RayV Dashboard User Guide

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Version 1.0

Table of Contents

Introduction **1**

Overview of the E-Commerce Components 1

Intended Audience 2

Suggested Workflow 3

Initial Setup of the TV Website 4

Maintaining and Supporting the TV Website 4

Analyzing the Performance of the TV Website 5

Getting Started 5

RayV Dashboard GUI Components 7

Updating TV Website Settings 8

Section I Building Your TV Website **1**

Designing the TV Website Content and Look **2**

Managing Content Pages 2

Creating a Content Page 3

Specifying Geo Restrictions 7

Specifying Attributes for a Virtual Page, Bundles Page, and Splash Page 8

Specifying Attributes for a Contact Us Page 9

Specifying Attributes for a Default Home Page 11

Specifying Attributes for a Default Telecommunications Home Page 12

Editing a Content Page 14

Deleting a Content Page 14

Managing the TV Website's User Interface 15

Customizing the TV Website's Look and Feel 15

Managing Text Resources 18

Locating Missing Resources 18

Exporting and Importing Resources 20

Modifying Email Templates 21

Building Your TV Products 23
Overview of Bundles and SKUs 23
Managing Bundles 24
Creating a Bundle 24
Editing a Bundle 26
Deleting a Bundle 27
Managing SKUs 27
Creating an SKU 28
Editing an SKU 30
Cloning an SKU 31
Deleting an SKU 31
Batch Update of Bundles or SKUs 32
Managing Affiliates 34
Creating an Affiliate 34
Editing an Affiliate 34
Deleting an Affiliate 35
Managing Coupons 35
Creating a Coupon 36
Viewing Coupon Details and Utilization 38
Editing a Coupon 39
Batch Creation of Coupons 40
Deleting a Coupon 44
Managing TV Content 45
Overview of Channels, Programs and VODs 45
Managing Channels 46
Viewing the Channels List 46
Editing a Channel's Settings 46
Deleting a Channel 49
Managing Channel Streams 49
Viewing the List of Channel Streams 49
Editing a Channel Stream's Settings 50
Deleting a Channel Stream 53
Activating the Fallback Channel Streams 53
Managing Programs 54

Viewing the Program Guide 54
Viewing and Managing Programs 55
Editing a Program 57
Recording a Program 62
Deleting a Program 62
Managing VOD Titles 63
Viewing VOD Titles Status and Details 63
Editing a VOD Title 64
Deleting a VOD Title 67
Managing VOD Streams 67
Viewing the List of VOD Streams 67
Editing a VOD Stream 68
Deleting a VOD Stream 70
Importing a RayV VOD Stream 70
Configuring Player Settings 71
Specifying Provider Settings 74

SECTION II – MANAGING END-USERS AND ORDERS 77

Managing End-users 79

Viewing the End-users List 79
Filtering the End-user's List 80
Exporting End-users' Details 82
Viewing and Editing an End-user's Details 82
Modifying an End-user's Details 84
Logging in as an End-user 86
Viewing an End-user's Audit Log 87
Creating a New End-user 87
Generating Power End-users 89

Managing Orders 91

Viewing Orders 91

Understanding the Status of an Order 93
Manually Changing the Payment Status of an Order 94
Viewing and Editing Attributes of an Order 95
Viewing an Order's Audit Log 98
Resending a Notification 98
Managing Recurring Payment Plans 99
Viewing Recurring Payment Plans 99
Creating a Recurring Payment Plan 100
Working with PayPal 103
Capturing or Voiding Authorized Funds 103
Viewing the PayPal IPN Queue 103
Performing Data Reconciliation 105

SECTION III – GENERATING BUSINESS REPORTS 107

Generating Reports 109
Generating Sales Reports 109
Generating an Orders Report 109
Generating an SKU Sales Report 111
Generating an Affiliates Sales Report 113
Generating a Discount Sales Report 115
Generating a Subscriptions Sales Report 116
Generating an End-users' Events Report 118
Generating an End-users' IP Distribution Report 120
Viewing the Real Time Order Statistics Report 122
Viewing the Channels' Concurrent Viewers Report 123

SECTION IV – SYSTEM ADMINISTRATION 125

TV Website Configuration 127
Configuring End-user Roles 127

Types of End-user Roles 127
How Roles Determine Viewing Rights of Paying End-users 127
How Roles Determine Viewing Rights of Non-Paying End-users 128
Creating an End-user Role 129
Viewing and Editing Roles 132
Deleting a Role 132
Configuring TV Website Settings 133
Configuring Global Settings 133
Configuring Content Definitions 137
Configuring Security Settings 146
Managing Dictionaries 148
Managing Geographical Entities – Country groups, Counthries, Regions 148
Managing Geo Filtering Roles 155
Managing Languages 157
Managing Content Categories 159
Managing TV Website GEO Restrictions 163
Configuring Registration GEO Filtering 163
Managing Purchase GEO Filtering 166
Creating a Purchase GEO Filtering Rule 166
Editing a Purchase Geo Filtering Rule 168
Deleting a Purchase Geo Filtering Rule 170
Managing Content GEO Filtering 170
Creating a Content GEO Filtering Rule 170
Editing a Content GEO Filtering Rule 172
Deleting a Content Geo Filtering Rule 174
Managing IP Overrides 174
Viewing All IP Overrides 175
Defining an IP Override 176
Viewing GEO User Requests 177
Resolving IP Location 178
Viewing Zip Overrides 179
Defining a Zip Override 179
Managing Local Partners 180

1

INTRODUCTION

The RayV Dashboard is a sophisticated management application that satisfies all customers TV website back-office needs. From website design to sales analysis and order generation, RayV's full blown CRM solution enables clients to quickly and effortlessly deploy their online catalogues to millions of users worldwide.

General RayV Dashboard functionalities include:

- Initial setup and definition of the TV Website, its contents, and the products (SKUs) it sells.
- Ongoing maintenance and support for the customer site and its end-users.
- Continuous analysis of all orders and sales, through the generation of various reports.

Note: *In this guide, the term* customer *refers to the owner of the TV Website.* End-users *are the users of the TV Website.* Users *are users of the RayV Dashboard.*

OVERVIEW OF THE E-COMMERCE COMPONENTS

The purpose of the TV Website is to sell TV products to end-users. To that end, you must configure various e-commerce entities in the RayV Dashboard. However, in order to configure them properly you must understand the inter-relationships between them. This section lists the e-commerce entities and describes briefly how they interact.

- **TV content** entities. These define the TV content (channels, programs, and VODs) available from the TV Website.
- **TV product** entities. End-users do not actually purchase TV content. Rather, they purchase a TV product which defines the business terms for viewing TV content. An example of a TV product is a yearly subscription for $200 to an 'HD movies" package.

- **End-users**. End-user accounts are usually created automatically in the system when end-users access the site or register at the site. However, you can create, delete and manage end-user accounts at the RayV Dashboard.
- **Orders**. Orders are created automatically in the system when end-users place an order in the TV Website. You can view and partially modify existing orders.
- **End-user roles**. Although at first glance these may seem unnecessary, the end-user roles are what determine the viewing entitlements of the end-user. The reason is that the TV products are not directly associated with TV content. Instead, you associate end-user roles with each TV content entity and each TV product entity. Briefly, the following process occurs when an order for a TV product has been successfully processed:

  a. The system assigns to the purchaser all the user-roles associated with the TV product.

  b. For each content item (channel, program, VOD) available in the TV Website, the system checks for matches between the roles associated with the content item, and the purchaser's roles. If the purchaser was assigned one of the roles associated with the content item, the purchaser may view that content.

  For a full explanation, refer to the introductory material in *Configuring End-user Roles*.

INTENDED AUDIENCE

The RayV Dashboard is intended for three types of users:

- **System** – A user with full read-write permissions to the entire RayV Dashboard functionality. The System user role is intended for TV Website administrators.
- **Support** – A user with all the permissions of a System user, except for permission to perform initial site configuration activities. The Support user role is intended for TV Website support and maintenance personnel.
- **Reports** – A user with read-only permission to view the RayV Dashboard (except for initial site configuration definitions and data reconciliation). This user can employ the full capabilities of the RayV Dashboard Reports mechanism.
  The Reports user role is intended for marketing and finance personnel.

This user guide is intended for all three types of users, in the following way: the guide describes the full functionality of the RayV Dashboard, thus all the sections are relevant to a System user. Sections that describe actions which a Support user cannot perform are prefaced with a note to that effect. All the sections relevant to a Support user are relevant also to a Reports user, while keeping in mind that the Reports user can view but not manage.

The following table details the permissions of each type of user, where:
RW denotes full read-write permissions, and RO denotes read-only permissions.

Table 1: User Permissions to RayV Dashboard Capabilities

User / Menu	System User	Support User	Reports User
Home	RW	RW	RO
Store	RW	RW, except for Batch Update	RO
Content	RW	RW, except for Site UI options	RO, not including Site UI
Broadcasting	RW	RW, except for Player Settings	RO, not including VODs
Geo Restrictions	RW	RW	RO, not including Geo filtering
Customers	RW	RW	RO
Orders	RW	RW	RO, not including Recurring payment plans
Tools	RW	RW	No permissions
Reports	RW	RW	RW
Configuration	RW	No permissions	No permissions

SUGGESTED WORKFLOW

The recommended workflow is to first perform the actions described in *Initial Setup of the TV Website*. Once the site is up and running, the ongoing support and maintenance actions you typically perform are described in *Maintaining and Supporting the TV Website*. At the same time, marketing and finance personnel typically perform the actions described in *Analyzing the Performance of the TV Website*.

Initial Setup of the TV Website

The user creating the TV Website must be a RayV Dashboard System user. Typically, the System user performs the following actions during initial setup of the TV Website:

1. Configuring various global, content, and security settings for the TV Website (described in *Configuring TV Website Settings* on page 133).
2. Defining end-user roles (described in *Configuring End-user Roles* on page 127).
3. Viewing the various dictionaries, and editing the settings if necessary (described in Managing Dictionaries on page 148).
4. Defining geo restrictions (described in Managing TV Website GEO Restrictions on page 163).
5. Defining the products sold at the site (bundles, SKUs), the coupons being offered, and business affiliates if relevant. These actions are described in Building Your TV Products on page 23.
6. Viewing and editing site content entities (channels, programs, and VODs) for the content loaded into the TV Website by the content providers. These actions are described in Managing TV Content on page 45.
7. Setting up the site's content pages, and the site's entire look and feel. These actions are described in Designing the TV Website Content and Look on page 2.

Maintaining and Supporting the TV Website

Ongoing support and maintenance of the TV Website typically includes the following activities:

1. *Managing TV Website GEO Restrictions*. For support personnel, this mainly consists of continuously responding to requests for IP Overrides and ZIP Overrides (described in *Managing IP Overrides* on page 174).
2. Performing ongoing adjustments of TV content entities (described in *Managing TV Content* on page 45).
3. *Managing End-users* (described on page 79).
4. Managing Orders (described on page 91).
5. *Performing Data Reconciliation* of orders (described on page 105).

Analyzing the Performance of the TV Website

Finance and marketing personnel use the RayV Dashboard mainly to generate various sales, orders, and end-users reports (described in *Generating Reports* on page 109).

