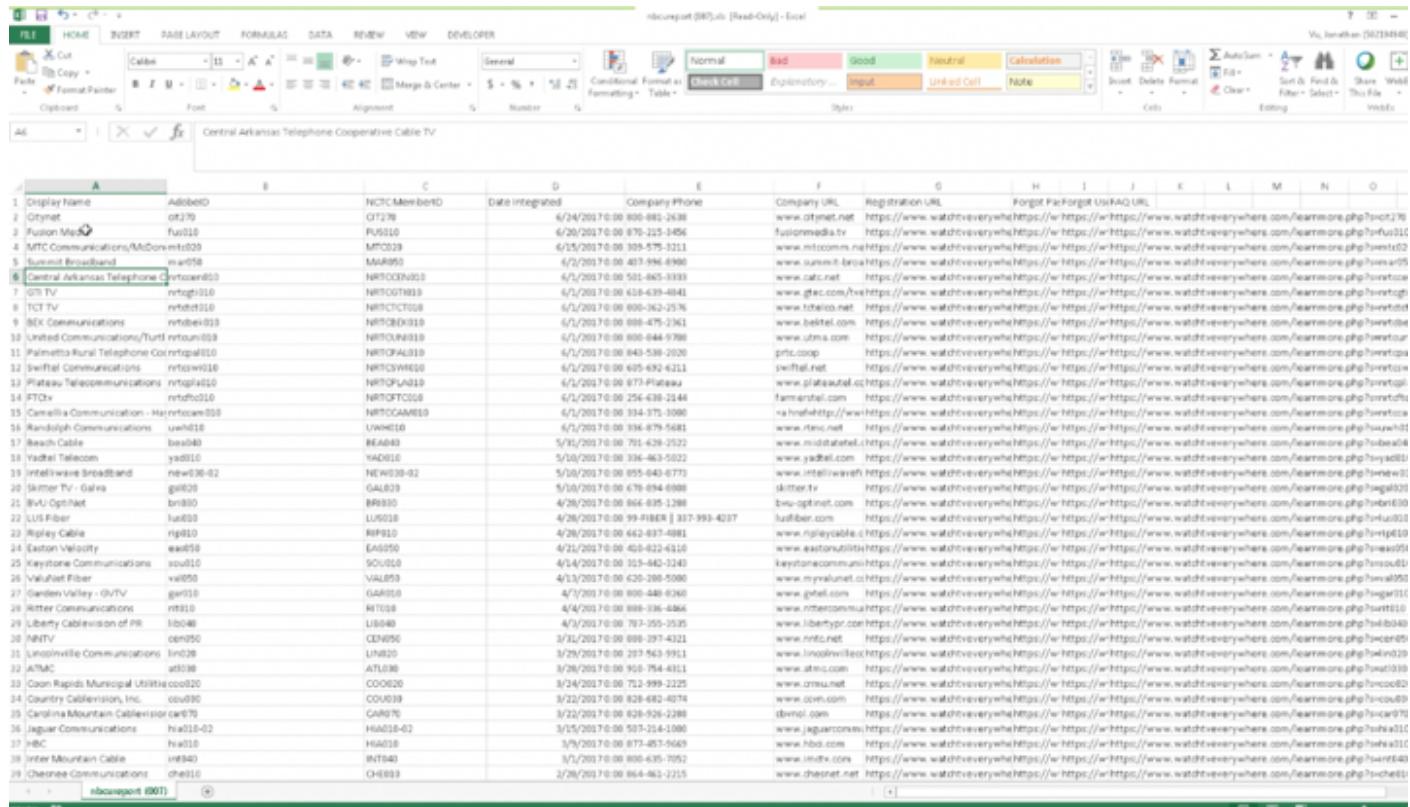


# Discovery - Adding New MVPD Records

## Workflow 1: Collecting Basic Information from Partners



A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Display Name	AdobeID	NCTC Member ID	Date Integrated	Company Phone	Company URL	Registration URL	Forgot Password	FAQ URL					
2	Optinet	ot279	OT279	6/24/2017 0:00:000-000-0000	970-225-1456	www.otinet.net	https://www.watchtveverywhere.com/learnmore.php?host279							
3	Fusion Media	fuz010	PUS010	6/29/2017 0:00:000-000-0000		fusionmedia.tv	https://www.watchtveverywhere.com/learnmore.php?hostfuz010							
4	MTC Communications/MDCoN mtc039		MTC039	6/15/2017 0:00:309-575-3211		www.mtccomm.com	https://www.watchtveverywhere.com/learnmore.php?hostmtc039							
5	Summit Broadband	swr158	MAR058	6/2/2017 0:00:000-000-0000		www.summitbroadband.com	https://www.watchtveverywhere.com/learnmore.php?hostsummitbroadband							
6	Central Arkansas Telephone Cooperative	ctt0065	NRTC0065	6/1/2017 0:00:501-865-9300		www.ctt.net	https://www.watchtveverywhere.com/learnmore.php?hostcentralarkansas							
7	OTI TV	ntt010	NRT007003	6/1/2017 0:00:000-000-0000		www.ntt010.com	https://www.watchtveverywhere.com/learnmore.php?hostntt010							
8	TCT TV	nttd010	NRT0TCT010	6/1/2017 0:00:000-362-2576		www.tcttv.com	https://www.watchtveverywhere.com/learnmore.php?hosttcttv							
9	BEK Communications	nttbe010	NRT0B0X010	6/1/2017 0:00:000-475-2361		www.bekcommunications.com	https://www.watchtveverywhere.com/learnmore.php?hostbekcommunications							
10	United Communications/Turff	nttun008	NRT0U0X010	6/1/2017 0:00:000-644-5790		www.unitedcommunications.com	https://www.watchtveverywhere.com/learnmore.php?hostunitedcommunications							
11	Palmetto Rural Telephone Cooperative	nttrp010	NRT0P0X010	6/1/2017 0:00:000-940-5380		www.palmettoruraltel.com	https://www.watchtveverywhere.com/learnmore.php?hostpalmettoruraltel							
12	Swiftel Communications	nttsw010	NRT0S0X010	6/1/2017 0:00:000-405-493-4111		www.swiftel.com	https://www.watchtveverywhere.com/learnmore.php?hostswiftel							
13	Plateau Telecommunications	nttpa010	NRT0P0X010	6/1/2017 0:00:000-975-Plateau		www.plateautel.com	https://www.watchtveverywhere.com/learnmore.php?hostplateautel							
14	PTC tv	nttd010	NRT0PTC010	6/1/2017 0:00:000-256-438-2144		www.ptctv.com	https://www.watchtveverywhere.com/learnmore.php?hostptctv							
15	Carolina's Communication - Harritoncom 008		NRT0C0AM010	6/1/2017 0:00:000-334-375-1080		www.harriton.com	https://www.watchtveverywhere.com/learnmore.php?hostcarolinasc							
16	Randolph Communications	usehd18	UWHD18	6/1/2017 0:00:000-876-879-5481		www.rancom.com	https://www.watchtveverywhere.com/learnmore.php?hostrandolphcommunications							
17	Beach Cable	bea040	BEA040	5/15/2017 0:00:000-701-428-5152		www.mindatabeach.com	https://www.watchtveverywhere.com/learnmore.php?hostbeachcable							
18	Vadet Telecom	yed010	YAD010	5/18/2017 0:00:000-463-463-5022		www.yadetel.com	https://www.watchtveverywhere.com/learnmore.php?hostvadet							
19	Intellitwave broadband	newit36-02	NEW036-02	5/10/2017 0:00:000-655-043-7775		www.intellitwave.com	https://www.watchtveverywhere.com/learnmore.php?hostintellitwave							
20	Skinner TV - Galva	gal020	GAU020	5/10/2017 0:00:000-676-894-6980		www.skinnertv.com	https://www.watchtveverywhere.com/learnmore.php?hostskinner							
21	IVU Optinet	brn030	BRB030	4/28/2017 0:00:000-866-895-1280		bwu-optinet.com	https://www.watchtveverywhere.com/learnmore.php?hostbwu-optinet							
22	LLUS Fiber	lus020	LU0020	4/28/2017 0:00:000-256-256-1525		lusfiber.com	https://www.watchtveverywhere.com/learnmore.php?hostlusfiber							
23	Ripley Cable	rip010	RIPI010	4/28/2017 0:00:000-642-897-4981		www.riplycable.com	https://www.watchtveverywhere.com/learnmore.php?hostriplycable							
24	Easton Velocity	ewd050	EA0050	4/21/2017 0:00:000-405-822-4110		www.eastonvelocity.com	https://www.watchtveverywhere.com/learnmore.php?hosteastonvelocity							
25	Keystone Communications	sou110	SOU010	4/14/2017 0:00:000-305-842-1242		www.keystonetelecom.com	https://www.watchtveverywhere.com/learnmore.php?hostkeystonetelecom							
26	ValuhNet Fiber	val050	VAL050	4/13/2017 0:00:000-230-288-5000		www.valuhnet.com	https://www.watchtveverywhere.com/learnmore.php?hostvaluhnet							
27	Garden Valley - GV-TV	gv010	GAU010	4/17/2017 0:00:000-865-048-8160		www.gv-tv.com	https://www.watchtveverywhere.com/learnmore.php?hostgardenvalley							
28	Ritter Communications	rtr010	RT0010	4/14/2017 0:00:000-889-336-4866		www.rittercommunications.com	https://www.watchtveverywhere.com/learnmore.php?hostrittercommunications							
29	Liberty Cablevision of Inc.	lbc040	LIB040	4/1/2017 0:00:000-707-255-1525		www.libertycable.com	https://www.watchtveverywhere.com/learnmore.php?hostlibertycable							
30	NNTV	cen050	CEN050	3/31/2017 0:00:000-297-543-4231		www.nntv.net	https://www.watchtveverywhere.com/learnmore.php?hostnntv							
31	Lintonville Communications	lnv028	UNV020	3/29/2017 0:00:000-207-543-9501		www.lintonville.com	https://www.watchtveverywhere.com/learnmore.php?hostlintonville							
32	ATMC	at038	ATL038	3/28/2017 0:00:000-702-754-4101		www.atmc.com	https://www.watchtveverywhere.com/learnmore.php?hostatmc							
33	Coon Rapids Municipal Utilities cool20		COO020	3/24/2017 0:00:000-712-999-2220		www.coonrapids.org	https://www.watchtveverywhere.com/learnmore.php?hostcoonrapids							
34	Country Calibrations, Inc.	cus030	CUS030	3/22/2017 0:00:000-828-682-4074		www.ccv.com	https://www.watchtveverywhere.com/learnmore.php?hostcountrycalibrations							
35	Carolina Mountain Calibrations car070	CAR070	CAU070	3/22/2017 0:00:000-828-926-2280		dvcpl.com	https://www.watchtveverywhere.com/learnmore.php?hostcarolinamountaincalibrations							
36	Jaguar Communications	hr018-02	HR0018-02	3/15/2017 0:00:000-507-214-2101		www.jaguarcom.com	https://www.watchtveverywhere.com/learnmore.php?hostjaguarcommunications							
37	iBC	hr010	HR0010	3/9/2017 0:00:000-877-487-6669		www.hbd.com	https://www.watchtveverywhere.com/learnmore.php?hostibc							
38	Inter Mountain Cable	hr040	INT040	3/15/2017 0:00:000-800-835-7052		www.indtv.com	https://www.watchtveverywhere.com/learnmore.php?hostintermountaincable							
39	Chesnee Communications	ch010	CH0010	3/28/2017 0:00:000-964-862-2125		www.chesnet.net	https://www.watchtveverywhere.com/learnmore.php?hostchesneecom							

