

## SST IMAGERY TICKET CLASSIFICATION — RAG KNOWLEDGE BASE

---

### CANONICAL GROUND TRUTH (FACTS & GLOSSARY)

- Platform taxonomy
  - PMAM = NBCU/SST DAM/CMS where we ingest & store packages (images + PSDs).
  - Atom = downstream delivery hub. When images are “pushed/published to Atom,” they show up on the live SkyShowTime platform (“on platform”).
  - “On platform” or “on SkyShowTime” = what viewers see. Missing there ≠ missing in PMAM.
- Asset taxonomy (non-episodic set for a title)
  - KA (Key Art) = Poster with artwork + title treatment only (no actor names/dates/extra text).
  - Iconic Art = KA without the title (exists for English localization only).
  - TT (Title Treatment) = Title logotype only. Must be pure white if needed for contrast; no blending modes, drop shadows, or special effects.
  - IH (Immersive Highlight) = Cinematic frame still.
  - Episodics = Episode imagery (series only). For series, per-episode assets exist with 2 aspect ratios per episode.
- Package size (non-episodic)
  - 295 assets total per title-level package: 149 images + 146 PSDs, all correctly sized and named.
- Localizations & territories
  - ~20 territories. Each territory may require localized titles (non-English TTs) for KA and TT.
  - “Unlocalized” means currently English where a territory expects localized artwork.
  - Language codes (e.g., en-US, hr-HR) may be used instead of language names.
- Films vs Series
  - “Series” implies potential episodic images (2 ARs per episode). “Film” has no episodics.
  - Seasons are treated like scoped sub-packages for series. A brand-new season with nothing in PMAM is “Make New Package” (for that season).
- Common verbs & synonyms
  - Make/create/build art, onboard/ingest to PMAM = package creation in PMAM.
  - Push/publish/republish to Atom = propagation to platform.
  - “Missing on platform” ≈ not in Atom yet. “Not in PMAM” ≈ never made/ingested.
  - “Swap TT,” “replace KA TT,” “localize Bulgarian/Czech/Croatian,” “fix quality” = change existing assets.

---

### TOP-LEVEL DECISION TREE (ALWAYS APPLY IN ORDER)

Q0. Is the requester explicitly unsure which option to pick or gives vague/contradictory info?  
→ If yes AND you cannot reach  $\geq 0.95$  confidence on categories 1–4, label = (5) I'M UNSURE.

Q1. Does the title/season have ZERO assets in PMAM? (“I can’t find this title in PMAM,” “Nothing exists in PMAM for S2,” “Paramount delivered a new title—please make the art.”)  
→ If yes, label = (1) MAKE NEW PACKAGE.

Q2. Do SOME assets exist in PMAM but certain images are missing/incomplete? (e.g., missing episodes 5–7; missing certain localizations; variant images like “MVPD” still needed)  
→ If yes, label = (2) ADD MISSING IMAGE ASSETS.

Q3. Are assets already in PMAM, but they are NOT on platform/Atom yet, and the ask is to “push/publish” or to resolve “missing on platform”?  
→ If yes, label = (3) Push artwork to platform.

Q4. Do assets exist but need to be CHANGED/REPLACED/FIXED (e.g., swap to localized TTs, correct wrong language code, update artwork chosen by studio, quality/color/TT rules fixes)?  
→ If yes, label = (4) CHANGE EXISTING IMAGE ASSETS.

Else → (5) I'M UNSURE.

Edge guardrails:

- “Missing in PMAM” → never created → (1) Make New Package.
- “Missing on platform / in Atom” → made but not published → (3) Push artwork to platform.
- “We have English but need Bulgarian/Czech/Croatian now” → replace/swap → (4) Change Existing Image Assets.
- “We need two extra MVPD variants” (Spanish files exist but MVPD English variants not yet present) → treat as missing deliverables → (2) Add Missing Image Assets.