Getting Started

To access the RayV Dashboard:

1. Navigate to the URL supplied by RayV. A login screen appears.

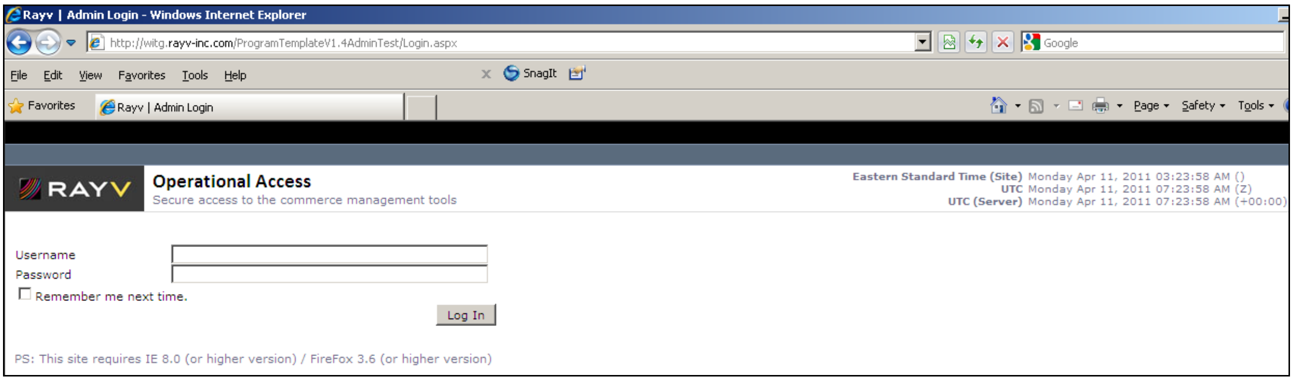


Figure 1: Login Screen

2. Enter the Username and Password supplied by RayV, and click **Log In**. The RayV Dashboard appears, displaying the RayV Dashboard Home page.

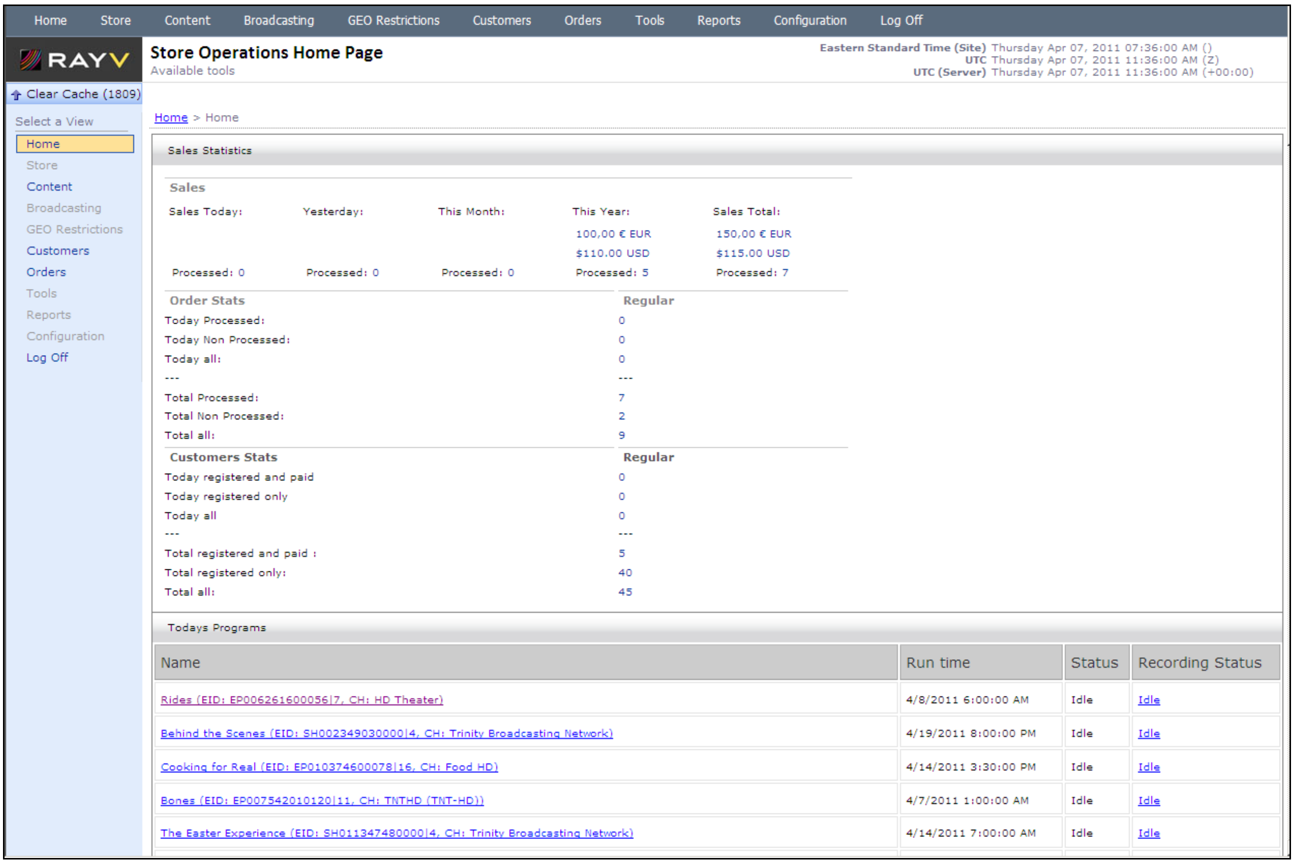


Figure 2: RayV Dashboard Home Page

The Home page displays:

- **Sales Statistics** Real-time statistics regarding sales, orders, and end-users.
- **Todays Programs** A list of the daily programs broadcasting on the TV Website.
- **Queue stats** Information about services running in the background.
- **Missing content alerts** A list of resources (fields containing text snippets) in the TV Website that the system suspects are missing values. For more information, refer to *Locating Missing Resources* on page 18.

RayV Dashboard GUI Components

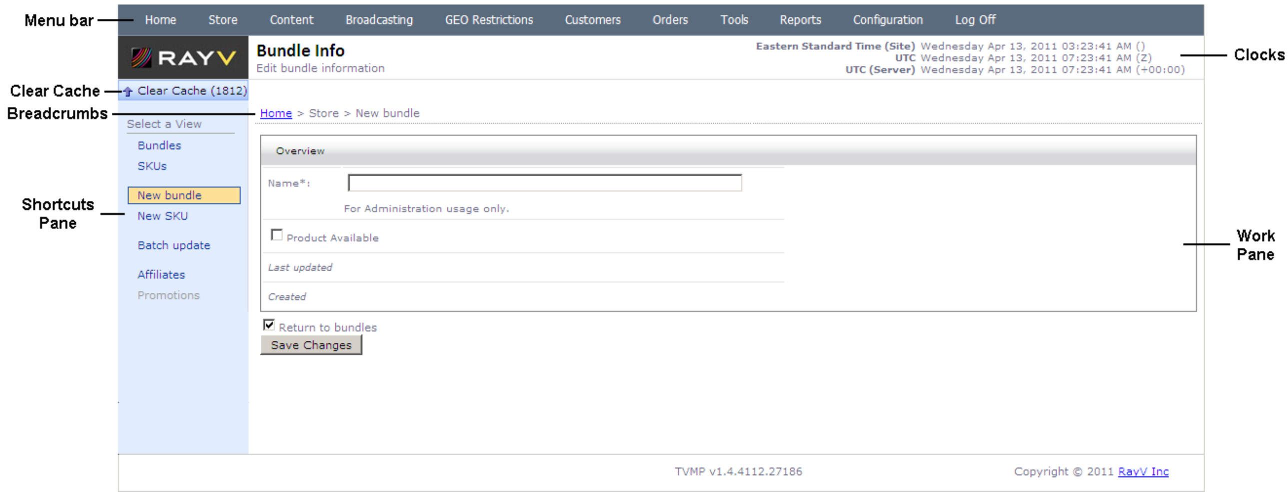


Figure 3: GUI Components

The RayV Dashboard GUI contains the following components:

- Menu bar, for accessing all the options available in the RayV Dashboard.
- **Clear Cache** button, for updating the TV Website immediately with the changes entered in the RayV Dashboard.
- Breadcrumb trail to aid navigation.
- Shortcuts pane, providing shortcuts to the options that are on the same hierarchical level as the currently selected option.
- Work pane, where you perform all the actions available in the RayV Dashboard.
- Clocks section, with clocks displaying the time according to three time zones:
    - **Eastern Standard Time** – The current time in the RayV Dashboard and the TV Website.
    - **UTC** – The current UTC time.
    - **UTC (server)** – The current UTC time at the server hosting the TV Website.

Note: *The UTC and UTC (server) time should be identical. If they are not, contact RayV Support.*

Updating TV Website Settings

The TV Website is periodically updated with the latest configuration changes entered in the RayV Dashboard. If you wish to update the TV Website immediately with the most recent changes, click **Clear Cache** in the left pane of the RayV Dashboard (Figure 3).

Section I

Building Your TV Website

2

Designing the TV Website Content and Look

Initially, the TV Website has a basic skeleton structure and a default look and feel. You can add content pages of various types to the website, and change the text of the elements (titles, messages, etc.) in the basic skeleton. You can also change the look and feel of the entire website by applying a skin, a cascading stylesheet, or various graphic files.

Managing Content Pages

The TV Website has a basic skeleton structure. To add content to the TV Website, you can define new content pages. The process of creating a new content page includes:

- Specifying a content template. There are several types of content templates. These templates, called *Attribute templates*, determine which attributes will appear in the page. After choosing the template, you specify the content of the attributes. The available attributes templates include:
  - **Virtual page** – Defines a basic content page.
  - **Splash page** – Defines a basic splash page.
  - **Bundles page** – Defines a basic content page for displaying bundles.
  - **Contact us page** – Defines a page providing contact information.
  - **Telco homepage template** – Defines an advanced home page.
  - **Default homepage template** – Defines a default home page
- Specifying a layout template. This template determines the layout of the resulting page. Note that you must specify the layout template that corresponds to the attributes template you selected.
- Specifying a relative path for the new page. This defines the location of the content page in the TV Website.

The following sections describe how to create a content page, edit a content page, and delete a content page.

Creating a Content Page

You can create a page on your TV Website.

To create a content page:

1. Select **Content → New Page**. The Content Page Edit screen appears.

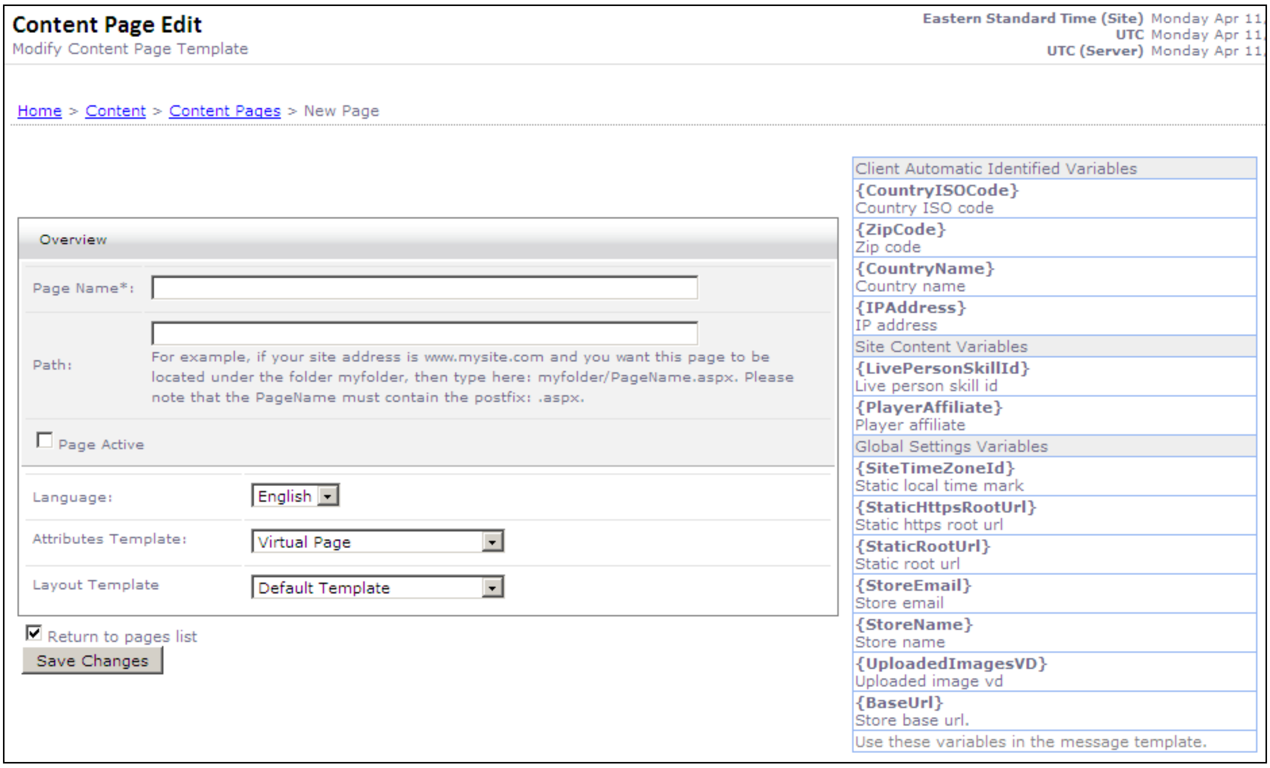


Figure 4: Content Page Edit – Creating a New Content Page

2. Enter information into the fields. The fields are described in the following table.

Table 2: New Content Page – Description of Fields

Parameter	Description
Page Name	The name of the content page
Path	The path of the page, relative to the root of the TV Website.
Page Active	Indicates whether this page will appear in the TV Website.

