

Unicorn    Media    Inc.

Meta    Media    Item

Implementation    Guide

VERSION:    1.0.2

Last    Revision    Date:    02/13/2014

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

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**Overview**

The    Meta    Media    Item    feature    allows    you    would    like    to    concatenate    a    number    of    independent

pieces    of    content,    thus    creating    a    new    item    representing    the    sum    of    the    parts.    This    allows

individual    media    items    (episodic    segments,    clips,    program    parts)    to    be    used    together    as    a    single

content    stream.

A    Meta    Media    Item    is    constructed    by    submitting    an    API    Ingest    Request    with    an    IngestItemType

of    ‘MetaMediaItem.’        In    this    request,    an    array    of    “ChildMediaItems”    is    specified,    detailing    the

media    items    to    concatenate    as    well    as    the    order    in    which    they    should    be    displayed    in-­‐stream.

The    parent    media    media    item    has    its    own    metadata    that    may    be    used    in    downstream    systems

such    as    ad    servers    or    analytics    services.    **An    important    note    is    that    all    media    items    that    will**

**represent    the    parts    of    the    meta    media    item    must    be    submitted    prior    to    sending    a    meta    media**

**item    ingest    request.**If    one    or    more    media    items    have    not    yet    been    created    upon    a    Meta    Media

Item    request,    an    error    stating    that    some    media    item    parts    are    missing.

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

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

**Ingest    Request**

The    meta    media    item    is    a    feature    of    the    Unicorn    Media    API    Ingest    service.        To    create    a    meta

media    item,    the    various    media    items    to    be    contained    in    the    array    must    have    been    sent    to    the

Unicorn    Media    system    prior    to    sending    the    meta    media    item    request.        After    this,    you    may

submit    an    API    Ingest    request    with    a    specified    IngestItemType    of    ‘MetaMediaItem’.    The

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following    attributes    are    unique    to    the    Meta    Media    Item    feature.

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The    following    example    details    a    full    API    Ingest    request    to    create    a    meta    media    item    containing

three    child    media    items.    Please    see    the    Unicorn    Media    API    Ingest    Implementation    guide    for

more    information    on    this    ingest    service.        Note    that    you    will    use    a    different    endpoint    than    the

normal    API    Ingest    endpoints:

Meta    Media    Item    URI    End    Points:

US    -­‐    http://apiingest.unicornmedia.com/api/metamediaitem

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

**Sample  XML  API  Ingest  POST**

<?xml    version="1.0"    encoding="UTF-­‐8"?>

<APIMMIIngestRequest    xmlns:i=”http://www.w3.org/2001/XMLSchema-­‐instance">

            <UserName>meta@umedia.com</UserName>

            <Password>p4ssw0rd</Password>

            <DomainName>unicorn1</DomainName>

            <MetaMediaItem>

                        <Title>How    I    Met    Your    Mother    S4    EP11</Title>

                        <Keywords>Keywords</Keywords>

                        <Description>Description</Description>

                        <CatalogGUID>e15b4ce9-­‐a3d0-­‐4851-­‐ba57-­‐6d4dba711057</CatalogGUID>

                        <ForeignKey>HIMYMS4EP11</ForeignKey>

                        <IngestSourceGUID    />

                        <MediaItemGUID    />

                        <IngestItemType>MetaMediaItem</IngestItemType>

                        <ChildMediaItems>

                                    <MediaItem>

                                                <GUID    />

                                                <ForeignKey>HIMYMS4EP11P1</ForeignKey>

                                                <Position>0</Position>

                                    </MediaItem>

                                    <MediaItem>

                                                <GUID    />

                                                <ForeignKey>HIMYMS4EP11P2</ForeignKey>

                                                <Position>1</Position>

                                    </MediaItem>

                                    <MediaItem>

                                                <GUID    />

                                                <ForeignKey>HIMYMS4EP11P3</ForeignKey>

                                                <Position>2</Position>

                                    </MediaItem>

                        </ChildMediaItems>

                        <ExtendedMetadata>

                                    <testkey>foo</testkey>

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                                    <testkey2>bar</testkey2>