---

## CATEGORY DEFINITIONS WITH SIGNALS, COUNTER-SIGNALS, REQUIREMENTS, OUTPUTS

### (1) MAKE NEW PACKAGE

Definition: No imagery (for the film, series, or that specific season) exists in PMAM. Request is to build the full package (295 assets: 149 images + 146 PSDs) and ingest to PMAM.

Positive signals / trigger phrases:

- “I cannot find this title/season in PMAM.”
- “Paramount delivered a new [film/series]; please make the art.”
- “When can you make the artwork for X?” (with zero PMAM presence)
- “Nothing is in PMAM for S3 yet.”

Counter-signals (push you elsewhere):

- “Images are missing on platform.” (→ (3) Push artwork to platform)
- “Episodes 5–7 are missing but the rest are there.” (→ (2) Add Missing Image Assets)

- “Please replace English with Bulgarian for HR territory.” (→ (4) Change Existing Image Assets)

Minimal required info to proceed:

- Title, Content Type (Film/Series), Season (if series), due date.
- Territories/localizations needed (if already known), any special variants (e.g., MVPD).
- Confirm full deliverable scope: full 295 assets + episodic plan (if series).

Output/deliverable:

- Full package built, fully named/sized, ingested to PMAM.

## (2) ADD MISSING IMAGE ASSETS

Definition: Some assets exist in PMAM, but a subset is missing (localizations, episodes, variants). The ask is to add what’s missing to complete coverage.

Positive signals / trigger phrases:

- “Episodes 5, 6, 7 aren’t in PMAM yet.”
- “We still need Spanish and Czech localizations.”
- “Can you deliver the x images with ‘MVPD’ in the filename?” (Special case: 2 Spanish images need MVPD variant with language code changed to English; treat as missing variants to be added.)
- “We have S2 but lack the TT for several territories.”

Counter-signals:

- “Nothing is in PMAM for this title.” (→ (1) Make New Package)
- “Please swap English for Bulgarian” or “replace artwork per studio update.” (→ (4) Change Existing Image Assets)
- “Images are not showing on platform / publish to Atom.” (→ (3) Push artwork to platform)

Minimal required info:

- Explicit list of missing assets (episodes/territories/variants) OR acceptance to derive from standard coverage map.
- Title, Content Type, Season/Episode list, due date.

Output/deliverable:

- Only the missing set produced and ingested to PMAM (and, if asked, subsequently pushed to Atom).

## (3) Push artwork to platform

Definition: Assets are already in PMAM but not yet visible on platform. The ask is to publish/push to Atom (often time-sensitive to launch).

Positive signals / trigger phrases:

- “Images are missing on platform.”
- “I don’t see the images in Atom.”
- “Can you publish/push the artwork for X?” / “Launch for X is in 5 days—push to platform.”

Counter-signals:

- “Can’t find in PMAM at all.” (→ (1) Make New Package)
- “Please add episodes/localizations we don’t have yet.” (→ (2) Add Missing Image Assets)
- “Swap English KA to Bulgarian / quality not sufficient.” (→ (4) Change Existing Image Assets)

Minimal required info:

- Title (+ Season), which assets to push (all or subset), launch date, any dependencies (confirm videos uploaded).

Key rule:

- We cannot push to Atom until corresponding videos are uploaded to PMAM by the video team.

Output/deliverable:

- Publish/push requested images from PMAM to Atom; verify on platform.

#### (4) CHANGE EXISTING IMAGE ASSETS

Definition: Assets exist but must be altered—localization swaps, language code corrections, studio-mandated artwork changes, and quality/compliance fixes (e.g., TT purity).

Positive signals / trigger phrases:

- “Bulgarian unlocalized” (i.e., English in a territory that expects Bulgarian) → replace with localized.
- “Localize assets for Czech and Croatian” (or via codes like hr-HR).
- “Studio updated the poster—please replace the KA.”
- “TT must be pure white / remove blending/shadow / color illegible on dark BG.”
- “Language code in filename is wrong—correct it for these assets.” (If the variant does not yet exist and must be added new, classify carefully: rename-only on current files → Change; generating truly new variants to fill a gap → Add Missing.)