Parameter	Description
Language	The language of the content displayed in the final page. The available languages are specified in the Languages screen (refer to Managing Languages on page 157). ***Note***: *If the end-user selected to view the TV Website in a different language, the page will be displayed in the default language, as specified in the Global Settings screen (refer to Configuring Global Settings on page 133.*
Attributes Template	The type of page. The following types are available: ■ Virtual Page ■ Contact Us Page ■ Splash Page ■ Bundles Page ■ Telco homepage Template ■ Default homepage Template
Layout Template	Determines the layout of the page, i.e., where the attributes are displayed on the page. Several types of layout templates are available. You must select the layout template that corresponds to the selected attributes template, as follows: **For this Attributes template** — **Use this Layout template** ■ Virtual page — Default template ■ Contact us — Contact Us template ■ Splash page — Splash template ■ Bundles page — Default template ■ Telco homepage template — Telco homepage template ■ Default homepage template — Default homepage template

3. Click **Save Changes**. The content page is created.

Note: *If you check the* ***Return to pages list*** *checkbox, then after changes are saved you are returned to the Content Pages list (Figure 12). You can continue editing the template by clicking it in the list.*

The page refreshes and displays the following sections:

- **Attributes**, containing the attribute fields that correspond to the attributes template you selected.
- **Geo Restriction**, for specifying which geo restrictions to apply to this page.

4. In the **Attributes** section, enter information into the fields. For explanations about the attribute fields in the different attribute templates, refer to the following

sections:

- *Specifying Attributes for a Virtual Page, Bundles Page, and Splash Page* on page 8.
- *Specifying Attributes for a Contact Us Page* on page 9.
- *Specifying Attributes for a Default Home Page* on page 11.
- *Specifying Attributes for a Default Telecommunications Home Page* on page 12.

Important: Note that you can use variables in the text fields. The list of available variables appears in the top-right corner of the screen. When the page is displayed in the TV Website, the variable is replaced with its actual value. The actual value of each variable is determined as follows:

Table 3: Values of Variables Used in Attribute Templates

Variable Type	Value Determined by
Client automatic Identified Variables	Dynamically learned from the end-user's IP address.
Site Content Variables	As defined in Configuration → Site Settings → Site Content.
Global Settings Variables	As defined in Configuration → Site Settings → Global Settings.

5. In the **Geo Restriction** section, specify which geographical entities are allowed, or denied, access to the page. Refer to *Specifying Geo Restrictions* on page 7.

6. Click **Save changes**.

***Note:** To delete the page, click **Delete**.*

To view the final page, navigate to the page in the TV Website (according to the address you specified in the **Path** field). The following figures show an example of a content page's definition in the RayV Dashboard, and the final page appearance in the TV Website.

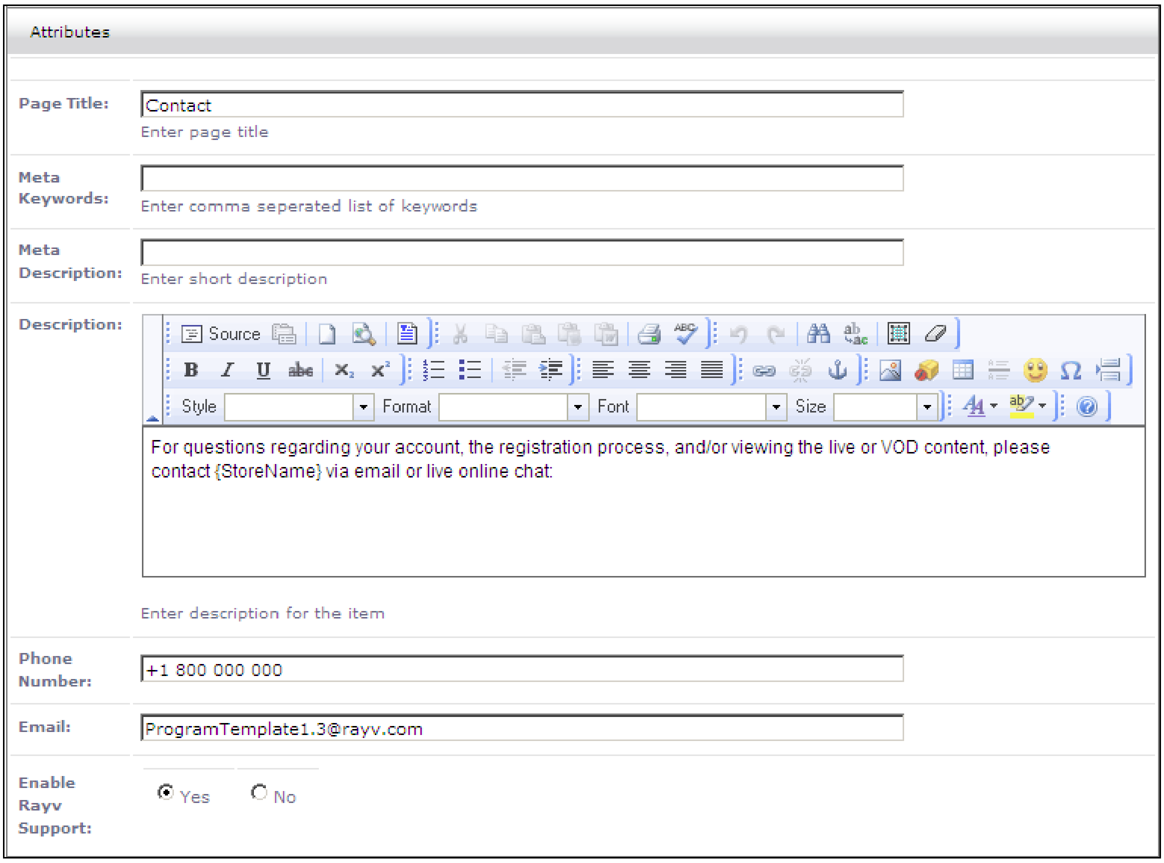


Figure 5: Defining the Attributes of a Contact Page

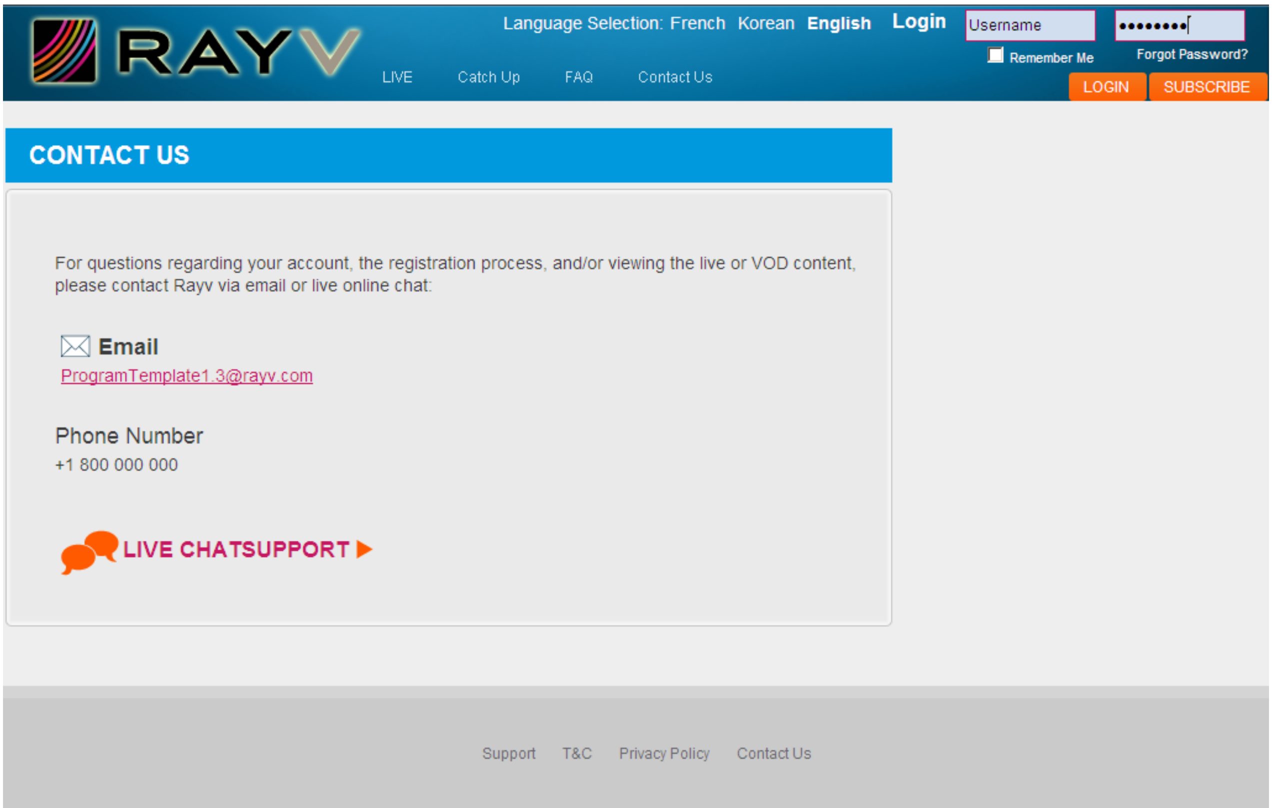


Figure 6: The Final Page Appearance

SPECIFYING GEO RESTRICTIONS

Geo restrictions are a mechanism for restricting an end-user's access to various TV Website elements (specific site pages, specific site content, specific site products), based on the geographical location of the end-user. The geographical location is derived from the end-user's IP address.

In Geo restrictions, you define which geographical locations are allowed, or denied, access to the TV Website element.