- Partner\* sends over the Excel for all MVPD's underneath their umbrella. It will be integrated into our system. The fields include:

- Displayed name
- Adobe ID
- NCTC Member ID
- Date Integrated
- Company Phone
- Company URL
- Registration URL
- Forgot Password
- Forgot User ID
- FAQ URL

\* This partner is WatchTVEverywhere, underneath the NCTC Membership.

## Discovery - Adding New MVPD Records

2. The list has 487 entries now. This is a reoccurring list – it means not every entry of them will have to go in, because many of them have been entered already. If we plan to have bulk upload function from this sheet, we will need to only upload the new ones, to avoid duplicating records in the system.
3. Some partners are single partners, e.g. Hulu, Comcast. In some areas, some partners do not have the power, finance, or leverage to push as much as Comcast or Hulu does. So what they do is: they pay a service underneath one MVPD, -- like one umbrella of MVPD, which is NCTC, in this case, WatchTV Everywhere, and they act as one big aggregator of all MVPDs, to provide off-domain and on-domain service.
4. Another thing received from partner is email:

Fri 6/23/2017 2:52 PM

Charlotte Meyer <cmeyer@nctconline.org>

**FUS010-Fusion Media: WTVE integration completed and now ready for NBCU content**

To: Harrington, Laura (NBCUniversal); Hope-Murray, Karen (NBCUniversal); Antworth, Emily (NBCUniversal); Yu, Jonathan (NBCUniversal); Sanchez, Damien (NBCUniversal)

Cc: Charlotte Meyer; WTVE (support@watcheverywhere.com); barbara@fusionmedia.tv

Retention Policy: Never Delete (Never) Expires: Never

Follow up: Start by Friday, June 23, 2017. Due by Friday, June 23, 2017.  
This message was sent with High importance.

**Message**

- fus010\_240x120.png (5 KB)
- fus010\_344x120.png (6 KB)
- fus010\_390x1508.kpi (6 MB)
- fus010\_68x16\_black.png (1 KB)
- fus010\_68x16\_black.png (1 KB)
- fus010\_68x16\_black.png (1 KB)
- fus010\_olympics\_85x38.png (2 KB)
- fus010\_68x16\_white.png (1 KB)
- fus010\_98x24\_black.png (1 KB)
- fus010\_98x24\_black.png (1 KB)
- fus010\_184x60\_1800p.png (2 KB)
- fus010\_120x40\_black.png (2 KB)