Counter-signals:

- “Missing on platform / publish.” (→ (3) Push artwork to platform)
- “I can’t find anything in PMAM” (→ (1) Make New Package)
- “We lack episodes 5–7 / need extra MVPD variants” (→ (2) Add Missing Image Assets)

Minimal required info:

- Exact assets to change (by path/ID/filename pattern), territories/language codes, nature of change (swap TT, replace KA, fix TT to pure white, rename code), due date.

Output/deliverable:

- Updated/replaced assets in PMAM; re-push to Atom if needed.

#### (5) I’M UNSURE – DESCRIBED IN REQUEST SECTION

Definition: The requester doesn’t know the right choice or provides insufficient/contradictory info. The agent must (a) infer if possible with  $\geq 0.95$  confidence, or (b) ask targeted follow-ups until confident.

Use when:

- Mixed signals: “missing on platform” + “not in PMAM” in the same request with no evidence.
- Title unknown; content type unknown; speaks about “artwork update” but also “episodes missing,” etc.

Ask to disambiguate (only when needed):

- 1) Can you confirm whether ANY assets exist in PMAM for this title/season? (If no → (1))
- 2) If some exist, what’s missing—episodes, territories/localizations, or special variants? (If yes → (2))
- 3) Do you need us to publish existing PMAM assets to Atom because they’re missing on platform? (If yes → (3))

4) Are you asking us to swap/replace/fix existing artwork (e.g., localization or quality)? (If yes → (4))

---

#### PHRASE-TO-LABEL MAPPING (QUICK LOOKUP)

- “Not in PMAM” / “Can’t find in PMAM” / “Make the art” / “Onboard the title” → (1) MAKE NEW PACKAGE
- “Missing episodes [X–Y]” / “Still need [language/territory]” / “Add MVPD variants” → (2) ADD MISSING IMAGE ASSETS
- “Missing on platform” / “Not in Atom” / “Publish/push to platform/Atom” / “Go live” → (3) Push artwork to platform
- “Swap English to Bulgarian” / “Localize to Czech/Croatian” / “Replace KA per studio” / “TT must be pure white; fix artifacts” / “Correct language code” → (4) CHANGE EXISTING IMAGE ASSETS
- Unclear which of the above, and confidence < 0.95 → (5) I’M UNSURE

Special note (MVPD rename case):

- Request: “Can you deliver the artwork for x but with MVPD in the name?” (Spanish originals exist; need 2 MVPD images with language code changed to English.) Treat as adding missing variants → (2) ADD MISSING IMAGE ASSETS.

---

#### MINIMUM FIELDS THE AGENT SHOULD EXTRACT FROM ANY TICKET (NER SCHEMA)

title: <string>  
content\_type: <Film|Series>  
season\_number: <int|null> # required if Series & season-specific  
episode\_numbers: <list<int>|null> # if episodic scope  
territories: <list<string>|null> # e.g., ES, HR, BG; or language codes like hr-HR  
localizations: <list<string>|null> # languages requested if specified  
asset\_types: <list<string>|null> # KA, Iconic, TT, IH, Episodics  
variants: <list<string>|null> # e.g., MVPD  
destination: <PMAM|Atom|Platform|Unknown>  
due\_date: <date|null>  
ask\_type: <Make New Package|Add Missing|Update Status|Change Existing|Unsure> # classifier output  
notes: <free text> # e.g., “TT must be pure white,” “studio updated poster,” etc.

---

#### CONFIDENCE RUBRIC (WHEN TO LABEL VS ASK)

- Assign a label without follow-ups if you reach  $\geq 0.95$  confidence from the signals above.
- If contradictory signals remain and confidence < 0.95, label = (5) I’M UNSURE and ask the smallest set of yes/no clarifiers from the disambiguation list.