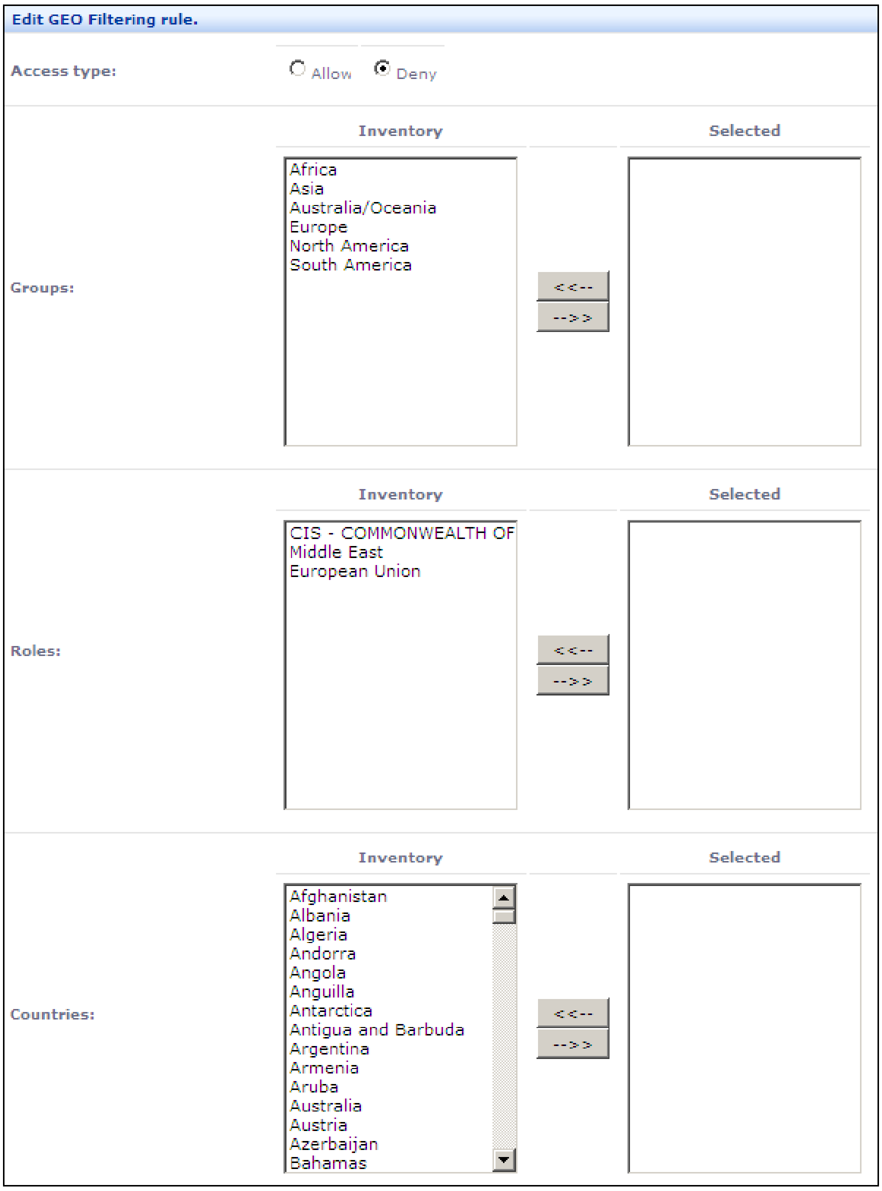


Figure 7: Geo Restrictions

To define geo restrictions:

1. In **Access type**, specify whether the geographical entities you are selecting are allowed access to the element or denied access to the element.

2. Specify the geographical entities to which the geo restriction applies. There are three types of geographical entities to which you can apply a geo restriction:

   - **Groups** – Groups of countries. For information on configuring country groups, refer to *Managing Country Groups* on page 148).
   - **Roles** – Geographical roles. For information on configuring geographical roles, refer to *Managing Geo Filtering Roles* on page 155).
   - **Countries** – Specific countries. For information on configuring countries, refer to *Managing Countries* on page 150).

   For each geographical entity you wish to specify, select the entity in the **Inventory** box and click -->>.

Specifying Attributes for a Virtual Page, Bundles Page, and Splash Page

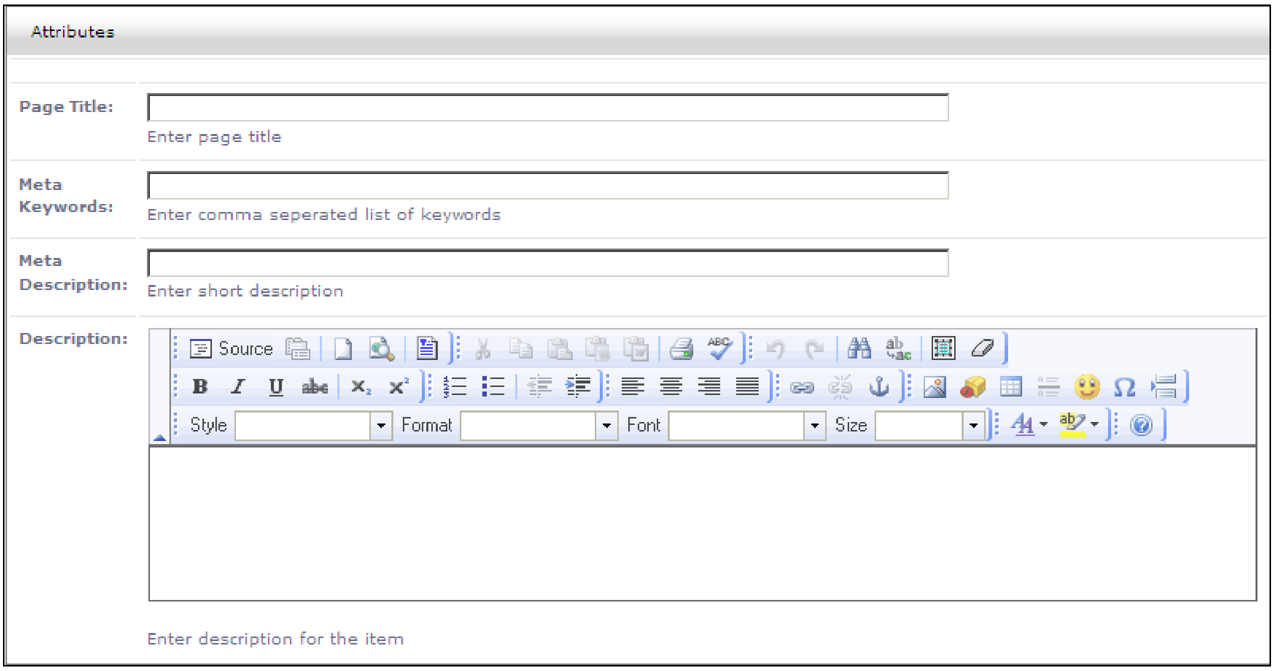


Figure 8: Attributes for Defining a Virtual Page, Bundles Page, and Splash Page

The attributes defining a Virtual Page, Bundles Page, or Splash Page are described in the following table:

Table 4: Virtual Page, Bundles Page, and Splash Page Templates– Description of Attributes

Parameter	Table Heading
Page Title	The title of the page.
Meta Keywords	Meta keywords for this page.
Meta Description	Meta description of this page.
Description	The text content of the page.

SPECIFYING ATTRIBUTES FOR A CONTACT US PAGE

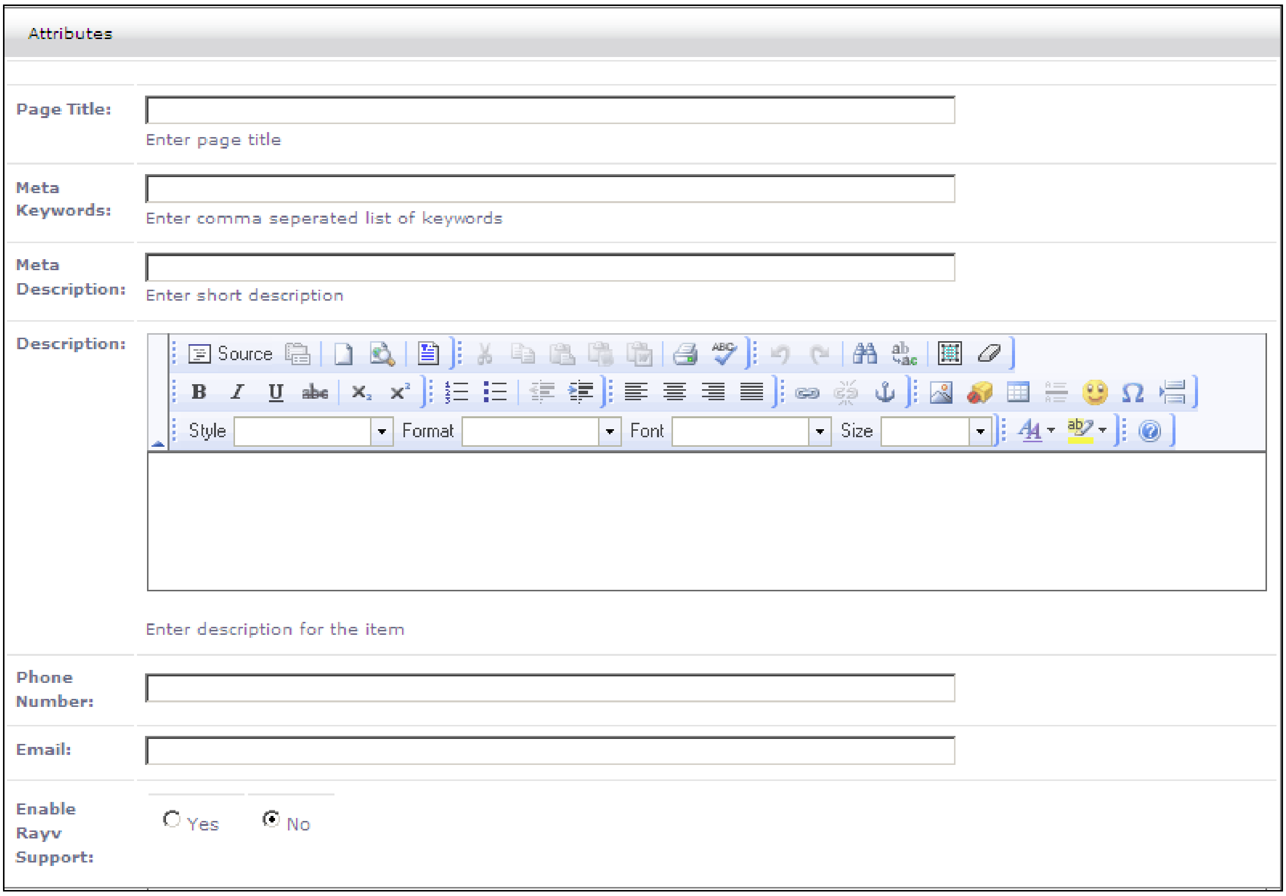


Figure 9: Attributes for Defining a Contact Us Page

The attributes defining a Contact Us page are described in the following table:

Table 5: Contact Us Page Template – Description of Attributes

Parameter	Description
Page Title	The title of the page.
Meta Keywords	Meta keywords for this page.
Meta Description	Meta description of this page.
Description	The text content of the page.
Phone Number	A phone number for contacting the customer (TV Website owner).
Email	An email address for contacting the customer (TV Website owner).
Enable RayV support	Indicate whether to enable a link to RayV support from the page.