                        </ExtendedMetadata>

                        <Images>

                                    <Image>

                                                <CatalogGUID>e15b4ce9-­‐a3d0-­‐4851-­‐ba57-­‐6d4dba711057</CatalogGUID>

                                                <ForeignKey>HIMYMS4EP11</ForeignKey>

                                                <IngestSourceGUID    />

                                                <MediaItemGUID    />

                                                <IngestItemType>Image</IngestItemType>

                                                <IngestInfo>

                                                            <DownloadURL>http://umrss.com/media/r8.jpg</DownloadURL>

                                                            <FileData    />

                                                            <FileExtension    />

                                                </IngestInfo>

                                                <GUID    />

                                                <ImageType>Default</ImageType>

                                    </Image>

                        </Images>

                        <PublicationRules>

                                    <PublicationRule>

                                                <Flags    />

                                                <ChannelGUID>b4b7a18b-­‐1815-­‐422a-­‐8601-­‐62986fa0b079</ChannelGUID>

                                                <StartDate>1373180827</StartDate>

                                                <EndDate>1688713627</EndDate>

                                                <ClientFilters>

                                                            <ClientFilter>

                                                                        <VariableName>IPAddress</VariableName>

                                                                        <Value>199.30.108.18</Value>

                                                                        <FilterType>EQUALS</FilterType>

                                                                        <IsDenied>false</IsDenied>

                                                            </ClientFilter>

                                                </ClientFilters>

                                                <Countries>

                                                            <Country>

                                                                        <CountryCode>US</CountryCode>

                                                                        <IsDenied>false</IsDenied>

                                                            </Country>

                                                </Countries>

                                                &gt;

                                    </PublicationRule>

                        </PublicationRules>

            </MetaMediaItem>

            <NotificationURL>http://notification.qa.unicornapp.com/Notify</NotificationURL>

            <NotificationRequestMethod>POST</NotificationRequestMethod>

            <Priority>0</Priority>

</APIMMIIngestRequest>

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

• *Position    attriBute    is    missing    from    the    MediaItem    node.*

• *The    MediaItem    array    does    not    contain    a    position    attriBute    starting    with    “0”.*

• *Both    MediaItem    and    ForeignKey    are    missing    from    the    MediaItem    node.*

• *Multiple    MediaItems    contain    a    position    of    the    same    value.*

**Playback    of    a    Meta    Media    Item**

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

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

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

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

more    information    on    playback    and    delivery    of    ONCE    assets.

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**SUPPORT    &    CONTACT    INFORMATION**

New    Release    delivery    method/policy:

• Customers    are    notified    via    email    regarding    platform    and    feature    releases

• Unicorn    Media    Client    Services    manages    all    major    platform    changes    that    would    affect    a

customer’s    workflow    via    personalized    communication,    planning    and    24/7/365    Support

**Online**

Home    Page:                             www.unicornmedia.com

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

Client    Services    E-­‐mail:                  support@unicornmedia.com

**Phone**

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

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

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

**Hours    of    Operation**

Client    Support    Services:

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

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

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

**Client    Services    Prerequisites**

***New    Issue:***

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

the    following    information    available    prior    to    contacting    Client    Services:

• Service    name    and    version:    Click    Help    >    About    to    obtain    version

• Internet    Browser    Name    and    Version    (e.g.    MS    Internet    Explorer    8)

• Screen    shot    or    complete    transcript    of    error    received    if    applicable

• Description    of    problem

• Summation    of    steps    that    produced    the    problem/error

•  E-­‐mail    a    ZIP    file    containing    any    relevant    screen    shots,    error    messages    or    files    to

the    support    email    above

***Existing    Issue:***

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

screenshots    and    steps    necessary    to    determine    the    issue.

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