

Discovery - Reduce the Number of Clicks

1. Clicks are just with the entitlements section.
2. The whitelist group, it looks that you can do a bunch of them together. But literally, you need to click in, create the group, individually enter every MVPD, go to the entitlements, and then you update your entitlements across board.
3. There are two scenarios that have the leverage to reduce # of clicks:
 - we are decommissioning "Esquire" [a brand], we have to go to literally every single record, unclick "Esquire", and save it in the Production, for all platforms, for 478 MVPDs. So if you have 7 platforms for one MVPD, multiply that by 478, it will take you 2 to 3 full days.
 - We are adding new platforms everyday. When we have a new platform, we have to move all 478 MVPDs onto this platform. Currently, how it works is: you will have to go in there, clone the entitlements over from the old platforms to new platform. From there, you have to enable them. This is also tedious

Task 1: MVPD Transfer

Fusion Media is underneath the umbrella of WatchTVEverywhere. Currently, if they want to make a switch when their contract ends, there are two possible ways. One way is to change their MVPD ID. However, for history sake, users would like to have the ability to clone the particular record with all information, and modify from there. When we clone, we will necessarily clone the MVPD display name, the logos, but the basic information and support information will have to be refilled, because they are under different syndicator.

Right now, when we need to make a transfer, we just treat it as a brand new, and "retiring" the previous record. For retiring, we just deselect the all the whitelist options, so that they are all unwhitelisted in Production. This is really what we do now. The entitlements will be carried over as well, unless they specify that they do not get something. Everything else will be brand new.

1. Step 1: Cloning the record (in the Context of Transfer)

- When making a cloning in the context of Transfer
 - Carry over:
 - Display name
 - Logo
 - Entitlements (with the "whitelist" not checked), It's across Platforms and Instance
 - NOT carry over:
 - Other fields of Basic Information
 - Support Information
 - Error message

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2. Step 2: Deactivate the old MVPD record

- Deselect all whitelist options in Prod for each platform one by one

Brand Entitlement	Platform	Instance
Bravo	Desktop	Stage
CNBC	AmazonFireTV	Prod
CSN Bay Area	Android	
CSN California	AppleTV	
CSN Chicago	iOS	
CSN Mid-Atlantic	iOS2	
CSN New England	mobile	
CSN Philadelphia	Roku	
E	Samsung Smart TV	
Esquire	Win8	
G4	Xboxone	
Golf		
MSNBC		
Mun2		
NBC Olympics		
NBC Entertainment		
NBC News		
NBC Sports		
Oxygen		
Sprout		
Syfy		
TCN		
Telemundo		
USA		

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Task 2: Cloning entitlements (in the Context of Creating a new record)

1. When creating a record, after filling in the Basic Information and other information, after “Brand Entitlements” have been selected, it would be good to have a “Clone to all platforms” here – rather than develop a whitelist group and do the whole thing.
2. Current workflow1:
click the brand entitlements on Stage -> select Prod -> click the same entitlements again -> repeat it for all platforms

The screenshot shows the 'Update Brand Entitlements' section of the MVPD Admin interface. On the left, there's a sidebar with various tabs like 'Basic Information', 'Entitlements', and 'Publishing options'. The main area has a heading 'Update Brand Entitlements' with a list of checkboxes for different regions: 'Isavio', 'civic', 'CSN Bay Area', 'CSN California', 'CSN Chicago', 'CSN Mid-Atlantic', 'CSN New England', 'CSN Philadelphia', 'e', 'Esquire', and 'e4'. Above this list, there's a note: 'Error: MVPD can't be whitelisted without Black Logo, Black Logo 2x, Color Logo, Color Logo 2x, White Logo, White Logo 2x'. Below the list is a 'Copy' button and a message: 'No changes in "Entitlements" section were made. Please click "Copy" to refresh entitlements.' At the top right, there are dropdown menus for 'Platform' (set to 'desktop') and 'Instance' (set to 'prod'). A large red circle with the number '1' is centered over the list of entitlements. A red circle with the number '2' is over the 'Instance' dropdown. A red circle with the number '3' is over the 'Copy' button. The text 'Update it on the platforms' is overlaid in red at the top right of the screenshot.