SPECIFYING ATTRIBUTES FOR A DEFAULT HOME PAGE

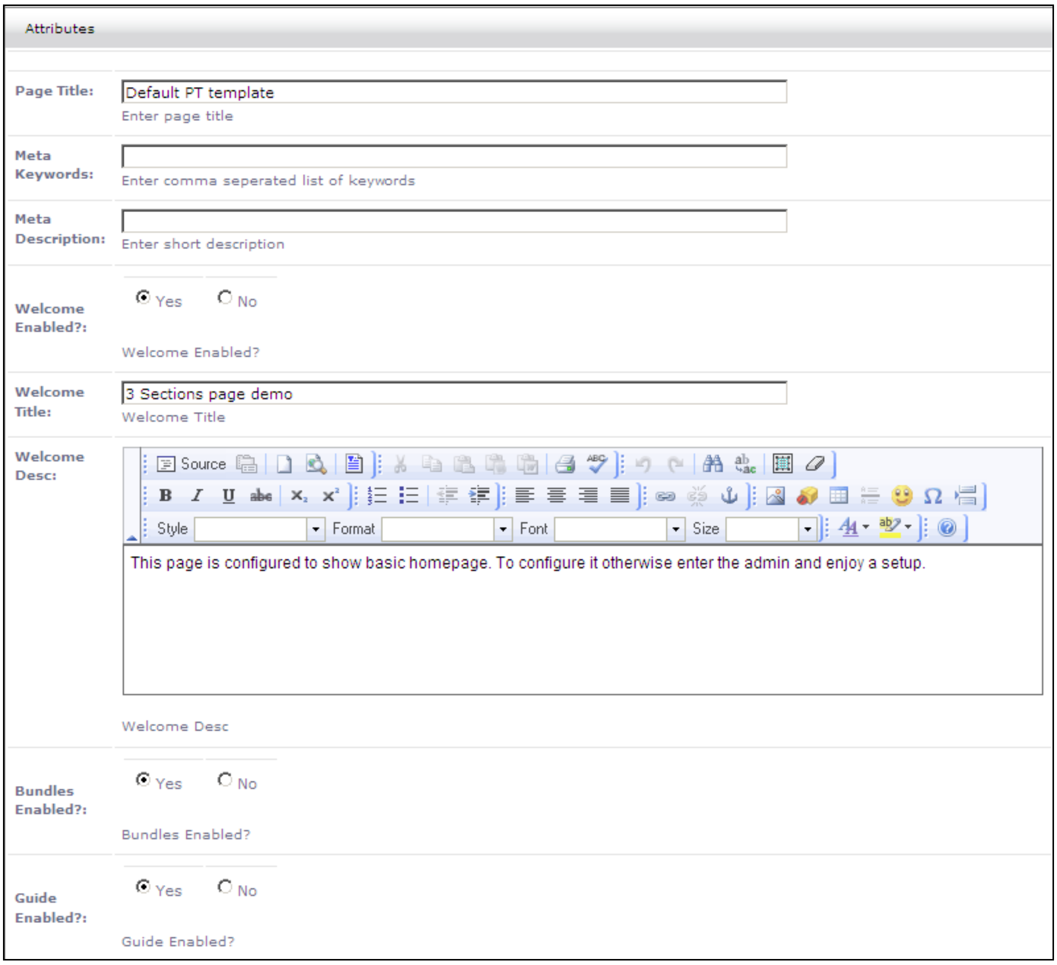


Figure 10: Attributes for Defining a Default Home Page

The attributes defining a default home page are described in the following table:

Table 6: Default Home Page Template – Description of Attributes

Parameter	Description
Page Title	The title of the page.
Meta Keywords	Meta keywords for this page.
Meta Description	Meta description of this page.
Welcome Enabled?	Indicates whether the page includes a Welcome section.
Welcome Title	The title of the Welcome section.
Welcome Desc	The text content of the Welcome section.
Bundles enabled?	Indicates whether the bundle is enabled. If it is not, then its associated SKUs will not be displayed in the TV Website.
Guide enabled?	Indicates whether to display the programs guide.

Specifying Attributes for a Default Telecommunications Home Page

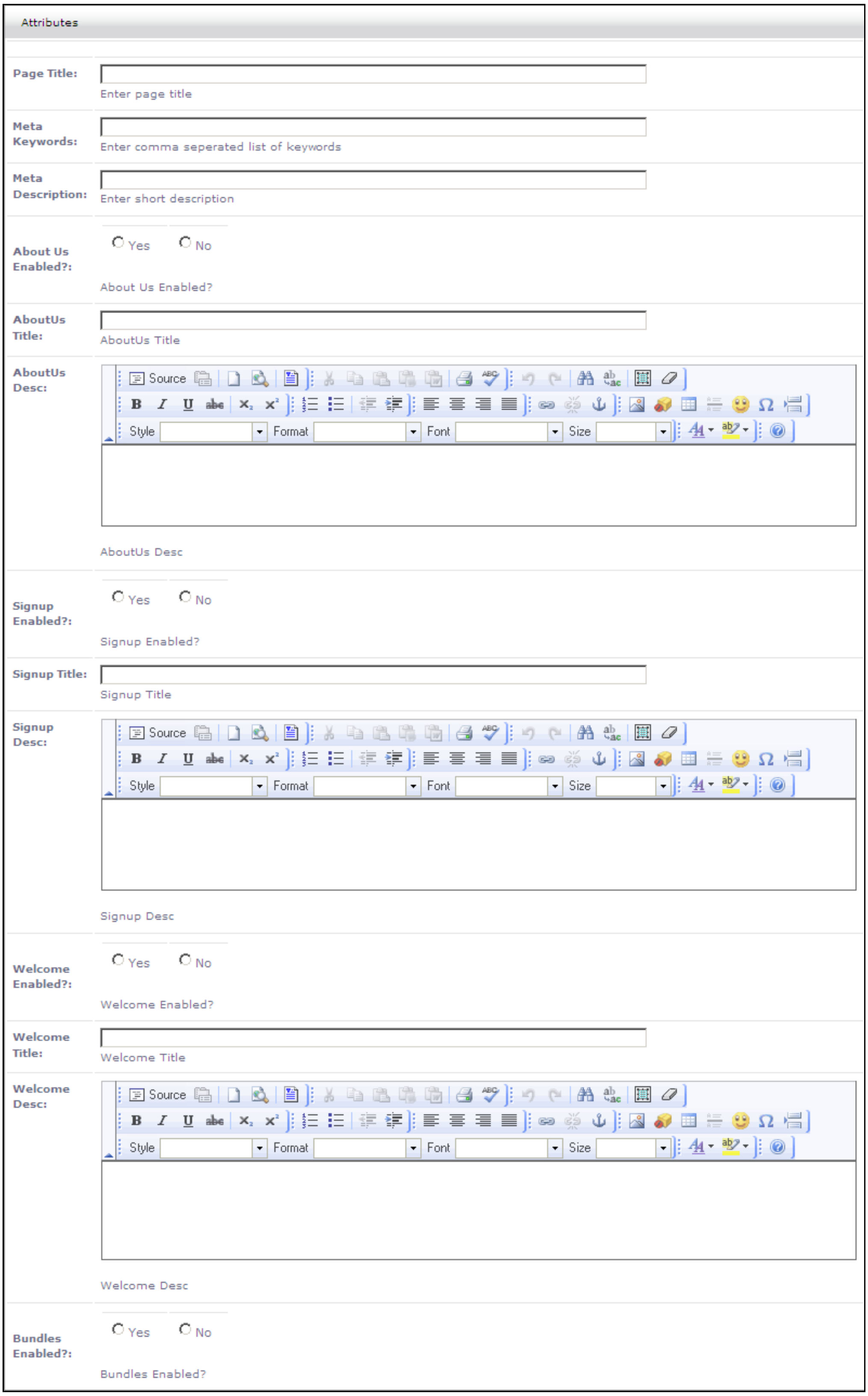


Figure 11: Attributes for Defining a Telecommunications Home Page

The attributes defining a Telecommunications home page are described in the following table:

Table 7: Telecommunications Home Page Template – Description of Attributes

Parameter	Description
Page Title	The title of the page.
Meta Keywords	Meta keywords for this page.
Meta Description	Meta description of this page.
About Us Enabled?	Indicates whether the page includes an About Us section.
About Us Title	The title of the About Us section.
About Us Description	The text content of the About Us section.
Signup Enabled?	Indicates whether the page includes a Signup section.
Signup Title	The title of the Signup section.
Signup Description	The text content of the Signup section.
Welcome Enabled?	Indicates whether the page includes a Welcome section.
Welcome Title	The title of the Welcome section.
Welcome Desc	The text content of the Welcome section.
Bundles Enabled?	Indicates whether to display the available bundles.

EDITING A CONTENT PAGE

You can edit the definitions of an existing content page.

To edit a content page:

1. Select **Content → Content Pages**. The Content Pages screen appears, listing all the defined content pages.


Content Pages
Define/Edit content pages

Eastern Standard Time (Site) Wednesday Mar 02, 2011 06:07:19 AM ()
UTC Wednesday Mar 02, 2011 11:07:19 AM (Z)
UTC (Server) Wednesday Mar 02, 2011 11:07:19 AM (+00:00)

Home > Content > Content Pages

New Content Page | Current Language: any

	Name	Subject	PageTemplate	MetaClass	Options
☐	Account Expired	This package requires subscription	Default Template	BundlesPage	✕
☐	AreaNotSupported	Area Not Supported	Default Template	Virtual Page	✕
☐	Bundle1	My Bundles Page	Default Template	BundlesPage	✕
☐	Contact Us page	Contact Us	Contact Us Template	Contact Us Template	✕
☐	ContactUs	Contact Us	Contact Us Template	Contact Us Template	✕
☐	Country Not Supported	Country Not Supported	Default Template	Virtual Page	✕
☐	Default HomePage	subject	Default HomePage Template	Default HomePage Template	✕
☐	FAQ	FAQ	Default Template	Virtual Page	✕
☐	Form Validation Error Page	Form Validation Error Page	Default Template	Virtual Page	✕
☐	Legal	Legal	Default Template	Virtual Page	✕
☐	Privacy Policy	Privacy Policy	Default Template	Virtual Page	✕
☐	SingleLoginError	Access Limiter Error	Default Template	Virtual Page	✕
☐	splash3	sdfsdf	Default Template	Virtual Page	✕
☐	splash3	sdfsdf	Splash Page Template	Splash Page	✕
☐	SplashPage1	Splash Page1	Splash Page Template	Splash Page	✕

Figure 12: Content Pages List

1. Click a content page in the **Name** column. The Content Page Edit screen appears (Figure 4), displaying the definitions of the content page.

2. Edit the definitions as desired. For an explanation of the various parameters, refer to the explanations in *Creating a Content Page* on page 3.

DELETING A CONTENT PAGE

You can delete an existing content page.

To delete a content page:

1. Select **Content → Content Pages**. The Content Pages screen appears (Figure 12).
2. Delete pages as follows:
   - To delete a single page, click ✕ in the **Options** column.
   - To delete multiple pages, mark the corresponding checkboxes, and click **Run Batch**.

MANAGING THE TV WEBSITE'S USER INTERFACE

***Note:** Only a System user can manage the TV Website's user interface. Therefore, the **Site UI** option in the **Content** menu is not available for non-System users.*

CUSTOMIZING THE TV WEBSITE'S LOOK AND FEEL

The TV Website has a basic look and feel, determined by the skin applied to it. You can override the look and feel by selecting a different skin, or by applying a CSS file to the entire TV Website. You can also set the look of specific elements such as the logo by specifying a graphic file for the element.