Hi All,

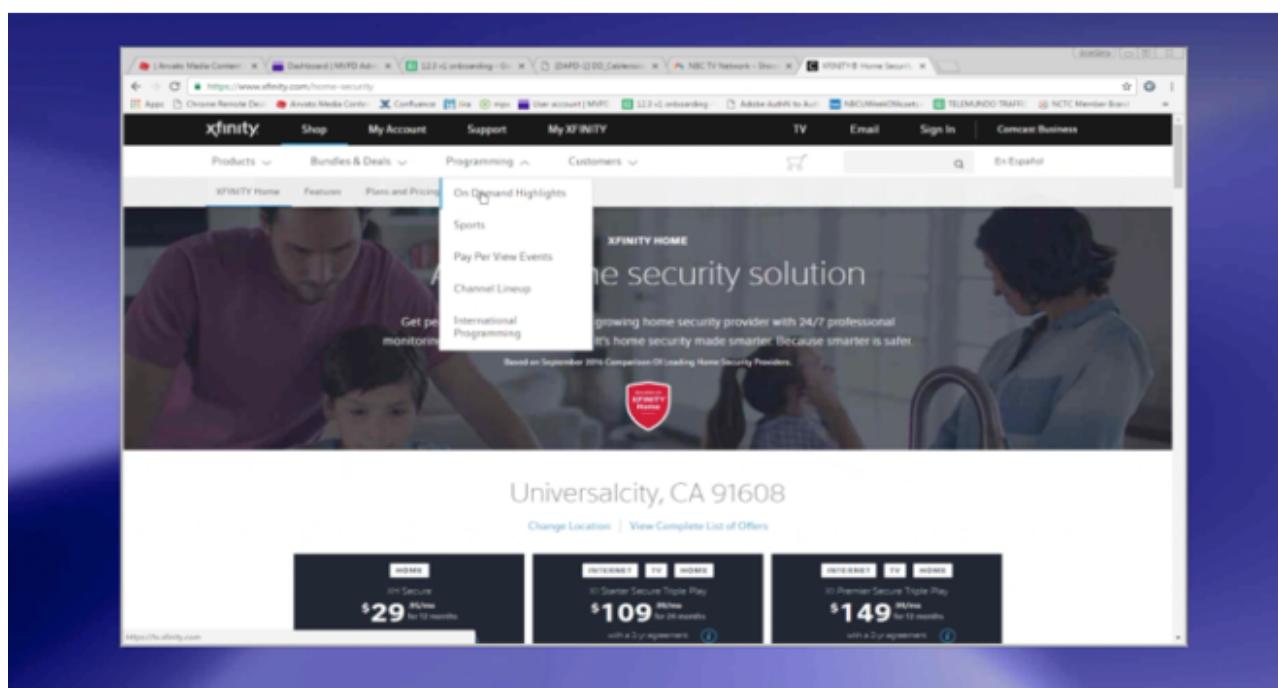
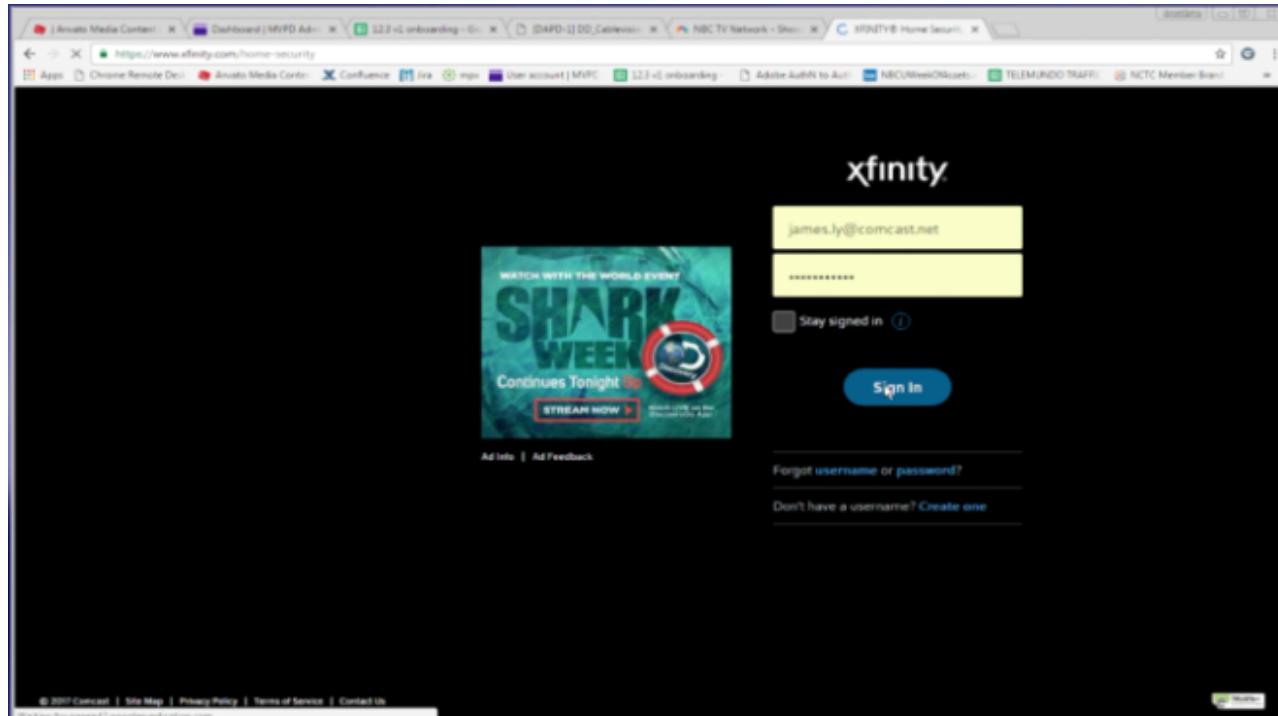
FUS010 has completed their integration with WTVE so please begin onboarding process for your content. Thank you and have a great weekend.

Charlotte Meyer/Programming Account Mgr. A-B & TVE/ NCTC  
11200 Corporate Avenue/ Lenexa, KS 66219  
(800) 888-6282 Ext. 1507  
(866) 628-2774 - Fax  
[cmeyer@nctconline.org](mailto:cmeyer@nctconline.org)  
[www.nctconline.org](http://www.nctconline.org)

Figure shows: Fusion Media completed integration, and want to do onboarding process. Once they completed the integration with WTVE, they can watch the content underneath the WTVE wing, as an off-domain.

## Discovery - Adding New MVPD Records

Off-domain: not on our domain. If you watch NBC content in a DirectTV app, or Comcast app, that is off-domain (e.g., Comcast's domain). Off-domain means we do not control it.



## Discovery - Adding New MVPD Records

On-domain: anything that has nbc.com. On-domain means we control it. This is our main focus.



(Main users of the MVPD system include Jonathan, his up-team, Subrina, Alex, and up-leads who handles big clients).

## Discovery - Adding New MVPD Records

**1**

Select your TV provider below to watch NBC at no additional cost.

xfinity	DIRECTV	dish	Spectrum	verizon
AT&T U-verse	COX	Charter Spectrum	optimum	Spectrum
suddenlink	Mediacom	CableOne	wow!	Fox

Don't see your provider? Search below, or select from the [full list](#).

Type provider name to search

- Alpha Communications
- American Broadband
- American Broadband Missouri
- American Community Networks

**2**

Name	TARGET WHITELIST STAGE DATE	TARGET WHITELIST PROD DATE	MVPD DISPLAY NAMES
NBCU Fox Jul 2017	07/04/2017	07/11/2017	<ul style="list-style-type: none"> <li>▲ Verizon Telephone Company</li> <li>▲ Charter Valley Cable</li> <li>▲ NBC Communications Inc.</li> <li>▲ DISH</li> <li>▲ AT&amp;T Broadband</li> </ul>
NBCU	07/07/2017	07/04/2017	<ul style="list-style-type: none"> <li>▼ NBC</li> </ul>
Top 10 Networks	07/07/2017	07/04/2017	<ul style="list-style-type: none"> <li>▲ Comcast (Spectrum)</li> <li>▲ DIRECTV</li> <li>▲ Cox</li> <li>▲ Charter Spectrum</li> <li>▲ Dish</li> <li>▲ NBCU (Spectrum)</li> <li>▲ Verizon</li> <li>▲ AT&amp;T U-verse</li> <li>▲ Optimum</li> <li>▲ Bright House Networks (Spectrum)</li> <li>▲ Suddenlink</li> <li>▲ Mediacom</li> <li>▲ Cable One</li> <li>▲ WOW!</li> </ul>

All of the MVPDs here on "1" are based on what's shown on "2". "2" will trigger everything in "1". If anything is not whitelisted in "2", you will not see it in "1". "1" opens up for every single app, platform, site. This controls everything in our 17 networks.

## Discovery - Adding New MVPD Records

### 5. Pain points:

We want to centralize everything to make it easy for the partners—because it is earnest on the partner to enter their correct information. One of the biggest pain points is: you chase people down for different information. It could take weeks of time before they get back. We hope to let them know what they need to put in, “the ball is in your court, fill this out, and then we can get you authenticated in the process”. We want to streamline a bunch of emails and communications, so that it can be done in one place.

Possible two ways to address these pain points:

- Jonathan's team already has a document partners can fill out and upload it in.
  - Required fields, see the first Excel .
  - The same fields will be required, if the design is role-based.
  - Under DD's control
    - Error Message
    - Entitlement
- Could give partners an url with certain amount of access that only limits them to their entry points. Then they can enter the information on their own. They will only see their own's, but not anybody else's (for competition purpose)

# Discovery - Adding New MVPD Records

## Workflow 2: Add MVPD into the Admin System

### 1. MVPD Admin -> MVPD Management -> Add MVPD

The screenshot shows the 'MVPD Management' section of the admin interface. The table lists several whitelists:

- WTVE For Jul 2017**: Target Whitelist Stage Date: 07/24/2017, Target Whitelist Prod Date: 07/31/2017. Contains entries like Venus Telephone Corporation, Beaver Valley Cable, MTC Communications/McDonough Telephone Coop, CityNet, i3 Broadband.
- Hulu**: Target Whitelist Stage Date: 07/07/2017, Target Whitelist Prod Date: 07/08/2017. Contains entry Hulu.
- Top 10 for Vizio**: Target Whitelist Stage Date: 07/07/2017, Target Whitelist Prod Date: 07/08/2017. Contains a large list of cable providers including Comcast XFINITY, DIRECTV, Cox, Charter | Spectrum, DISH, TWC | Spectrum, Verizon, AT&T U-verse, Optimum, Bright House Networks | Spectrum, Suddenlink, Mediacom, Cable ONE, WOW!, Summit Broadband, Central Arkansas Telephone Cooperative Cable TV, GTI TV, TCT TV, United Communications/Turtle Mountain Communications.