---

## COMPACT PSEUDOCODE FOR CLASSIFIER

```
function classify(ticket):
  s = normalize(ticket.text)

  if mentions_explicit_unsure(s) and confidence < 0.95:
    return UNSURE

  if mentions_not_in_PMAM(s) or mentions_make_art_new_title(s):
    return MAKE_NEW_PACKAGE

  if mentions_missing_on_platform_or_atom(s) or mentions_publish_push(s):
    return UPDATE_EXISTING_IMAGE_STATUS

  if mentions_missing_subset(s): # episodes/territories/variants/MVPD
    return ADD_MISSING_IMAGE_ASSETS

  if mentions_swap_replace_fix_localize_quality_or_code(s):
    return CHANGE_EXISTING_IMAGE_ASSETS

  # If multiple matched, resolve with precedence:
  # 1) MAKE_NEW_PACKAGE over everything if PMAM has zero assets
  # 2) UPDATE_EXISTING_IMAGE_STATUS outranks ADD_MISSING if "missing on
platform/Atom" and no PMAM absence
  # 3) CHANGE_EXISTING outranks ADD_MISSING if request is to alter existing (swap/fix) not
add new coverage
  # Else if unclear:
  return UNSURE
```

---

## EXAMPLES (DIVERSE, REALISTIC)

### MAKE NEW PACKAGE (✓)

- 1) "Paramount delivered a new film, 'Novocaine'. I can't find anything in PMAM—please make the full package." → (1)
- 2) "'Saltburn' S2 just got greenlit; there's nothing in PMAM for that season yet. Build the art?" → (1)
- 3) "Can you create artwork for 'Arc Light' from scratch? I searched PMAM and there are no assets." → (1)

### ADD MISSING IMAGE ASSETS (✓)

- 4) "x Sn: episodes a–b aren't in PMAM yet. When can you deliver?" → (2)

- 5) “We’re missing Czech and Croatian TTs for the film; add those localizations.” → (2)  
6) “x needs two MVPD images with ‘MVPD’ in the filename; change language code to English for those variants.” → (2)

Push artwork to platform (✓)

- 7) “Images are missing on platform for ‘Novocaine’. Please push/publish to Atom.” → (3)  
8) “Launch is in 5 days—can you publish all KA/Iconic/TT for ‘Blue Ridge’?” → (3)  
9) “I don’t see the images in Atom, but they’re in PMAM.” → (3)

CHANGE EXISTING IMAGE ASSETS (✓)

- 10) “Bulgarian unlocalized. Replace English with Bulgarian TT for BG territory.” → (4)  
11) “Studio replaced the poster—swap the KA across all territories.” → (4)  
12) “TT isn’t pure white and fails contrast; fix per guidelines and re-deliver.” → (4)

I’M UNSURE (✓)

- 13) “I can’t find the title anywhere and also the images are missing on platform.” (Contradictory: could be (1) or (3). Ask: Do ANY assets exist in PMAM?) → (5)  
14) “Please update images and add episodes for S3 ASAP.” (Update vs Add mixed; ask which part is missing vs needs publishing.) → (5)  
15) “Can you localize and also publish everything by Friday?” (Do we have PMAM coverage? If some assets don’t exist, may be mix of (2) and (3).) → (5)

Counterexamples (show correct re-labels)

- A) “Not in PMAM; please make art” but they also say “push to Atom.” Correct label: (1) Make New Package first; pushing happens after creation.  
B) “Missing on platform” but assets are fully in PMAM. Correct label: (3) Push artwork to platform, not (2).  
C) “We have English files in ES; switch to Spanish TT.” Correct label: (4) Change Existing, not (2), unless they request NEW additional variants to fill coverage gaps.

---

## CHECKLISTS PER CATEGORY (WHAT THE AGENT DOES NEXT)

### (1) MAKE NEW PACKAGE

- ☐ Confirm title/season scope (Film vs Series; season #).
- ☐ Confirm territories/localizations and any special variants (e.g., MVPD).
- ☐ Produce full 295-asset non-episodic package; plan episodics (2 AR/episode) if Series.
- ☐ Ingest to PMAM; (optionally) prepare to publish later.

### (2) ADD MISSING IMAGE ASSETS

- ☐ Identify delta vs current PMAM coverage (episodes, territories, variants).
- ☐ Generate only missing items; follow naming/size rules.
- ☐ Ingest to PMAM; note if publishing to Atom is also requested.