To customize the TV Website's appearance:

1. Select **Content → Site UI → Overrides**. The UI Overrides screen appears.

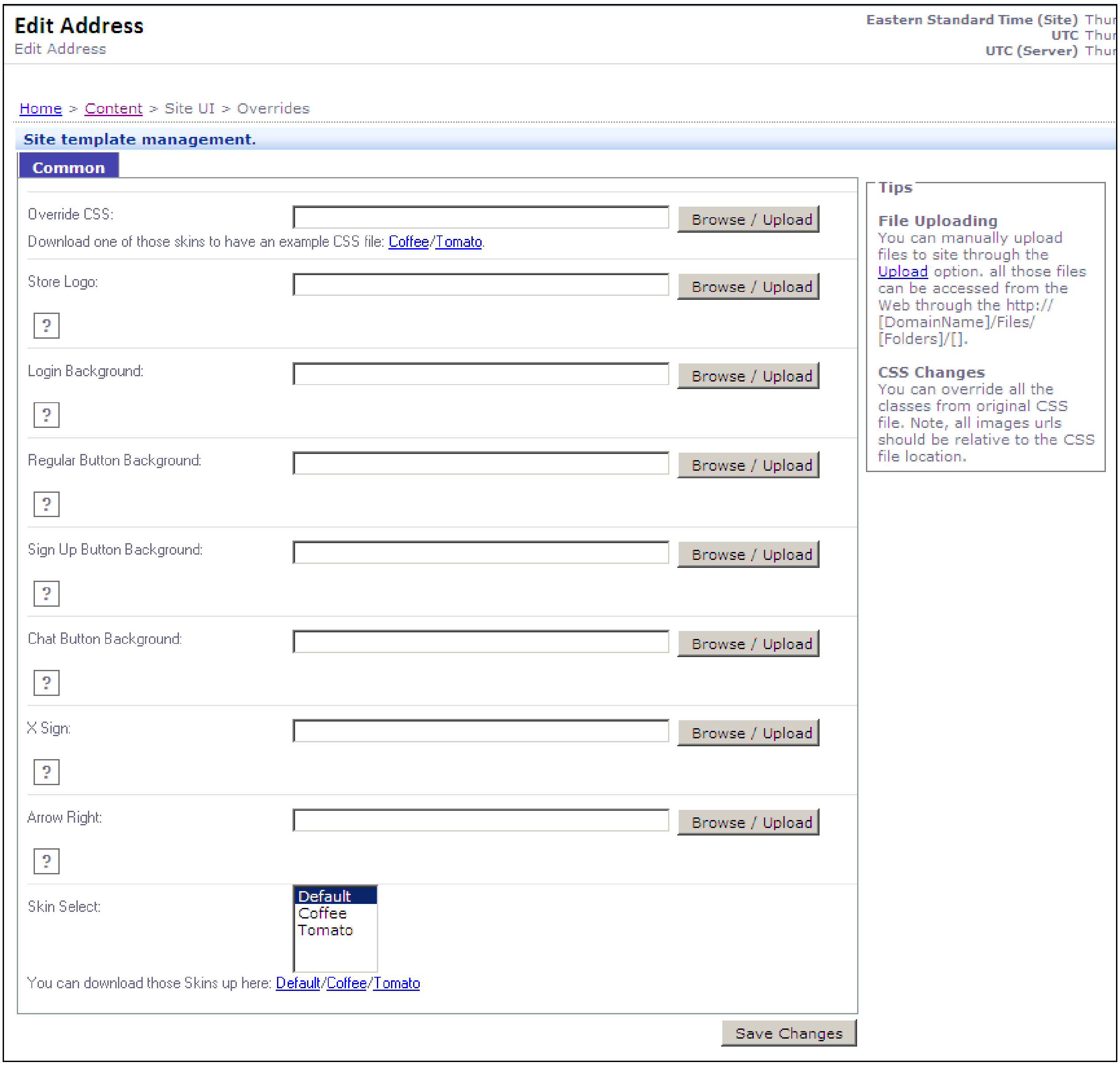


Figure 13: UI Overrides Screen

2. **Optional* Specify a different skin in the **Skin Select** drop-down list. Note that the currently-applied skin is highlighted.

3. **Optional* Specify a CSS file. The settings in the CSS file will override the skin settings of the specified skin. To specify a CSS file:

   c. Click **Browse/Upload**. A CKFinder 2 window appears.

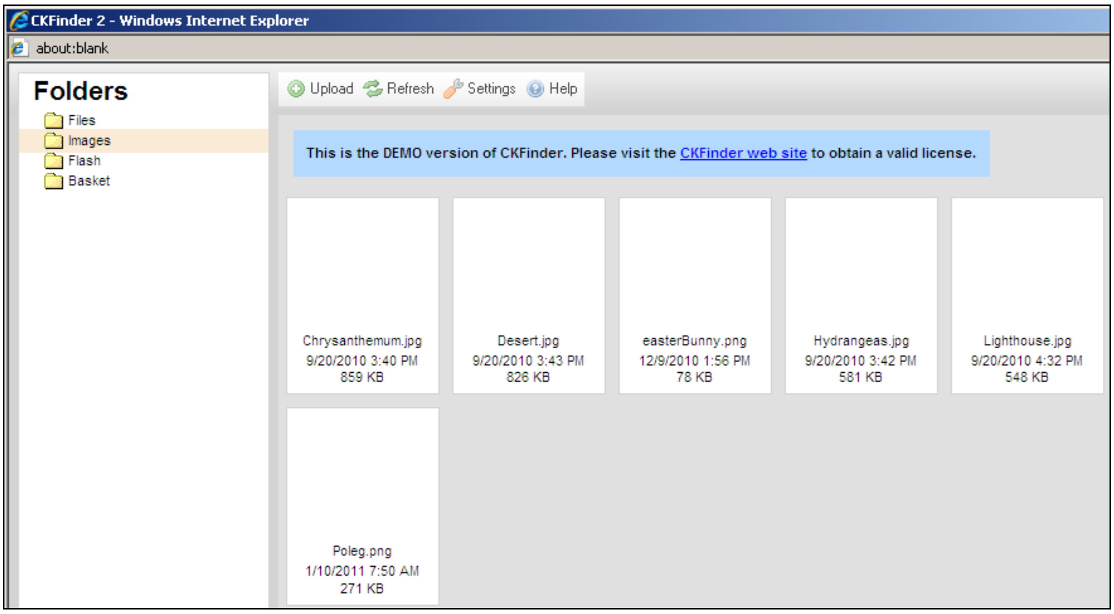


Figure 14: CKFinder 2

d. Click **Upload**.

e. In the **Upload New File** section that appears, click **Browse**.

f. Browse to the location of the desired file, select it, and click **Open**.

g. Click **Upload Selected File**.

4. **Optional* Specify a graphic file to define the look and feel of individual elements, such as the store logo. You can perform this for all the elements listed under the Override CSS field. The graphic file will override the previous appearance of the element. To specify a file, follow instructions (a) to (g) in the preceding step for the element you wish to change.

5. **Optional* You can also modify a graphic file of one of the skins available in the **Skin Select** drop-down list, and apply it to an individual element. To do so:

   a. Click the skin you wish to download, adjacent to the **You can download those Skins up here** link. A File Download window appears.

   b. Click **Save**. A Save As window appears.

   c. Select a location for the .rar file.

   You can now extract an individual graphic file, modify it, and save it. If you wish, you can upload the modified file and apply it to an individual component, as described in Step 4.

Managing Text Resources

You can view and edit the resources (text snippets) that appear in the skeleton of the TV Website.

To view and edit resources:

1. Select **Content → Site UI → Resources**. The Resources Edit screen appears.

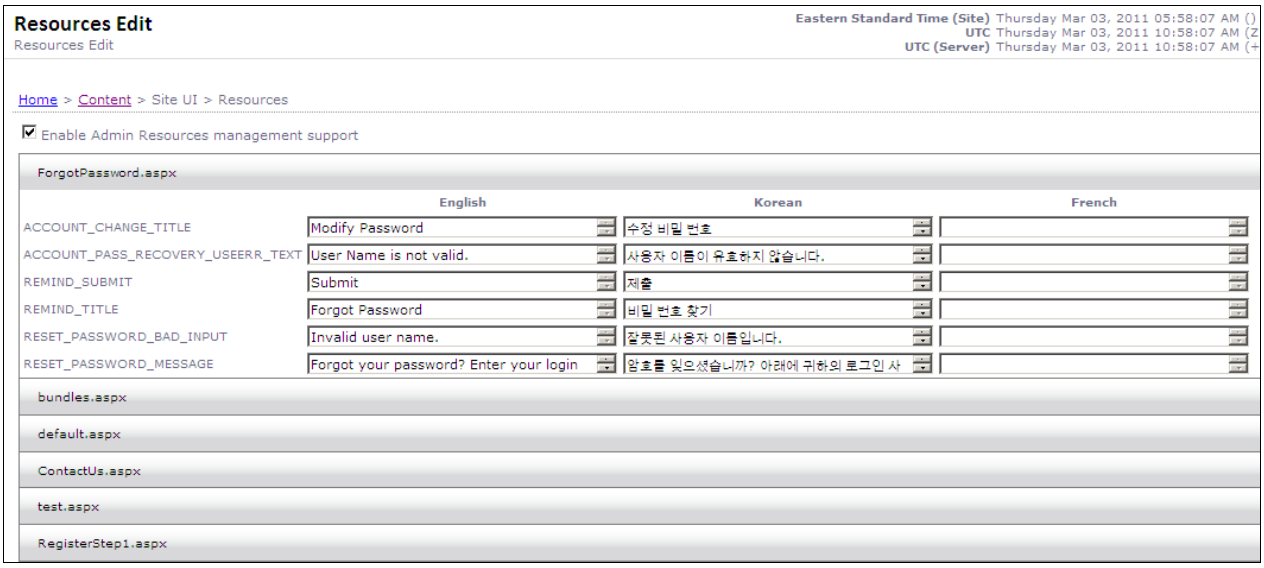


Figure 15: Resources Edit Screen

2. Click a resource name to view the text to be displayed.

3. *Optional* Edit the text, in any of the languages displayed.

4. Click **Save Changes** at the bottom of the screen.

Locating Missing Resources

You can view a list of the resources that the system suspects are missing values. The system suspects that a resource is missing a value if:

- No value was entered for the resource.

  Or

- The value of the resource is identical to the resource name.

To view alerts about missing resources in content pages:

1. Select **Home → Dashboard**. The Store Operations Home Page screen appears (Figure 2).
2. Scroll to the **Missing content alerts** section (Figure 16).

Missing content alerts

Name	Missing Language	Missing Content
Key name	Missing Language	Location Page
LAUNCH	English	Live.aspx
SUPPORT	English	ContactUs.aspx
PLAYER_TYPE	English	default.aspx
PURCHASE_PACKGES_TITLE	English	Bundles.aspx
CHECKOUT_PACKAGE_CHOOSE	English	bundles.aspx
CHANGE_PASS_COMPLETE_TEXT	English	ChangeEmailPassword.aspx
BIRTHDAY	English	RegisterStep1.aspx

Figure 16: Missing Content Alerts Section in the Dashboard Home Page

The section lists the resources that the system suspects are missing a value. The section provides the following information about those resources:

- **Key name** – The name of resource that is missing a value.
- **Missing Language** – The language in which a value is missing.
- **Location Page** – The name of content page that displays the resource.

3. Click a resource in the **Key name** column. The Resources Edit page appears, showing the resources of the corresponding content page.
4. Locate the resource in the list, and if desired, enter a value for the resource, or edit the existing value.
5. Click **Save changes**.

EXPORTING AND IMPORTING RESOURCES

The *Managing Text* Resources section describes how to view and edit resources within the RayV Dashboard. An alternative method is to export all the resources to a CSV file, edit the file, and then import the edited file. The settings in the imported file will override the previous settings.

To export resources:

1. Select **Content → Site UI → Resources Export/Import**. The Resources Export/Import screen appears.

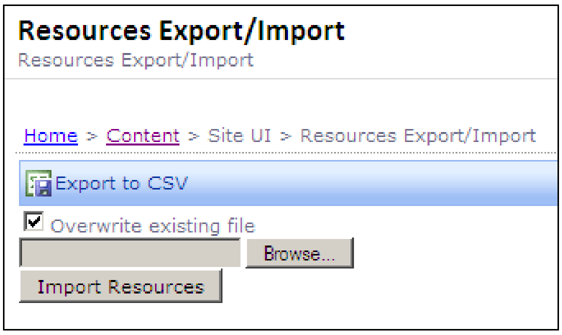


Figure 17: Resources Export/Import Screen

2. Click **Export to CSV**.

   Edit the CSV file as desired, and save the updated version.

To import resources:

1. Select **Content → Site UI → Resources Export/Import**. The Resources Export/Import screen appears (Figure 17).
2. Click **Import Resources**.

   The settings in the imported CSV file overwrite the previous settings.

Modifying Email Templates

You can modify the template of various system emails, sent by the TV Website to end-users.