### 2. Add “Basic Information”. There are two possible methods now.

The screenshot shows the 'Add MVPD' form. On the left, there's a search bar and a table of existing MVPDs:

MVPD TITLE	MVPD ID	STATUS
Cedar Falls Utilities	cfunet	Published
FuboTV	Fubo	Published
Full Channel, Inc.	fullchannel	Published

Below the table, it says "Displaying 3 of 3 total results." To the right, there's a dropdown labeled "Select Whitelist Group" with the placeholder "Please select".

The main form fields are:

- Basic Information** (button)
- Support Information**
- MVPD Logo Generation**
- MVPD Logos**
- Error Messages**
- Entitlements**
- Degradation**
- Test Credentials**
- Revisions Information** (button)
- Publishing options**

Form fields include:

- MVPD ID (Adobe ID)
- MVPD K2 ID
- MVPD URL
- Advertising Key

Buttons at the bottom: Save, Cancel, Preview. Note: Available from: mvcnew/mvcnew.

Method 1

## Discovery - Adding New MVPD Records

- Method 1: User can “Search by MVPD Name or ID” and have “Basic Information” autofilled. [This auto-filling is not mainly used for record creation purpose]. Pain points: although some fields are standard, the current system does not allow users to clone records for similar cases; however, if the system will allow users to upload and ingest data automatically, it will not matter then.
- Method 2: Manually enter info based on the email.
  - MVPD ID (Adobe ID), it is the only field that will be locked upon the first entry [and save]. It ties into back-end system, in order to call up different feeds and authentications.
  - If user needs to edit this field later, he needs to go to Jeff, because he does not have the access to do it; however, they do not want it to be easily accessed, because it might influence everybody under MVPD, or get the wrong entitlements.
  - It is hoped that we are able to submit a csv file with all the basic and support information and the system will be able to create the MVPD records.
- Required fields
  - MVPD Display Name
  - MVPD ID (Adobe ID)
  - K2ID, it is like a secondary ID that is related to the proxy, we just keep it here as a legacy

## Discovery - Adding New MVPD Records

- MVPD URL
- Advertising Key
- Enable new window workflow
- Proxy
- Alternative MVPD ID
- iOS App URL
- Android App URL
- Amazon App URL

We only worry about everything from the Proxy up. Alternative and URLs, we do not use it anywhere.

### 3. Support Information

- It is based on the email again.
- These links bring consumers to the page to reset password. If it is not entered here, when people do have issues with logging in, and click "Forget User ID/password", nothing will happen.

# Discovery - Adding New MVPD Records

- Pain points:

- You have to cut and paste all of the information one by one. It is very time consuming.
- Duplicate records actually will not be too helpful, because info in every field is very unique and specific. E.g. at the end of each field, "=fus010". It is related to their own unique ADOBE ID.

## 4. Logo Generation

There are two ways to generate logos:

Type	Min Width	Max Width
Color	356	4300

**Specs:**  
Must have transparent background.

Forgot Username/URL:  
MVPDLogos

Type	Min Width	Max Height
White	130	24
White	200	34
White	178	35
White	356	70
Black	178	35
Black	856	70
Color	178	35
Color	356	70

**Specs:**  
Must have transparent background.  
Logos should be horizontal orientation (not stacked).  
The larger the source file the better quality (up to max).  
Cropping should be tight to all logo edges (no empty space).

j. What are the entitlements?

## Discovery - Adding New MVPD Records

- Method 1: From the “MVPD Logo Generation”: It can generate all of the six logos we need for the front end.

The screenshot shows a web interface for managing MVPD logos. At the top, there's a success message: "Logotype generation is successfully completed." Below this are search and filter fields: "Search by MVPD Name or ID" and "Select Whitelist Group [Please select]". A sidebar on the left lists categories like Basic Information, Support Information, MVPD Logo Generation, MVPD Logos, Error Messages, Entitlements, Degradation, and Test Credentials. The main content area displays a table of generated logos:

LOGOTYPE	FILENAME	PREVIEW
atv	mvpd_fus010_atv.png	
atv2x	mvpd_fus010_atv2x.png	
black	mvpd_fus010_black.png	
black2x	mvpd_fus010_black2x.png	

At the bottom are buttons for Save, Cancel, Preview, and View changes.

The screenshot shows a provider selection interface for NBC's Chicago Fire. The top navigation bar includes links for MAIN, EPISODES, PHOTOS, CAST, SHOP, CHICAGO P.D., CHICAGO MED, CHICAGO JUSTICE, and FAN HUB. A banner at the top right says "SEASON PREMIERE SEPT 28 | THURSDAY 10/9c". Below this is a section titled "SELECT PROVIDER" with the sub-instruction "Select your TV provider below to watch NBC at no additional cost." A grid of logos for various providers is shown:

xfinity	DIRECTV	dish	Spectrum	verizon
AT&T U-verse	COX	Charter Spectrum	optimum	Spectrum
suddenlink	Mediacom	CABLE ONE	WOW!	RCN

Below the grid, a note says "Don't see your provider? Search below, or select from the full list." A search input field contains "Type provider name to search". A dropdown menu shows suggestions: Alpine Communications, American Broadband, American Broadband Missouri, and American Community Networks. The bottom of the page has a footer with "S5 E16 | 03/2" and "Method 1" on the right.

## Discovery - Adding New MVPD Records

- Method 2: Manually upload logos from “MVPD” logos

**Method 2**

- Choose the logo type, go find the file, and upload it
- Pain points:
  - If choosing “Black logo” in the field of “MVPD logotype”, but select the wrong file [e.g., select a colored one], you can not override it. You will have to click “Remove”, and then add another item.
  - You repeat the process to add more.
  - If you want to download all of the logos that were uploaded, you will have to select the logo, right click, “Save As”, and repeat it for each one of them.
  - Transfer of logo. This comes into play when you have older MVPDs that are in a different aggregator (we have 4 of them, and they are switching around because their contract is different or they get a bigger deal. E.g., Fusion Media is no longer with WTVE, they want to be with ClearLeap or somebody else. When they want to switch over, literally you have to take those logos, move it onto a brand new record, fill out everything, and “decease” [unwhitelist] the entire record. (“unwhitelist” means the record is there, but it is not active).

## Discovery - Adding New MVPD Records

- Notes

In this case, the possibility to transfer logos would be good. This is also why we would like the duplication: Although the “Basic Information” and “Support Information” are different when making a transfer, more than likely they will transfer with the same “Entitlements”, they will transfer with the same logo. In that sense, I’d rather have all that transition over onto another record. So I don’t have to go back to my entitlements, and go through the whole process again.

“In the current CMS, you can have the system generate the six logos for you, or you can upload them one by one manually. What makes you choose to generate, what makes you choose to upload?”

“We would prefer to generate all of them, which is ideal. The MVPDs will need to give us a master logo. But if they can’t give us a master logo, which is a Hi-Rez, then we will use the six individual logos. MVPDs don’t always send the master but they do for the individual ones.”

In the new design, in the case of role-based system, it is hoped that MVPD’s will log into their own accounts, upload a master logo, and have the system automatically generate the six formats. Having them upload the six logos individually is not preferred, because if the logo is not in the range of requirements, they will get rejected.

## 5. Entitlements

## Discovery - Adding New MVPD Records

- Steps

- Pick the brands
- Right now, this is just for CableNet, and Entertainment; Sports is not within this tool. Jonathan hopes to get Sports into this tool. They are doing it manually. E.g. They have their developers manually put the logos into their apps, hook it all up, test each one, and release each app.
- For the list, Jonathan tells everybody to select everything they have—if the entitlements are sports, they won't trigger anything. It is just for reference point.
- In the process of “add new whitelist group”, one of the step is when you are on “Whitelist and Clone Entitlements” tab, and you showed us you clone the entitlements from “stage” to “prod”. Do you ever need to clone from “prod” to “stage”?

- Notes

- Functionality wise you can but ideally we do not do that because prod is outward facing and stage is our development area.
- If we do choose to duplicate the “Entitlements” in the future, we’ve agreed not to automatically whitelist anything from the previous one. You can enter all of these in, but nothing gets whitelist. Because the moment they get whitelist, they will show up on the picker.

