



previewnetworks

Media Partner API

v1.0.1

**Technical Specification for
mobile Feed for Cinema and DVD**

January 7, 2010

Table of Contents

1.	Introduction	3
2.	Version History	3
3.	Service Overview	3
4.	Access restrictions	3
5.	Data requests	3
6.	The Feed URLs	3
6.1.	Theatrical Feed	4
6.1.1.	URL Structure	5
6.2.	DVD/Blu-ray Feed	5
6.2.1.	URL Structure	5
7.	Data returned	5
8.	Refresh Frequency	6
9.	Contact Information	7
10.	Appendix (Encoding specification)	7

1. Introduction

The feed API enables Preview Networks partners to incorporate Preview Networks data into mobile applications.

This document describes the data available, and the means by which it should be requested.

This document does not give guidance on incorporating the data provided into third party applications.

2. Version History

Version	Date	Information
1.0	November 19, 2009	First release of mobile feed
1.0.1	January 7, 2010	"movieoftheday" is now included in API

3. Service Overview

This service comprises the following data feeds:

- **Theatrical Movies** – providing a listing of cinema releases, including the metadata, trailers and EPK material for each movie.
- **DVD/Blu-ray Movies** – providing a listing of DVD and Blu-Ray releases, including the metadata, trailers and EPK material for each movie.

These feeds are designed to provide an XML playlist that can be parsed by any XML parser like the one included in the iPhoneOS v3.0 and later.

4. Access restrictions

Only authorised partners with a valid channel user ID, may use the URLs provided. All requests are logged and, in the event of apparent abuse of the service, access may be withdrawn with no prior notice. Under no circumstances may a partner disclose the URLs provided for the service to any third party.

Full terms and conditions of use of this service will be supplied to interested parties.

5. Data requests

All requests must use 'GET' requests, and must use the partner identifier in the channel user ID parameter of the request.

6. The Feed URLs

Feeds are country specific; the first part of the URL determines which feed is used. The following codes are used:

uk	United Kingdom
fr	France
de	Germany
es	Spain

it Italy
 ch Switzerland (German language)
 ch-fr Switzerland (French language)
 nl The Netherlands
 dk Danmark
 se Sweden
 fi Finland

6.1. Theatrical Feed

Parameters:

Name	Purpose	Accepted Values
channel_user_id	Required, part of the URL. Identifies the requesting partner.	Please contact Preview Networks for your channel user ID.
feed_name	Required, part of the URL. Identifies how the feed should be organized.	<p>newest-20 The latest 20 films added to our database.</p> <p>now-20 20 current films at the cinema.</p> <p>coming-20 20 films coming to the cinema.</p> <p>The numbers above may be between 1 and 50.</p> <p>movieoftheday (single movie) as defined by marketing campaign</p> <p>moviesofday (list of movies) as defined by marketing campaign</p> <p>Any feed name as CinemaAction (by genre) or exclusive feed name (MovieBeat) will work</p> <p>You can define an offset position like now-10,5 meaning give me the 10 latest movie in cinema starting from position 5.</p>
movie_id	Use this to specify one or more movies by id. Can be called directly.	<p>A valid movie id.</p> <p>Possibility to request more than one movie id by using the pipe sign 12345 6789</p>
last_update	Use this parameter to retrieve any movie list where the last updated date of a movie is equal or greater than this parameter	<p>Unix stamp as an integer. (Defined as the number of seconds elapsed since midnight proleptic Coordinated Universal Time (UTC) of January 1, 1970, not counting leap seconds.</p>

6.1.1. URL Structure

[http://\[region_code\].mobile-feed.previewnetworks.com/cinema/\[feed_name-limit,offset\] or movie_id/channel_user_id/](http://[region_code].mobile-feed.previewnetworks.com/cinema/[feed_name-limit,offset] or movie_id/channel_user_id/)

In the examples below, substitute the "101-1" with the channel user ID.