To modify an email template:

1. Select **Content → Site UI → Email templates**. The Templates screen appears.

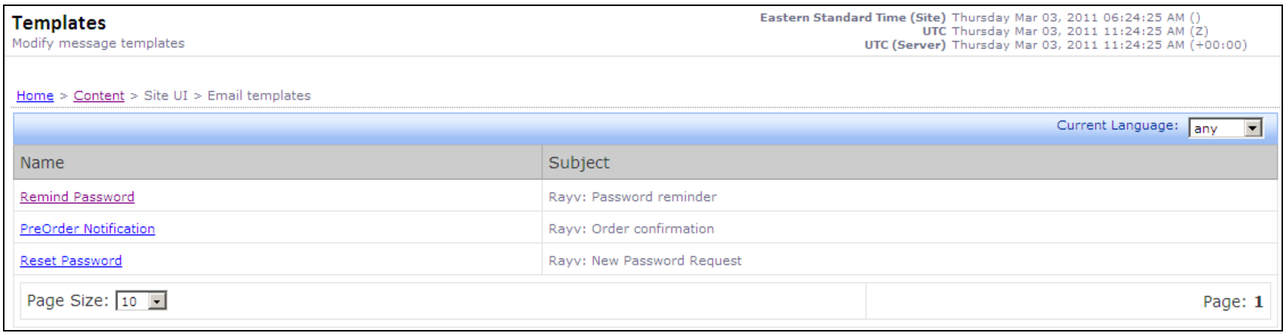


Figure 18: Email Templates Screen

***Note**: You can filter the display by the language used in the templates. To do so, select a language in the **Current Language** drop-down list. Only templates written in the selected language will appear in the list.*

2. Click a template you wish to modify. The Template Info window appears, displaying the current template settings.

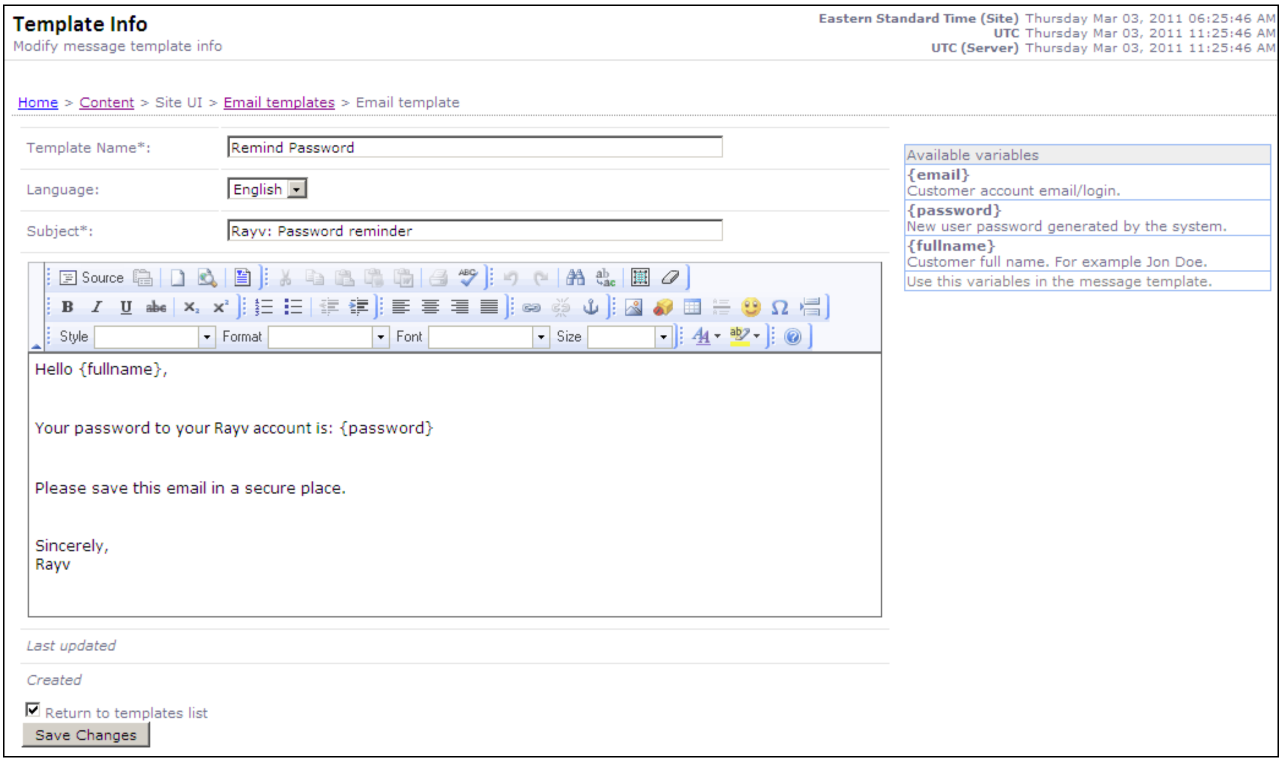


Figure 19: Template Info Screen

3. You can edit any of the fields. Note that you can insert any of the available variables (listed in the right side of the screen) into the body of the email. The fields you can edit are described in the following table:

Table 8: Fields in an Email Template

Field	Description
Template Name	The name of the email template.
Language	The language used in the subject and body of the email.
Subject	The text that will appear in the subject line of the final email.
Body	The text that will appear in the subject line of the final email. You can insert any of the available variables (listed in the right side of the screen).

4. Click **Save Changes**.

Note: *If you check the* ***Return to templates list*** *checkbox, after changes are saved you are returned to the Templates list page.*

3

Building Your TV Products

The Store menu enables you to

- Manage bundles and SKUs. These determine the actual products displayed in the TV Website, intended for purchase by end-users.
- Manage the coupons you can offer to end-users.
- Manage affiliates. Affiliates are owners of websites that include a link to the TV Website. Affiliates receive a commission for every subscriber that was referred by them.

Overview of Bundles and SKUs

The products that the end-user can purchase are called SKUs (Stock Keeping Units). Each SKU is associated with a bundle. Each bundle, in turn, is associated with user roles. Each user role specifies what actual content (programs, channels, VODs.) a user can view. When an end-user purchases an SKU, the end-user is assigned the corresponding roles, which determines the content that the end-user can view.

Each SKU is also characterized by a time period and price. These define when the end-user can view the content, and how much the SKU costs. Thus for example, a music bundle might have two SKUs: an SKU which costs $100per month, and an SKU for $1100 a year.

The process of creating your TV products consists of the following:

1. Create user roles (refer to *Creating an End-user Role* on page 129).

2. Create bundles, and associate each with the desired user roles (refer to *Managing Bundles* on page 24).

3. When you create the bundles, create SKUs for each bundle as well (refer to *Managing SKUs* on page 27). The SKUs are the products displayed in the TV Website, intended for purchase by end-users.

Managing Bundles

You can create bundles, view a list of all created bundles and their related SKUs, edit a bundle's settings, and delete bundles.

Creating a Bundle

You can create a new bundle.

To create a bundle:

1. Select **Store → New Bundle**. The Bundle Info screen appears.

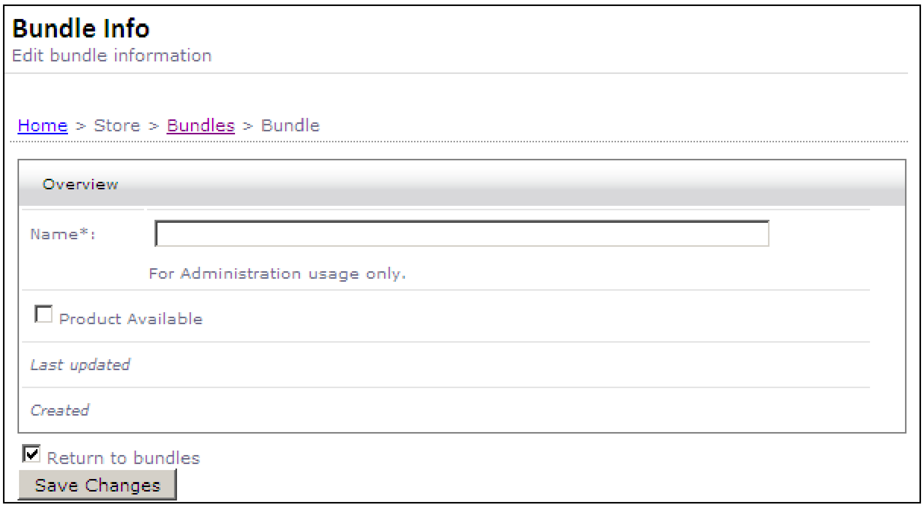


Figure 20: Bundle Info Screen – Creating a New Bundle

2. Enter a name in the **Name** field. This name is for administrative usage, and is not displayed in the TV Website.

3. Check the **Product Available** checkbox.

4. Click **Save Changes**. The bundle is created.

The page refreshes and displays the following sections:

- **Details** section, for specifying the name of the bundle in each of the available languages.
- **Additional data** section, for specifying a description of the bundle in each of the available languages.
- **SKU** section, for defining which SKUs (products) to associate with this bundle.
- **Role relation** section, for specifying which roles to associate with this bundle.
- **Geo Restriction** section, for specifying which geo restrictions to apply to this bundle.

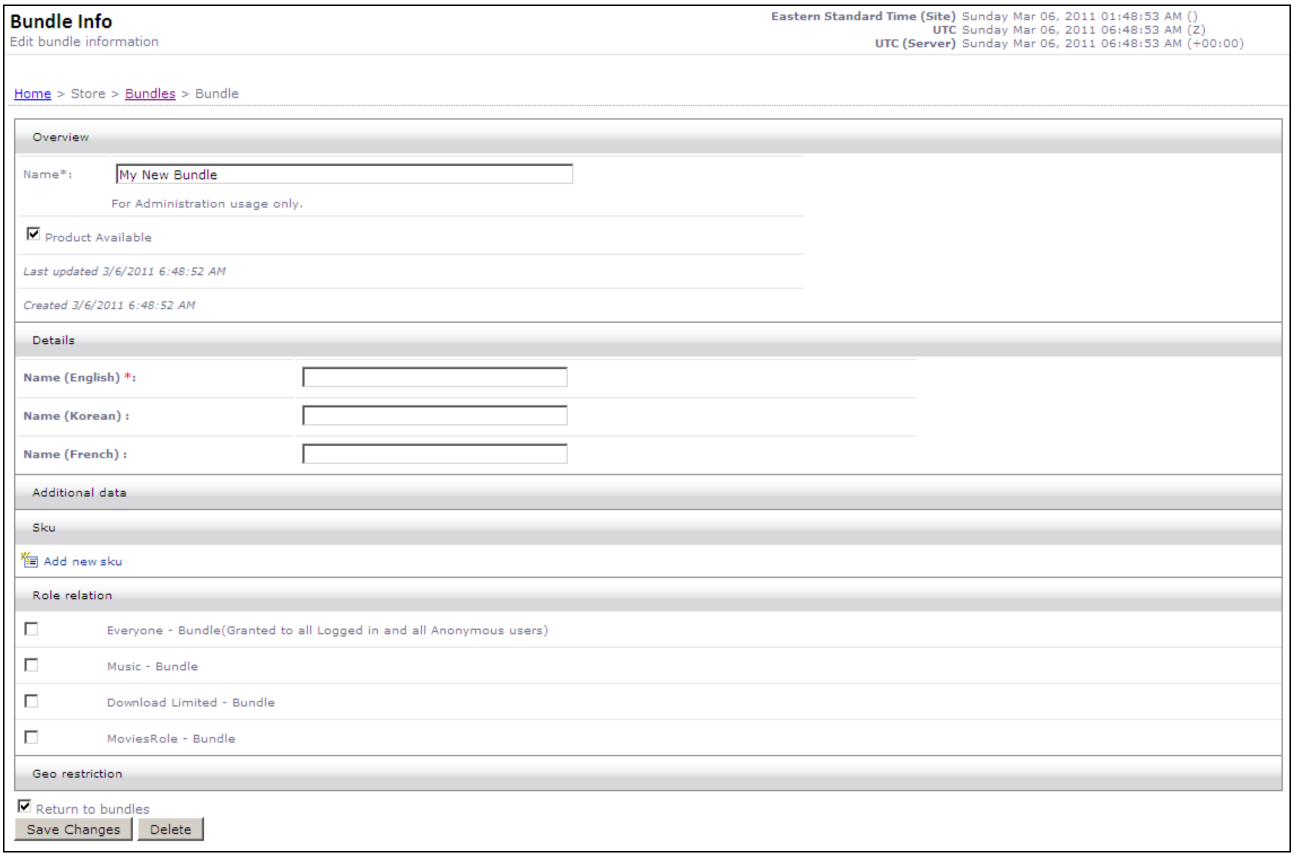


Figure 21: Bundle Info

5. In the **Details** sections, enter a name for the bundle in each of the available languages. You must at least enter a name in the default language field (marked with a red asterisk).