### 6. Test Credentials

The screenshot shows a web-based application interface for managing test credentials. The main area is titled "Edit MVPD Fusion Media". At the top, there are two search/filter boxes: "Search by MVPD Name or ID" and "Select Whitelist Group" (with a dropdown placeholder "Please select"). Below these is a table titled "TEST CREDENTIALS" with three columns: "Test Case", "Email/UN", and "Password". Each column has an input field and a "Remove" button. To the right of the table is a link "Add another item". On the far left, a vertical sidebar contains a navigation menu with items like "Basic Information", "Support Information", "MVPD Logo Generation", "MVPD Logos", "Error Messages", "Entitlements", "Degradation", "Test Credentials", "Revision information", "Authoring information", and "Publishing options". At the bottom of the page are four buttons: "Save", "Cancel", "Preview", and "View changes".

## Discovery - Adding New MVPD Records

- During the time we set it up, we also have some emails sent out. We will go to Adobe:

**NBCUniversal**  
Digital Distribution

**3.0 Adobe Prime Time Integration**

Once the MVPD Admin Tool has been set up, email the Adobe team ([tve-support@adobe.com](mailto:tve-support@adobe.com)) to integrate the entitlements with the MVPDs. Below is the format to send out:

Hi Support Team,

Please integrate the below with \_\_\_\_\_ (MVPD) - (Adobe ID).

*Poss Login*

*Fail Login*

*Entitlements List:*

Requestor ID:	[Redacted]
Resource ID:	[Redacted]

Below is the list for entitlement request IDs. This can also be found on the MVPD Google Sheets (Step 2a):

Brand	Requester ID	Resource ID
USA	usa	usa
SyFy	syfy	syfy
CNBC	cnnbc	cnnbc
NBCSports	nbcsports	nbcsports
Golf	golf	golf
Bravo	bravo	bravo
Oxygen	oxygen	oxygen
Telemundo	telemundo	telemundo
NBC UNIVERSO	mun2	mun2
E!	e	e
Esquire	style	style
Sprout	sprout	sprout
MSNBC	msnbc	msnbc
NBC	nbcentertainment	nbcentertainment, nbc_linear
NBC News	nbcnews	nbcnews
RSN	CSNPhiladelphia	CSNPhiladelphia
RSN	CSNNewEngland	CSNNewEngland

On the back end, they will do the integrations. They will hook up the two pipes, between MVPD's and us, because they are the gatekeepers for authentication [whether or not you can watch it]. After they finish up with that, the set up and everything is good, you test their environment and that is good, we go to Whitelist of these.

# Discovery - Adding New MVPD Records

## 7. A Side Note: Degradation

The screenshot shows a web interface for managing MVPD records. At the top, there's a navigation bar with links like 'Content', 'MVPD Admin', 'Reports', and 'Publish Changes'. Below that is a breadcrumb trail: 'Home > Beaver Valley Cable'. The main area has two search boxes: one for 'Search by MVPD Name or ID' containing 'Beaver Valley Cable' and another for 'Select Whitelist Group' with the placeholder 'Please select'. A note below the second box says 'No brands found in the database.' On the left, a sidebar lists categories such as 'Basic Information', 'Support Information', 'MVPD Logo Generation', 'MVPD Logos', 'Error Messages', 'Entitlements', 'Degradation', 'Test Credentials', 'Revision Information' (with a note 'No revisions'), and 'Authoring information' (with a note 'By Tatjana Cherkasskaya on 2014-12-08 10:10:28 -0500').

- a. We never want to do degradation. You can go to NBC's site, using this particular MVPD, and can watch the content without having to log in.
- b. The reason we have that is: if there is ever an outage, or issues with authentication tool, we do not want to lose viewship or subscribers, so we did a lot of "watch for free" content for a sure period of time to fix it.
- c. This happens very very rarely. It is a big turnout for them to do something like that, because it becomes sticky with contractor and how everything is. It also affects anything on any site and even any users, e.g., someone only pays for Bravo but not for Syfy, but if we have to degrade everything for Time Warner, then you can go to Syfy and watch Syfy for free.

# Discovery - Adding New MVPD Records

## Workflow 3: Add New Whitelist Group

Build tag: 18.0.0

WHITELIST GROUP NAME	TARGET WHITELIST STAGE DATE	TARGET WHITELIST PROD DATE	MVPD DISPLAY NAMES	MVPD IDs	EDIT
WTVE For Jul 2017	07/24/2017	07/31/2017	<ul style="list-style-type: none"> <li>▪ Venus Telephone Corporation</li> <li>▪ Beaver Valley Cable</li> <li>▪ MTC Communications/McDonough Telephone Coop</li> <li>▪ CityNet</li> <li>▪ i3 Broadband</li> </ul>	<ul style="list-style-type: none"> <li>▪ ver019</li> <li>▪ bea020</li> <li>▪ mtc020</li> <li>▪ cit270</li> <li>▪ nimblytv_auth-gateway.net</li> </ul>	<a href="#">Edit</a>
Hulu	07/07/2017	07/08/2017	<ul style="list-style-type: none"> <li>▪ Hulu</li> </ul>	<ul style="list-style-type: none"> <li>▪ Hulu</li> </ul>	<a href="#">Edit</a>
Top 10 for Vizio	07/07/2017	07/09/2017	<ul style="list-style-type: none"> <li>▪ Comcast XFINITY</li> <li>▪ DIRECTV</li> <li>▪ Cox</li> <li>▪ Charter   Spectrum</li> <li>▪ DISH</li> <li>▪ TWC   Spectrum</li> <li>▪ Verizon</li> <li>▪ AT&amp;T U-verse</li> <li>▪ Optimum</li> <li>▪ Bright House Networks   Spectrum</li> <li>▪ Suddenlink</li> <li>▪ Mediacom</li> <li>▪ Cable ONE</li> <li>▪ WOW!</li> </ul>	<ul style="list-style-type: none"> <li>▪ Comcast_550</li> <li>▪ DTV</li> <li>▪ Cox</li> <li>▪ Charter_Direct</li> <li>▪ Dish</li> <li>▪ TWC</li> <li>▪ Verizon</li> <li>▪ ATT</li> <li>▪ Cablevision</li> <li>▪ Brighthouse</li> <li>▪ Suddenlink</li> <li>▪ Mediacom</li> <li>▪ auth_cableone.net</li> <li>▪ WOW</li> </ul>	<a href="#">Edit</a>
WTVE Launches	05/23/2017	05/24/2017	<ul style="list-style-type: none"> <li>▪ Summit Broadband</li> <li>▪ Central Arkansas Telephone Cooperative Cable TV</li> <li>▪ GTI TV</li> <li>▪ TCT TV</li> <li>▪ United Communications/Turtle Mountain Communications</li> <li>▪ Ritter Communications</li> <li>▪ Lincolnville Communications</li> <li>▪ Ripley Video Cable</li> <li>▪ Wabash Independent Networks</li> <li>▪ Garden Valley - GYTV</li> <li>▪ Easton Velocity</li> <li>▪ Docomo Pacific</li> <li>▪ BVI OptiNet</li> <li>▪ LUS Fiber</li> <li>▪ Yadtel Telecom</li> </ul>	<ul style="list-style-type: none"> <li>▪ mar050</li> <li>▪ nrtccen010</li> <li>▪ nrtcg010</li> <li>▪ nrtct010</li> <li>▪ nrtcur010</li> <li>▪ rit010</li> <li>▪ lin020</li> <li>▪ rip010</li> <li>▪ wab010</li> <li>▪ gar010</li> <li>▪ eas050</li> <li>▪ gua020</li> <li>▪ bri010</li> <li>▪ las010</li> <li>▪ yad010</li> </ul>	<a href="#">Edit</a>
YouTube TV	05/19/2017	05/26/2017	<ul style="list-style-type: none"> <li>▪ YouTube TV</li> </ul>	<ul style="list-style-type: none"> <li>▪ YouTubeTV</li> </ul>	<a href="#">Edit</a>
WTVE Launches 04/30/2017	04/24/2017	04/30/2017	<ul style="list-style-type: none"> <li>▪ Skitter TV</li> <li>▪ Carolina Mountain Cablevision INC.</li> <li>▪ NNTV 1</li> <li>▪ Coon Rapids Municipal Utilities</li> <li>▪ IITC Digital Television</li> <li>▪ Liberty Cablevision of PR 1</li> <li>▪ ATMC 1</li> <li>▪ Keystone Communications</li> <li>▪ Valu-Net Fiber</li> </ul>	<ul style="list-style-type: none"> <li>▪ skt020</li> <li>▪ car070</li> <li>▪ nntccencom</li> <li>▪ coo020</li> <li>▪ rea010</li> <li>▪ liberty-cable</li> <li>▪ ATMC</li> <li>▪ sou010</li> <li>▪ val050</li> </ul>	<a href="#">Edit</a>
CenturyLink Stream	04/27/2017	05/31/2017	<ul style="list-style-type: none"> <li>▪ CenturyLink Stream</li> </ul>	<ul style="list-style-type: none"> <li>▪ CenturyLink</li> </ul>	<a href="#">Edit</a>