3. Current workflow 2 (to make it easier):
Create a whitelist group -> fill the basic info -> add MVPDs to the group -> clone from “Desktop”+ “Stage” to all selected platforms

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Create Whitelist Group

Basic Information *

MVPD List * August WTVE Whitelist

Whitelist and Clone Entitlements

Notes

Revision information

Authoring information

Publishing options Published

TARGET STAGE WHITELIST DATE *

08/17/2017 E.g., 08-16-2017

TARGET PROD WHITELIST DATE *

08/16/2017 Aug 2017 SU MO TU WE TH FR SA 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Save

Edit Whitelist Group-August WTVE Whitelist

The Whitelist Group August WTVE Whitelist has been created.

Basic Information *

MVPD List * August WTVE Whitelist

Whitelist and Clone Entitlements

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Save View changes

Edit Whitelist Group-August WTVE Whitelist

The Whitelist Group August WTVE Whitelist has been created.

Basic Information *

MVPD List * August WTVE Whitelist

Whitelist and Clone Entitlements

Notes

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

Select Platform desktop

Select Instance prod stage

Select Brand(s) brnsc cbsi cbsi Bay Area cbsi California cbsi Chicago cbsi Mid-Atlantic cbsi NBC New England

DESTINATION Select Platform

- Android
- AndroidTV
- AppleTV
- iOS
- OS2
- mobile
- OLD
- Roku
- TiVoSmartTV
- VizioSmart TV DO NOT USE
- WestElmSmartTV
- wond
- zeefone

ACTIONS

- Whitelist
- Remove from Whitelist
- Clone Brand Entitlements

Save View changes

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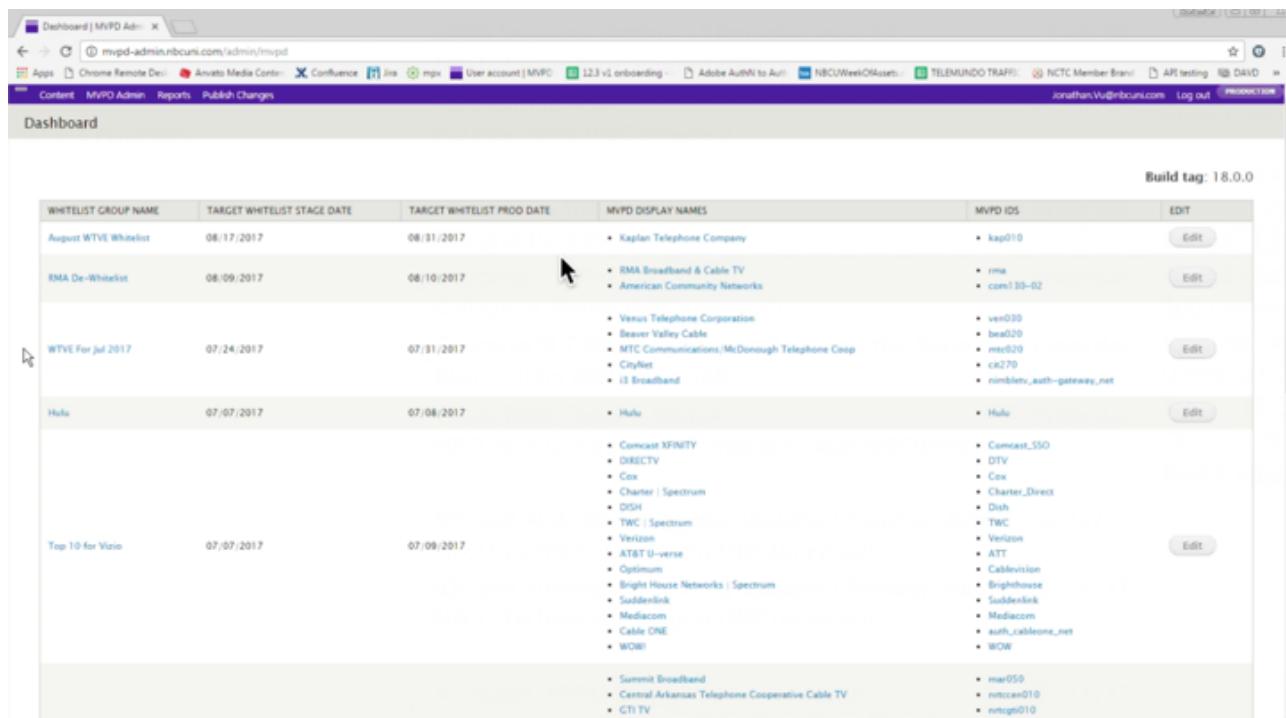
* Whitelist group

In the old design, it did not quite consider about bulk upload, and scenarios like “What happens if we have new platforms, and need to move everything on” or “What happens if we need to decommission a record”. The reason is that most of us just focus on the bigger ones – they cover 70% of the landscape. You just do it once, and you are done; if you have to edit it, you go in there, edit each platform, and that’s fine. But it did not quite take into consideration of the small ones.