(3) Push artwork to platform

- ☐ Verify assets exist in PMAM and corresponding videos exist in PMAM.
- ☐ Publish/push to Atom; confirm visibility on platform.
- ☐ Report any video-dependency blocks.

(4) CHANGE EXISTING IMAGE ASSETS

- ☐ Gather exact targets to change (filenames/IDs/patterns).
- ☐ Apply localization swaps, studio artwork updates, TT compliance fixes, code corrections.
- ☐ Replace in PMAM; (re)publish to Atom if requested.

(5) I'M UNSURE

- ☐ Ask the smallest set of disambiguation questions (see above).
- ☐ Reclassify to (1–4) once  $\geq 0.95$  confidence is reached.

---

KEYWORD & PATTERN CUES (HEURISTICS — DO NOT USE EXCLUSIVELY)

MAKE NEW PACKAGE:

“from scratch”, “nothing in PMAM”, “can’t find in PMAM”, “make/onboard/create art”, “new title/season”

ADD MISSING IMAGE ASSETS:

“missing episodes”, “need [lang]/[territory] localization”, “add MVPD”, “still need TT for [languages]”, “partial coverage”

Push artwork to platform:

“missing on platform”, “publish to Atom”, “push to platform”, “not in Atom”, “go live”, “launch”

CHANGE EXISTING IMAGE ASSETS:

“swap/replace”, “localize to [lang/territory]”, “unlocalized”, “studio updated poster”, “fix TT to pure white”, “quality not sufficient”, “wrong language code”

---

AMBIGUITY RESOLUTION (ONLY IF CONFIDENCE < 0.95)

Ask in this order (stop when resolved):

- 1) Do any assets exist in PMAM for this title/season?
- 2) If yes, are you missing specific images (episodes/localizations/variants)?
- 3) Or do you need us to publish to Atom (assets are already in PMAM but not on platform)?
- 4) Or do you need us to swap/replace/fix existing assets (localization/quality/studio update)?

---

NOTES ON SERIES & EPISODICS



- Episodics exist only for Series; each episode requires 2 aspect ratios.
- If only some episodes are missing → (2) Add Missing Image Assets.
- New season with nothing in PMAM → (1) Make New Package (for that season).

---

## QUALITY & COMPLIANCE (APPLIES TO CHANGES & NEW BUILDS)

- TT rules: pure white if required for contrast; no blending modes, drop shadows, or special effects.
- Iconic exists for English only (no title).
- Naming and sizing must be correct for all assets (including MVPD variants when requested).

---

## CLASSIFIER OUTPUT (SUGGESTED JSON SCHEMA FOR DOWNSTREAM SYSTEMS)

```
{
  "label": "Make New Package | Add Missing Image Assets | Push artwork to platform | Change Existing Image Assets | Unsure",
  "confidence": 0.00-1.00,
  "rationale": "1–2 sentences citing decisive phrases/facts from the request",
  "extracted_fields": {
    "title": "...",
    "content_type": "Film|Series",
    "season_number": null|#,
    "episode_numbers": [ ... ]|null,
    "territories": [ ... ]|null,
    "localizations": [ ... ]|null,
    "asset_types": [ "KA","Iconic","TT","IH","Episodics" ]|null,
    "variants": [ "MVPD", ... ]|null,
    "destination": "PMAM|Atom|Platform|Unknown",
    "due_date": "YYYY-MM-DD"|null,
    "notes": "..."
  }
}
```

---

## REMEMBER THE THREE CORE DISTINCTIONS

### 1) PMAM ABSENCE vs PRESENCE

- Absent entirely → (1) Make New Package
- Present partially → (2) Add Missing

### 2) PLATFORM VISIBILITY

- “Missing on platform” / “in Atom” → (3) Update Status

### 3) CONTENT ALTERATION

- “Swap/replace/fix/localize/quality/code” on existing files → (4) Change Existing

If none clearly applies with  $\geq 0.95$  certainty, use (5) I'M UNSURE and ask the minimal disambiguators.

END OF DOCUMENT