HTTP request verb (GET, POST) |

**Item Notification URL Example**

This information in the table below is delivered via a RESTful syntax URL.

|  |  |
| --- | --- |
| **Table 2: Item Notification URL Elements** | |
| **Property** | **Description** |
| NotificationURL | The default notification URL to use |
| Catalog | The name assigned to the Catalog |
| Filename | The title assigned to the Media Item file |
| MediaItemGUID | The unique identifier for the Media Item |
| MediaItemForeignKey | The unique identifier for the Media Item Foreign Key |
| Duration | The length in seconds of the binary asset |
| StartTime | Time in GMT at which the asset began transcoding |

**URL Notification Template:**

[notificationURL]?Provider=Unicorn+Media&Catalog=[CatalogName]&Filename=[MediaItemTitle]&MediaItemGUID=[MediaItemGUID]&MediaItemForeignKey=[MediaItemForeignKey]&Duration=[Duration]&StartTime=[StartTime]

**URL Notification Example:**

http://tempuri.org/notify?Provider=Unicorn+Media&Catalog=Catalog+Name&Filename=Media+Item+Title&MediaItemGUID=26868bb9-92ff-49e2-8dad-f6d7ec97d9&MediaItemForeignKey=

876dc-4676-8426ecf6&Duration=30&StartTime=8%2F22%2F2012+1%3A08%3A59+PM

This URL contains a **<StartTime>** parameter, which is the time in GMT at which the asset began transcoding.

**NOTE:** *Unicorn Media assumes customers have an internal system capable of receiving a query string encoded notification. Receipt and handling of notifications is the customer’s responsibility.*

**SUPPORT & CONTACT INFORMATION**

New Release delivery method/policy:

* Customers are notified via email regarding platform and feature releases
* Unicorn Media Client Services manages all major platform changes that would affect a customer’s workflow via personalized communication, planning and 24/7/365 Support

￼

**Online**

Home Page: [www.unicornmedia.com](http://www.unicornmedia.com)

Contact Page: <http://unicornmedia.com/contact>

Client Services E-mail: [support@unicornmedia.com](mailto:support@unicornmedia.com)

**Phone**

Toll Free: **877-8-UNICORN (877-886-4267)**

Client Support Arizona Local: **480-214-4879**

Corporate Arizona Local: **480-214-6464**

**Hours of Operation**

Client Support Services:

Standard: **Monday – Friday, 6:00 AM – 6:00 PM**

On-Call Support: **24 x 7 x 365**

Corporate: **Monday – Friday, 8:00 AM – 5:00 PM**

￼￼￼**Client Services Prerequisites**

***New Issue:***

Your support representative will ask for certain information when you call. Please have the following information available prior to contacting Client Services:

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

***Existing Issue:***

Please have your Support Ticket number ready when you call as well as all new screenshots and steps necessary to determine the issue.