Need UX opinion on what the whitelist groups would be, or how to make it better

Right now what we do for whitelist group is: we create the whitelist group – manually enter in every name of the MVPD – save the group. And that group will be everybody that associates to it. The whitelist groups are basically managed by the person who created the group. Titles of the whitelist groups are assigned by the same person. All of them are free form.

- Right now, we create whitelist groups to duplicate entitlements across board



The screenshot shows a web-based administration interface for MVPD. At the top, there's a navigation bar with links for Dashboard, Content, MVPD Admin, Reports, and Publish Changes. The main area is titled "Dashboard". A message at the top right says "Build tag: 18.0.0". Below this, there's a table listing several whitelist groups:

WHITELIST GROUP NAME	TARGET WHITELIST STAGE DATE	TARGET WHITELIST PROD DATE	MVPD DISPLAY NAMES	MVPD IDs	EDIT
August WTVE Whitelist	08/17/2017	08/31/2017	<ul style="list-style-type: none"> Kaplan Telephone Company 	<ul style="list-style-type: none"> kap010 	<button>Edit</button>
RMA De-Whitelist	08/09/2017	08/10/2017	<ul style="list-style-type: none"> RMA Broadband & Cable TV American Community Networks 	<ul style="list-style-type: none"> rma com139-02 	<button>Edit</button>
WTVE For Jul 2017	07/24/2017	07/31/2017	<ul style="list-style-type: none"> Venus Telephone Corporation Beaver Valley Cable MTC Communications: McDonough Telephone Coop CityNet i3 Broadband 	<ul style="list-style-type: none"> ven010 beav020 mtc029 cik270 nimbeltv_auth-gateway.net 	<button>Edit</button>
Hulu	07/07/2017	07/08/2017	<ul style="list-style-type: none"> Hulu 	<ul style="list-style-type: none"> Hulu 	<button>Edit</button>
Top 10 for Vizio	07/07/2017	07/09/2017	<ul style="list-style-type: none"> Comcast XFINITY DIRECTV Cox Charter Spectrum DSH TWC Spectrum Verizon AT&T U-verse Optimum Bright House Networks Spectrum Suddenlink Mediacom Cable ONE WOWI 	<ul style="list-style-type: none"> comcast_550 dtv cox charter_direct dsh twc verizon att cablevision brighthouse suddenlink mediacom auth_cableone.net wow 	<button>Edit</button>
			<ul style="list-style-type: none"> Summit Broadband Central Arkansas Telephone Cooperative Cable TV GTI TV 	<ul style="list-style-type: none"> mar050 nitcc010 nitcg010 	

- Whitelist group

- The whitelist group names chosen here can be based on different reasons:

- They have the same syndicator
- What they are doing, e.g., “Esquire Decommission (removing the brand for all the people)”, WatchTVEverywhere launch for that month (“WatchTVEverywhere July Launch”, in the group, these are all new MVPDs coming over)

- The decision of what makes a whitelist group is the task, and how to accomplish the task

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On July, these MVPDs want to light up on our platforms.