Multiple movies:

<http://dk.mobile-feed.previewnetworks.com/cinema/coming-20/101-1/>

Multiple movies with query parameters:

http://dk.mobile-feed.previewnetworks.com/cinema/coming-20/101-1/?last_update=1257497800

Single movie:

<http://uk.mobile-feed.previewnetworks.com/cinema/2154/44110000-1>

Movie of the Day:

<http://uk.mobile-feed.previewnetworks.com/cinema/movieoftheday/44110000-1>

Movies of the Day:

<http://uk.mobile-feed.previewnetworks.com/cinema/moviesofday/44110000-1>

6.2. DVD/Blu-ray Feed

The parameters in this feed are the same as in Theatrical feed above.

6.2.1. URL Structure

[http://\[region_code\].mobile-feed.previewnetworks.com/dvd/\[feed_name-limit,offset\] or movie_id/channel_user_id/](http://[region_code].mobile-feed.previewnetworks.com/dvd/[feed_name-limit,offset] or movie_id/channel_user_id/)

In the examples below, substitute the "101-1" and "44110000-1" with the channel user ID.

Multiple movies:

<http://dk.mobile-feed.previewnetworks.com/dvd/coming-20/101-1/>

Single movie:

<http://uk.mobile-feed.previewnetworks.com/dvd/2154/44110000-1>

7. Data returned

Node name	Elements	Description	Type
movie	movie_id (Attribute)	Preview networks movie ID.	Integer
	imdb_id (Attribute)	IMDb ID	Integer
original_title		Original title of film in original language.	String
movie_duration		Duration in minutes.	Integer
production_year		Film production year.	Integer

official_website		Full URL.	String
actor	id (Attribute) node value	Internal id Name of actor.	Integer String
writer	id (Attribute) node value	Internal id Name of writer.	Integer String
director	id (Attribute) node value	Internal id Name of director.	Integer String
producers	id (Attribute) node value	Internal id Name of producer.	Integer String
region	short_name (Attribute)	Short country name	String
categorie	id (Attribute) node value	Internal id Category name.	Integer String
country	id (Attribute) node value	Internal id Production country.	Integer String
picture	id (Attribute) type_id (Attribute) type_name (Attribute) status_id (Attribute)	Internal id Internal id Internal name Status id	Integer Integer String Integer
url	node value	Image URL.	String
product	node		Node
product_title	node value	Local movie title	String
description	node value	Synopsis for movie	Text
premiere	unix_stamp (Attribute) node value	Release date since Epoch for picture. Release date of the movie in specific region.	Integer Date YYYY/MM/DD
pub_date	unix_stamp (Attribute) node value	Last update date since Epoch for specific product. Last update date for specific product.	Integer Date YYYY/MM/DD
distributor	id (Attribute) node value	Internal id Distributor name	Integer String
clip	clip_id (Attribute) name (Attribute)	Internal id Clip name (trailer 1, 2 ...)	Integer String
age_limit	node value	Age limit for clip	Integer
file	format (Attribute) size (Attribute)	File type (MP4 is default) File size type ¹	String String
url	node value	URL for video	String
size	node value	Bytes	Integer
duration	node value	Duration of the clip	Time 00:00:00.00

8. Refresh Frequency

It is recommended that this request is made on an “as required” basis preferably on a daily basis.

¹ xlarge (480 by 272 pixels in MP4/h264)
xxlarge (640 by 360 pixels in MP4/h264)

9. Contact Information

If you have any questions regarding our services please contact the following:

Technical Enquiries

Patrick Rodies – Technical Manager, Preview Networks

pr@previewnetworks.com

Tel: +45 70 27 87 77

Business Enquiries

Mikael Breinholst – Product manager, Preview Networks

mb@previewnetworks.com

Tel: +45 70 27 87 77

10. Appendix (Encoding specification)

	Size ID	Resolution (pixels)	Video Bit Rate (kbps)	Frame Rate (fps)	Video Codec	Audio Channel(s)	Audio Bit Rate	Audio Sampling Rate	Audio Codec
MP4									
xlarge	4	480x272	450	24		2	128	44100	
xxlarge	5	640x360	750	24		2	128	44100	