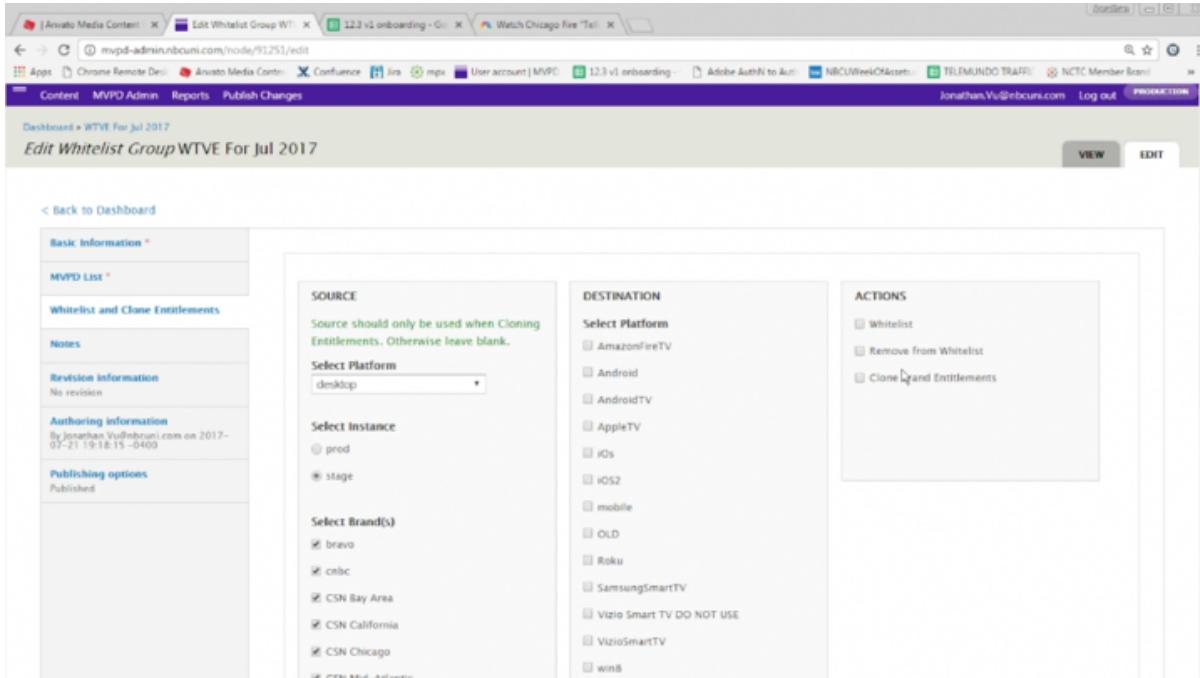
Add New Whitelist Group

1 2 3 4 5 6 7 8 next > last <

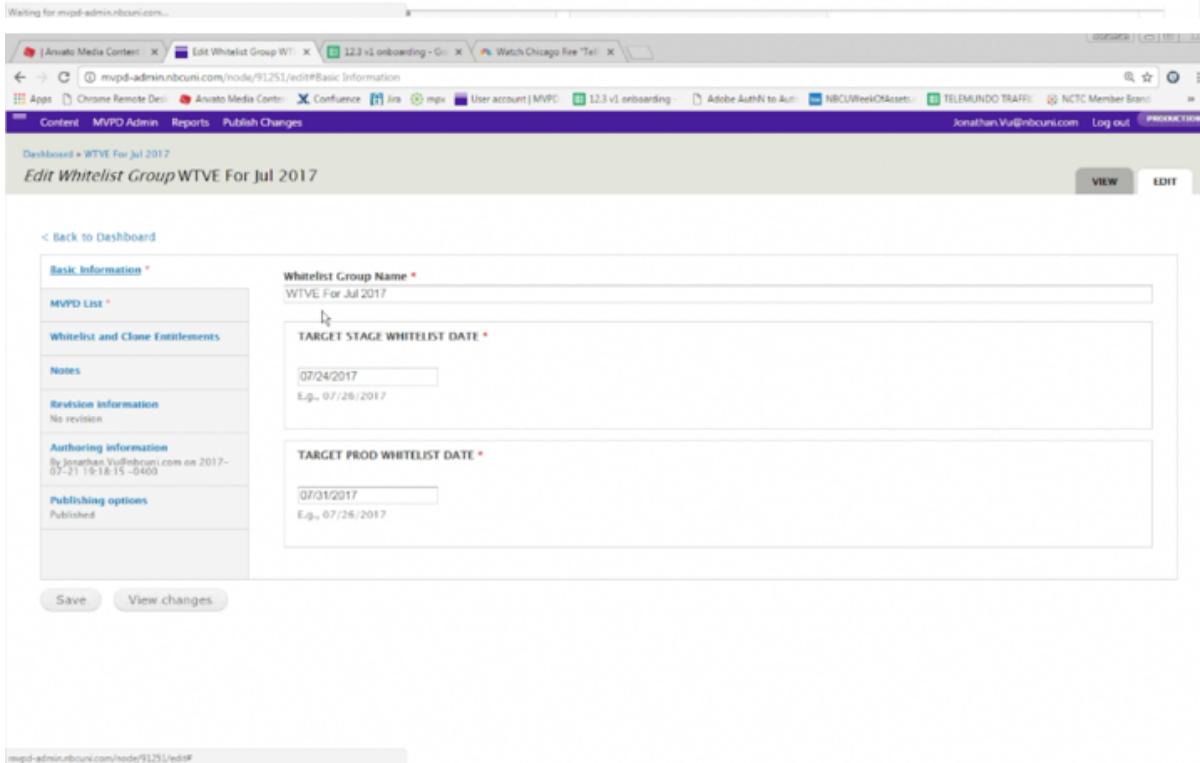
<http://mvpd-admin.nbcuni.com/node/76541/edit>

# Discovery - Adding New MVPD Records

1. Dashboard -> Add New Whitelist Group, and the following screen pops up.



The screenshot shows the 'Edit Whitelist Group WTVE For Jul 2017' page. On the left, there's a sidebar with sections like 'Basic Information', 'MVPD List', 'Whitelist and Clone Entitlements', 'Notes', 'Revision information', 'Authoring information', and 'Publishing options'. The main area has three tabs: 'SOURCE', 'DESTINATION', and 'ACTIONS'. Under 'SOURCE', it says 'Source should only be used when Cloning Entitlements. Otherwise leave blank.' and has a dropdown for 'Select Platform' set to 'desktop'. Under 'DESTINATION', it says 'Select Platform' and lists various devices: AmazonFireTV, Android, AndroidTV, AppleTV, iOS, iOS2, mobile, OLD, Roku, SamsungSmartTV, Vizio Smart TV DO NOT USE, VizioSmartTV, and win8. Under 'ACTIONS', there are checkboxes for 'Whitelist', 'Remove from Whitelist', and 'Clone & Entitlements'. At the bottom are 'Save' and 'View changes' buttons.

This screenshot shows the same page after some fields have been filled. The 'Basic Information' sidebar is visible on the left. In the main area, the 'Whitelist Group Name' field contains 'WTVE For Jul 2017'. The 'TARGET STAGE WHITELIST DATE' field contains '07/24/2017'. The 'TARGET PROD WHITELIST DATE' field contains '07/31/2017'. The 'Save' and 'View changes' buttons are at the bottom.

## Discovery - Adding New MVPD Records

- Fill out the “Whitelist Group Name”
- This is July launch. Usually it is just MVPD, because we do it in batches, it would be whatever the aggregator is.
- Then you target the whitelist date for staging, and the whitelist date for production. For production it is usually end of every month or anything that is coming in.
- “Target Stage Whitelist Date”—is the date the MVPD will be available on the staging platform for Adobe to test their entitlement integrations with before it goes to PROD. “Target PROD Whitelist Date”— is the date the MVPD will be available to the public to use. This will be the launch date for the MVPD.