We are adding a new platform for these top people

WHITELIST GROUP NAME	TARGET WHITELIST STAGE DATE	TARGET WHITELIST PROD DATE	MVPD DISPLAY NAMES
August WTVB Whitelist	08/17/2017	08/31/2017	<ul style="list-style-type: none"> ▪ Kaplan Telephone Company ▪ RMA Broadband & Cable TV ▪ American Community Networks
RMA De-Whitelist	08/09/2017	08/10/2017	<ul style="list-style-type: none"> ▪ Venus Telephone Corporation ▪ Beaver Valley Cable ▪ MTC Communications: McDonough Telephone Co ▪ CityNet ▪ i3 Broadband
WTVB For Jul 2017	07/24/2017	07/31/2017	<ul style="list-style-type: none"> ▪ Hulu
Hulu	07/07/2017	07/08/2017	<ul style="list-style-type: none"> ▪ Comcast XFINITY ▪ DIRECTV ▪ Cox ▪ Charter Spectrum ▪ DISH ▪ TWC Spectrum ▪ Verizon ▪ AT&T U-verse ▪ Optimum ▪ Bright House Networks Spectrum ▪ Suddenlink ▪ Mediacom ▪ Cable ONE ▪ WOW!
Top 10 for Viasat	07/07/2017	07/08/2017	<ul style="list-style-type: none"> ▪ Summit Broadband ▪ Central Arkansas Telephone Cooperative Cable TV ▪ GTI TV

4. What do you feel the overall experience of whitelist group now?

- It is time consuming; you literally need to enter everything in
- If we do bulk upload, it would be beneficial if the bulk upload batch becomes a whitelist group, "Bulk upload in August", then you can not only click in and edit them individually, but can also update their entitlements. Therefore, you will not need create whitelist group manually, and enter the MVPDs in that group manually one by one
- Pain points: If you have 10 MVPD this months, you will need to enter info for the 10 one by one create a whitelist group, and add the 10 into it whitelist from there

5. Where does the data (saved in an Excel sheet) come from?

The excel sheet is sent to us by aggregators. They sent the Excel sheet to us as what they pulled out from their system.

6. Avoid Duplicates

Because aggregators sent the sheet to us, they just pulled it out from their systems, they did not get what is from previous months. We should make the rule: if ADOBE ID already exists in the system, you skip it. It only ingests new MVPDs.

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Task 3: Decommission a brand

When something goes away, and I want to change it

The screenshot shows a table of whitelist groups. The columns are: WHITELIST GROUP NAME, TARGET WHITELIST STAGE DATE, TARGET WHITELIST PROD DATE, MVPD DISPLAY NAMES, MVPD IDs, and EDIT. The 'Top 10 for Vizio' group is highlighted with a red box around its 'Edit' button. A red arrow points from this button to a red-bordered box containing the text: "What if 10 of them are no longer having Esquire".

WHITELIST GROUP NAME	TARGET WHITELIST STAGE DATE	TARGET WHITELIST PROD DATE	MVPD DISPLAY NAMES	MVPD IDs	EDIT
August WTVE Whitelist	08/17/2017	08/31/2017	• Kaplan Telephone Company	• kap010	Edit
RMA De-Whitelist	08/09/2017	08/10/2017	• RMA Broadband & Cable TV • American Community Networks	• rma • com139-02	Edit
WTVE For Jul 2017	07/24/2017	07/31/2017	• Venus Telephone Corporation • Beaver Valley Cable • MTC Communications/McDonough Telephone Coop • CityNet • i3 Broadband	• ven030 • beav020 • mtc020 • c3270 • nimbletv_auth-gateway.net	Edit
Hulu	07/07/2017	07/08/2017	• Hulu	• Hulu	Edit
Top 10 for Vizio	07/07/2017	07/09/2017	• Comcast XFINITY • DIRECTV • Cox • Charter / Spectrum • DISH • TWC Spectrum • Verizon • AT&T U-verse • Optimum • Bright House Networks Spectrum • Suddenlink • Mediacom • Cable ONE • WOW!	• Comcast_350 • DTV • Cox • Charter • DISH • TWC • Verizon • AT • Optimum • BrightHouse • Suddenlink • Mediacom • CableOne.net • WOW!	Edit

1. Current workflow:

- Go to each one of them, unclick “Esquire” on “Desktop”
- Go back to the whitelist group, duplicate it all across board [He always uses the “Desktop” + “stage” as source for copies]

2. Requirements:

- Bulk upload as a whitelist group, and make it easy to maneuver the entitlement section. E.g., How to streamline it, if you need to do the entitlements for 10 platforms and 17 networks
- After launch, if a network decides to go away, all of your providers and partners can remove it. Right now, you have to create a whitelist group to do it, and you need to do it for all whitelist groups.

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Task 4: Add a New Platform

1. When you need to add a platform, you will need to:

- Integrate the new platform into the system
- Clone entitlements from old platforms to the new platform
- Do it for all MVPDs.