### 2. Add “MVPD List”

The screenshot shows a web-based administration interface for NBCU. The URL in the address bar is [mvpd-admin.nbcuni.com/node/91251/edit#MVPD List](http://mvpd-admin.nbcuni.com/node/91251/edit#MVPD List). The page title is "Edit Whitelist Group WTVE For Jul 2017". On the left, there's a sidebar with sections like "Basic Information", "MVPD List", "Whitelist and Clone Entitlements", "Notes", "Revision Information" (No revision), "Authoring Information" (By Jonathan.Vu@nbcuni.com on 2017-07-21 19:18:15 -0400), and "Publishing options" (Published). The main content area is titled "MVPD LIST" and contains a list of entities with checkboxes next to them. The entities listed are: Venus Telephone Corporation, Beaver Valley Cable, MTC Communications/McDonough Telephone Coop, CityNet, iG Broadband, and Fusion Media. The "Fusion Media" entry is highlighted with a blue selection bar. At the bottom of the list is a button labeled "Add another item". Below the list are "Save" and "View changes" buttons.

## Discovery - Adding New MVPD Records

- type in Fusion Media, and add it; you type in, and keep adding more and more.
- Nice to have this in the future: based on whatever you entered in, it will trigger a list of the new ones that have not been whitelist, and ask user whether to whitelist them or not. It will make typing in names much easier.

### 3. Whitelist and Clone Entitlements

- It may look very confusing because under "Select Brand(s)", a lot have been checked off. It does not mean that they are going to be cloned across.
- You need to choose the platform you are going to clone the entitlement off from, see the above numbers, 1- 6.

**SOURCE**  
Source should only be used when Cloning Entitlements. Otherwise leave blank.

- 1 Select Platform: desktop
- 2 Select Instance: prod
- 3 Select Brand(s):
  - bravo
  - cbs
  - CSN Bay Area
  - CSN California
  - CSN Chicago
  - CSN Mid-Atlantic
  - CSN New England
  - CSN Philadelphia
  - e
  - Esquire
  - g4
  - nbc

**DESTINATION**  
Select Platform

- 4 Select Platform:
  - AmazonFireTV
  - Android
  - AndroidTV
  - AppleTV
  - iOS
  - iOS2
  - mobile
  - OLD
  - Roku
  - SamsungSmartTV
  - Vizio Smart TV DO NOT USE
  - VizioSmartTV
  - win8
  - xboxone
  - desktop
- 5 Select Instance:
  - prod
  - stage

**ACTIONS**

- 6  Whitelist
- Remove from Whitelist
- Clone Brand Entitlements

## Discovery - Adding New MVPD Records

The staging is only taken from that MVPD staging site that you entered in.

**CONFIRM THE FOLLOWING ENTITLEMENT CHANGES**

**Platform:** AmazonFireTV, Android, AndroidTV, AppleTV, iOS, iOS2, mobile, Roku, SamsungSmartTV, VizioSmartTV, win8, xboxone, desktop  
**Instance:** prod

**Entitlement Changes**

**MVPD:** Venus Telephone Corporation  
**Platform:** AmazonFireTV  
**Brands Entitled:** bravo, cnbc, e, golf, msnbc, NBC Olympics, nbcentertainment, nbcnews, nbcsports, oxygen, syfy, usa

**MVPD:** Venus Telephone Corporation  
**Platform:** Android  
**Brands Entitled:** bravo, cnbc, e, golf, msnbc, NBC Olympics, nbcentertainment, nbcnews, nbcsports, oxygen, syfy, usa

**MVPD:** Venus Telephone Corporation  
**Platform:** AndroidTV  
**Brands Entitled:** bravo, cnbc, e, golf, msnbc, NBC Olympics, nbcentertainment, nbcnews, nbcsports, oxygen, syfy, usa

**MVPD:** Venus Telephone Corporation  
**Platform:** AppleTV  
**Brands Entitled:** bravo, cnbc, e, golf, msnbc, NBC Olympics, nbcentertainment, nbcnews, nbcsports, oxygen, syfy, usa

**MVPD:** i3 Broadband  
**Platform:** Roku  
**Brands Entitled:** bravo, cnbc, e, msnbc, nbcentertainment, nbcnews, nbcsports, oxygen, sprout, syfy, usa

**MVPD:** i3 Broadband  
**Platform:** SamsungSmartTV  
**Brands Entitled:** bravo, cnbc, e, msnbc, nbcentertainment, nbcnews, nbcsports, oxygen, sprout, syfy, usa

**MVPD:** i3 Broadband  
**Platform:** VizioSmartTV  
**Brands Entitled:** bravo, cnbc, e, msnbc, nbcentertainment, nbcnews, nbcsports, oxygen, sprout, syfy, usa

**MVPD:** i3 Broadband  
**Platform:** win8  
**Brands Entitled:** bravo, cnbc, e, msnbc, nbcentertainment, nbcnews, nbcsports, oxygen, sprout, syfy, usa

**MVPD:** i3 Broadband  
**Platform:** xboxone  
**Brands Entitled:** bravo, cnbc, e, msnbc, nbcentertainment, nbcnews, nbcsports, oxygen, sprout, syfy, usa

**MVPD:** i3 Broadband  
**Platform:** desktop  
**Brands Entitled:** bravo, cnbc, e, msnbc, nbcentertainment, nbcnews, nbcsports, oxygen, sprout, syfy, usa

**Cancel** **Confirm & Publish**

## Discovery - Adding New MVPD Records

- “Save”

**Entitlement Changes**

MVPD: Venus Telephone Corporation  
Platforms: AmazonFireTV, Android, AndriodTV, AppleTV, iOS, iOS2, mobile, Roku, SamsungSmartTV, VizioSmartTV, wim8, xboxone, desktop  
Instance: prod

MVPD: Venus Telephone Corporation  
Platforms: AmazonFireTV  
Brands Enabled: bravo, cbsc, e, golf, msnbc, NBC Olympics, nbcentertainment, nbcnews, nbcsparts, oxygen, syfy, usa

MVPD: Venus Telephone Corporation  
Platforms: Android  
Brands Enabled: bravo, cbsc, e, golf, msnbc, NBC Olympics, nbcentertainment, nbcnews, nbcsparts, oxygen, syfy, usa

MVPD: Venus Telephone Corporation  
Platforms: AndriodTV  
Brands Enabled: bravo, cbsc, e, golf, msnbc, NBC Olympics, nbcentertainment, nbcnews, nbcsparts, oxygen, syfy, usa

MVPD: Venus Telephone Corporation  
Platforms: AppleTV  
Brands Enabled: bravo, cbsc, e, golf, msnbc, NBC Olympics, nbcentertainment, nbcnews, nbcsparts, oxygen, syfy, usa

MVPD: Venus Telephone Corporation  
Platforms: iOS  
Brands Enabled: bravo, cbsc, e, golf, msnbc, NBC Olympics, nbcentertainment, nbcnews, nbcsparts, oxygen, syfy, usa

MVPD: 1) broadband  
Platforms: wim8  
Brands Enabled: bravo, cbsc, e, msnbc, nbcentertainment, nbcnews, nbcsparts, oxygen, sprout, syfy, usa

MVPD: 1) broadband  
Platforms: xboxone  
Brands Enabled: bravo, cbsc, e, msnbc, nbcentertainment, nbcnews, nbcsparts, oxygen, sprout, syfy, usa

MVPD: 1) broadband  
Platforms: desktop  
Brands Enabled: bravo, cbsc, e, msnbc, nbcentertainment, nbcnews, nbcsparts, oxygen, sprout, syfy, usa

**Basic Information \***

**MVPD List \***

**Whitelist and Clone Entitlements**

**Notes**

**Revision information**  
No revision

**Authoring information**  
07-21-18 18:15 - mvpd-admin@beunis.com on 2017-07-21 18:18:15

**Publishing options**  
Published

**SOURCE**  
Source should only be used when Cloning Entitlements. Otherwise leave blank.

Select Platform: desktop

Select Instance:  
 prod  
 stage

Select Brand(s):  
 bravo  
 cbsc  
 CBS Bay Area  
 CBS California  
 CBS Chicago  
 CBS Mid-Atlantic  
 CBS New England  
 CBS Philadelphia  
 e  
 Esquire  
 g4  
 golf  
 msnbc  
 msn2  
 NBC Olympics  
 nbcentertainment  
 nbcnews  
 nbcsparts  
 Olympics Channel

**DESTINATION**  
Select Platform

AmazonFireTV  
 Android  
 AndriodTV  
 AppleTV  
 iOS  
 iOS2  
 mobile  
 OLD  
 Roku  
 SamsungSmartTV  
 Vizio Smart TV DO NOT USE  
 VizioSmartTV  
 wim8  
 xboxone  
 desktop

**ACTIONS**

Whitelist  
 Remove from Whitelist  
 Clone Brand Entitlements

Save View changes

## Discovery - Adding New MVPD Records

- Check if entitlements are updated correctly: go to Dashboard, click any of them, e.g. "Venus Telephone Corporation".

WHITELIST GROUP NAME	TARGET WHITELIST STAGE DATE	TARGET WHITELIST PROD DATE	MVPD DISPLAY NAMES	MVPD IDS	EDIT
WTvE For Jul 2017	07/24/2017	07/31/2017	<ul style="list-style-type: none"> <li>▪ Venus Telephone Corporation</li> <li>▪ Beaver Valley Cable</li> <li>▪ MTC Communications/McDonough Telephone Corp</li> <li>▪ CityNet</li> <li>▪ i3 Broadband</li> </ul>	<ul style="list-style-type: none"> <li>▪ ven039</li> <li>▪ beav020</li> <li>▪ mtc020</li> <li>▪ ci3270</li> <li>▪ mbletvc.auth-gateway.net</li> </ul>	<button>Edit</button>
Hulu	07/07/2017	07/08/2017	<ul style="list-style-type: none"> <li>▪ Hulu</li> </ul>	<ul style="list-style-type: none"> <li>▪ Hulu</li> </ul>	<button>Edit</button>
Top 10 for Vizio	07/07/2017	07/09/2017	<ul style="list-style-type: none"> <li>▪ Comcast XFINITY</li> <li>▪ DIRECTV</li> <li>▪ Cox</li> <li>▪ Charter   Spectrum</li> <li>▪ DISH</li> <li>▪ TWC   Spectrum</li> <li>▪ Verizon</li> <li>▪ AT&amp;T U-verse</li> <li>▪ Optimum</li> <li>▪ Bright House Networks   Spectrum</li> <li>▪ Suddenlink</li> <li>▪ Mediacom</li> <li>▪ Cable ONE</li> <li>▪ WOW!</li> </ul>	<ul style="list-style-type: none"> <li>▪ Comcast_550</li> <li>▪ DTV</li> <li>▪ Cox</li> <li>▪ Charter.Direct</li> <li>▪ Dish</li> <li>▪ TWC</li> <li>▪ Verizon</li> <li>▪ ATT</li> <li>▪ Cablevision</li> <li>▪ BrightHouse</li> <li>▪ Suddenlink</li> <li>▪ Mediacom</li> <li>▪ auth.cableone.net</li> <li>▪ WOW!</li> </ul>	<button>Edit</button>
			<ul style="list-style-type: none"> <li>▪ Summit Broadband</li> <li>▪ Central Arkansas Telephone Cooperative Cable TV</li> <li>▪ CTI TV</li> <li>▪ TCT TV</li> <li>▪ United Communications/Turtle Mountain Communications</li> </ul>	<ul style="list-style-type: none"> <li>▪ mar030</li> <li>▪ nrtccen010</li> <li>▪ nrtctv010</li> <li>▪ nrtctc010</li> <li>▪ nrtcuni010</li> </ul>	

- On the "Entitlement" tab, select "Apple TV, "prod", all the entitlements are there

Basic Information \*

Support Information

MVPD Logo Generation

MVPD Logos

Error Messages

Entitlements

Degradation

Test Credentials

Revision information  
No revision

Authoring information  
By Jonathan Vu@mbcuni.com on 2017-07-21 19:12:02 -0400

Publishing options  
Published, Promoted to front page

Platform: AppleTV    Instance: prod

Copy Entitlements From: stage    Copy

No changes in "Entitlements" section were detected. Entitlements refreshed.

Whitelist

Update Brand Entitlements

bravo

cnbc

CSN Bay Area

CSN California

CSN Chicago

CSN Mid-Atlantic

CSN New England

CSN Philadelphia

e

Esquire

Cancel Preview View changes

## Discovery - Adding New MVPD Records

- if you whitelist them, then everything goes whitelist.
- You can make changes from “Publish Changes”. After clicking “publish changes”, everything will go alive. This basically clears caches, and pushes everything through. It might take up to 45 minutes.
- If you do not do it, within 24 hours, it will be pushed through automatically, like a fail safe.

The screenshot shows a web browser window with the URL [mvpd-admin.nbcuni.com/admin/mvpd\\_cache](http://mvpd-admin.nbcuni.com/admin/mvpd_cache). The page title is "Publish Changes". The interface includes a navigation bar with links for Content, MVPD Admin, Reports, and Publish Changes. Below the navigation is a breadcrumb trail: Home > Administration > Publish Changes. The main content area contains instructions: "Click the 'Publish Changes' button to update the production content." There are three checkboxes:
 

- Check this box if changes were made to MVPD or Brand Logos.
- Update STAGE Players  
This will add any new MVPDs and Freewheel Values to the STAGE Players.
- Update PROD Players  
This will add any new MVPDs and Freewheel Values to the PROD Players.

 A large "Publish Changes" button is at the bottom.

### \* Comments:

- there are two ways to clone the entitlements. One is as shown above. The other way is to go to each single platform, and click, and click, and click.
- The purpose of the cloning is to make sure all entitlements will be across the board, for whatever platform. Unless it says differently, normally when somebody signs the deal, they have our entitlements. That means they are going to get on every single one of the platforms, whatever platform they signed up for. Unlike Time Warner, or Charter, they have disputes with Amazon Fire TV, or Samsung TV, those are kind of different. Overall, the user is going to use that on an Android phone, and iOS phone, Apple TV, their desktop (definitely desktop), MYTV, those are going to be across board.

## Discovery - Adding New MVPD Records

- After publishing changes, the system generates an email showing all changes. You can send out the email if you want (but he did not). Usually it is not pushed to anybody else, we just see it as an internal email. When it comes to this step, Jonathan will reply to partner's email and let them know it is done. They will then test it out to see if everything will work.

The screenshot shows a web browser window with the URL [mvpd-admin.nbcuni.com/admin/mvpd\\_cache/communications](http://mvpd-admin.nbcuni.com/admin/mvpd_cache/communications). The page title is "Publish Changes". The main content area displays a green success message: "Publish Changes Complete! 2008 URLs have been purged and your changes are now live." Below this message is a section titled "Use this section if you would like to email others about all new MVPD changes." It includes fields for "To" (with the value "mobile-apps-qa@nbcuni.com, hveplatform.communications@nbcuni.com"), "Subject" (with the value "MVPD Changes Made (PRODUCTION)"), and a "Body" rich-text editor containing a list of communication partners. At the bottom of the form is a "Generate Report and Email" button.

## Discovery - Adding New MVPD Records

Need UX team to help with:

- How do we change that to make less clicks, make it a little bit more visually dynamic, slightly more appealing as possible, so that it becomes cleaner and more user-friendly. If we do have clients or partners come in, we do not want to have something that is so rigid. We want to make it a little bit more robust from that sense.
- To have some ways to do this [show adding MVPD] without going one by one
- To have a history of “who changed what”. Sometimes we have people who might leave, or find a new position, or go on leave, we have no idea what they did. If possible, even to have “track changes”, it might be too much for the database to hold, but it will be very helpful to have it. Or a note session.

The screenshot shows a web-based administration interface for managing MVPD records. The main page title is "Edit MVPD Full Channel". The top navigation bar includes links for "Content", "MVPD Admin", "Reports", and "Publish Changes". On the right side of the header, there are user profile and log-out options. The main content area has two search/filter boxes: "Search by MVPD Name or ID" and "Select Whitelist Group". Below these are several input fields and dropdown menus. A sidebar on the left provides quick access to various administrative sections. At the bottom, there are buttons for "Save", "Cancel", "Preview", and "View changes".

- To change it into a full center point for a lot of our on domain stuff. The overarching goal I'm trying to get is: this becomes the centralized location that everybody can view everything. Different restrictions can give you different abilities, but you can like review reports, put in entitlements and questions from your review, how many MVPDs we launched this month, next months, what is the trend, etc. That is the grand theme. What we are envisioning right now is just for operation sampling, given the time and resources. That's what we are looking at and pushing towards right now.