6. In the **Additional data** sections, enter a description for the bundle in each of the available languages.

7. Click **Add New Sku**. The Sku Info screen appears, enabling you to define a new

SKU (refer to *Creating an SKU* on page 28).

Note: *When you create an SKU directly (by navigating to* ***Store → New SKU****), you must associate it with a specific bundle. Any SKUs you create and associate with this bundle, will automatically appear in the SKU list displayed here.*

The SKUs you define will appear in a table. The table is identical in appearance and behavior to the Bundle SKUs table (Figure 24). You can edit, delete, or clone SKUs from within this table. For instructions, refer to *Editing an SKU* on page 30, *Cloning an SKU* on page 31, and *Deleting an SKU* on page 31.

8. In the **Role relation** sections, check the roles you wish to associate with this bundle.
9. In the **Geo restriction** section, specify which geo restrictions to apply to this page. For explanations, refer to *Specifying Geo Restrictions* on page 7.
10. Click **Save changes**.

Note: *If you check the* ***Return to bundles*** *checkbox, then after changes are saved you are returned to the Bundles list.*

Note: *To delete the bundle, click* ***Delete****.*

Editing a Bundle

You can edit the definitions of an existing bundle.

To edit a bundle:

1. Select **Store → Bundles**. The Bundles screen appears, listing all the defined bundles, their related SKUs, and their status.

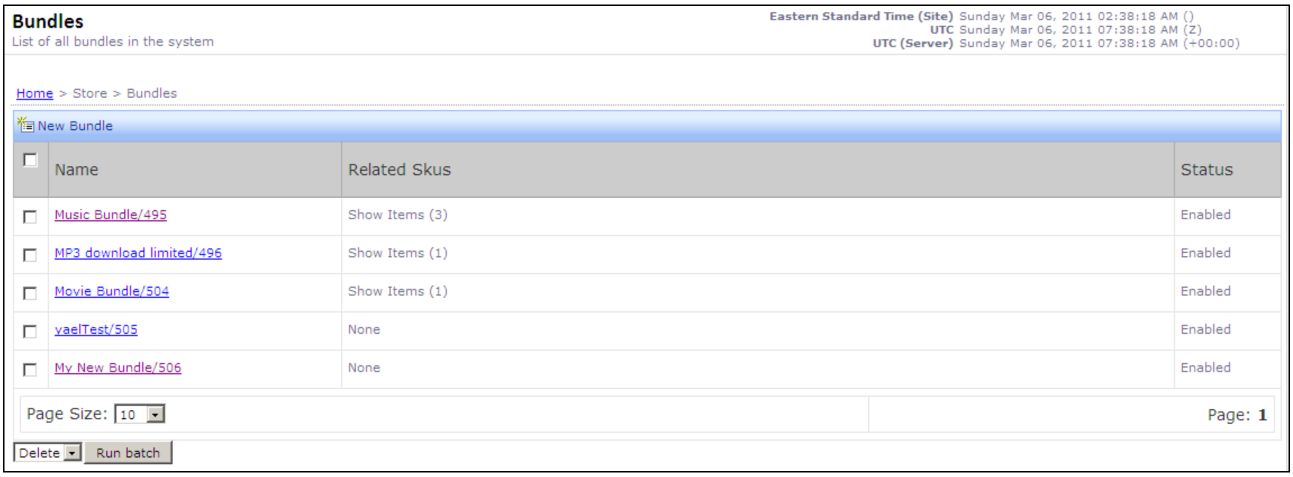


Figure 22: Bundles List

2. Click a bundle in the **Name** column. The Bundle Info screen appears (Figure 21), displaying the definitions of the bundle.

3. Edit the definitions as desired. For an explanation of the various parameters, refer to the explanations in *Creating a Bundle* on page 24.

Deleting a Bundle

You can delete an existing bundle.

To delete a bundle:

1. Select **Store → Bundles**. The Bundles screen appears, listing all the defined bundles (Figure 22).

2. Check one or more checkboxes corresponding to the bundles you wish to delete.

3. Click **Run Batch**.

   The selected bundles are deleted.

Managing SKUs

Each SKU is associated with a bundle. The SKUs associated with a bundle are the actual products you can purchase. Each SKU is characterized by a time period and a price.

CREATING AN SKU

To create an SKU:

1. Select **Store → New SKU**. The Sku Info screen appears.

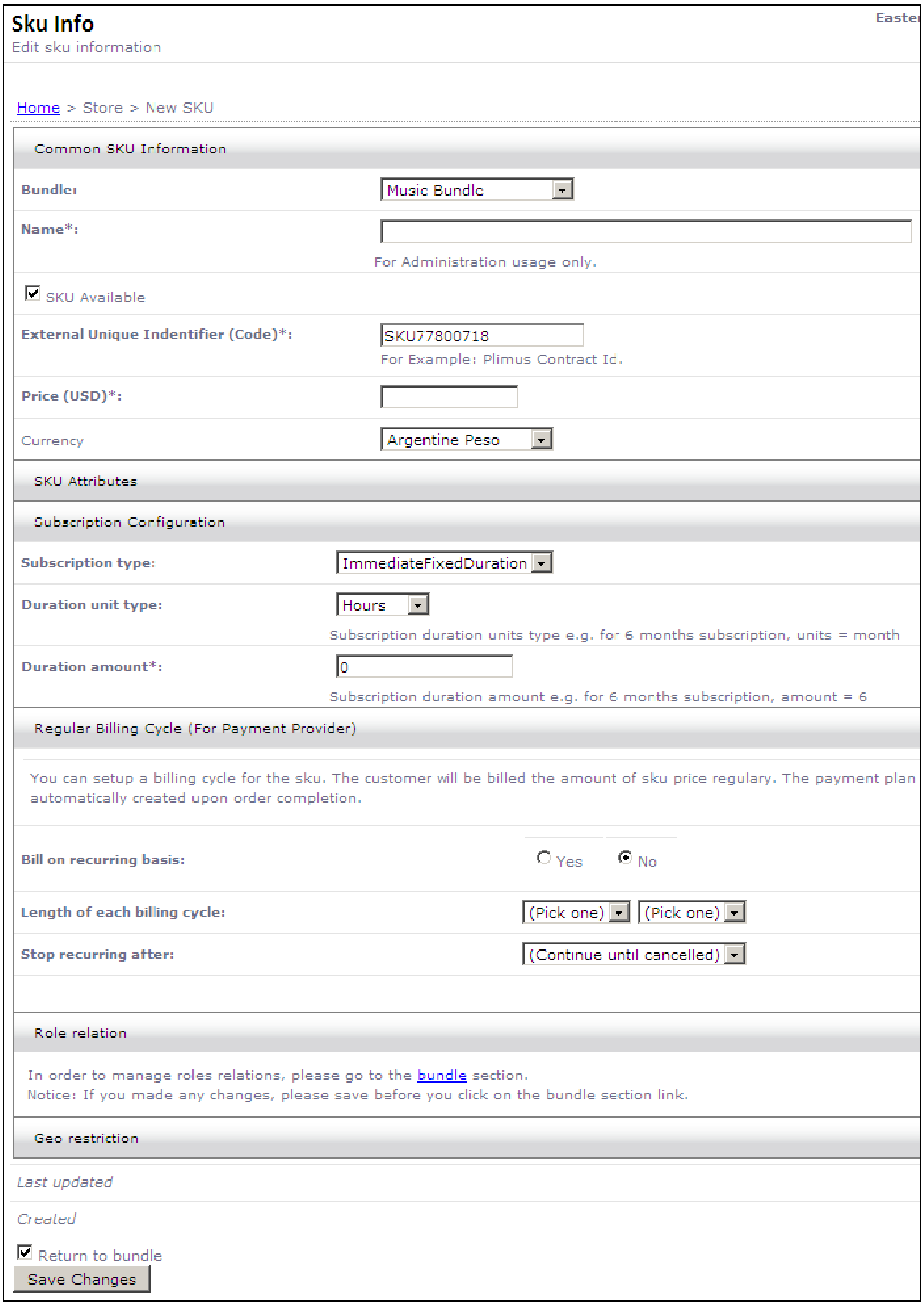


Figure 23: SKU Info Screen – Creating a New SKU

2. Enter information into the fields. The fields are described in the following table.

Table 9: SKU Info – Description of Fields

Parameter	Description
Common SKU Information	
Bundle	The bundle with which this SKU is associated.
Name	The administrative name of the SKU. This name is for administrative usage, and is not displayed in the TV Website.
SKU Available	Whether this SKU is available to end-users.
External Unique Identifier (Code)	A unique code for this SKU, created by the system. Intended for the payment companies.
Price (USD)	The price of the SKU.
Currency	The currency at which the price is quoted.
SKU Attributes	
Name	The SKU name, in each of the available languages. You must at least enter a name in the default language field (marked with a red asterisk).
Description	The SKU description, in each of the available languages.
Subscription Configuration	
Subscription type	Select one of the following subscription types: ▪ **ImmediateFixedDuration** – The subscription starts immediately, and lasts for a specified fixed amount of time. ▪ **Seasonal** – The subscription starts immediately, and ends by a specified date and time. ▪ **AddedFixedDuration** – Intended for future expansion
Duration unit type Duration amount	These fields appear only if you select an **ImmediateFixedDuration** subscription type Specify the duration of the subscription in number of hours, months, years, or days. For example, to specify a duration of 4 months, select **Months** in the **Duration unit type** list, and enter **4** in the **Duration amount** field.
Expiration date	This field appears only if you select a **Seasonal** subscription type. Specify by which date and time the subscription will expire.

Parameter	Description
Regular Billing Cycle	
Bill on recurring basis	Indicates whether the end-user pays in recurring payments (**Yes**), or a one-time payment (**No**).
Length of each billing cycle Stop recurring after	If you specified to bill on a recurring basis (Yes), enter the details of the payment plan: **Length of each billing cycle:** Specify after how many days, weeks, months, or years a payment is due. **Stop recurring after**: Specify the total number of payments. If you select **Continue until cancelled**, the end-user will be billed regularly until the end-user cancels the subscription.
Role relation	Enables editing the list of end-user roles associated with the bundle.
Geo restriction	The geo restrictions associated with this SKU. Usually, no geo restrictions are specified here, and the system takes the geo restrictions from the bundle associated with this SKU. If you do specify geo restrictions for the SKU, they are logically AND'ed with the geo restrictions defined for the associated bundle. For instructions on how to set geo restrictions, refer to *Specifying Geo Restrictions* on page 7.

3. Click **Save changes**.

***Note:** If you check the **Return to product** checkbox, then after creating or editing the SKU, you are returned to the screen of the bundle with which this SKU is associated.*

Editing an SKU

You can edit the definitions of an existing SKU.

To edit an SKU:

1. Select **Store → SKUs**. The Bundle SKUs screen appears, listing all the defined SKUs.

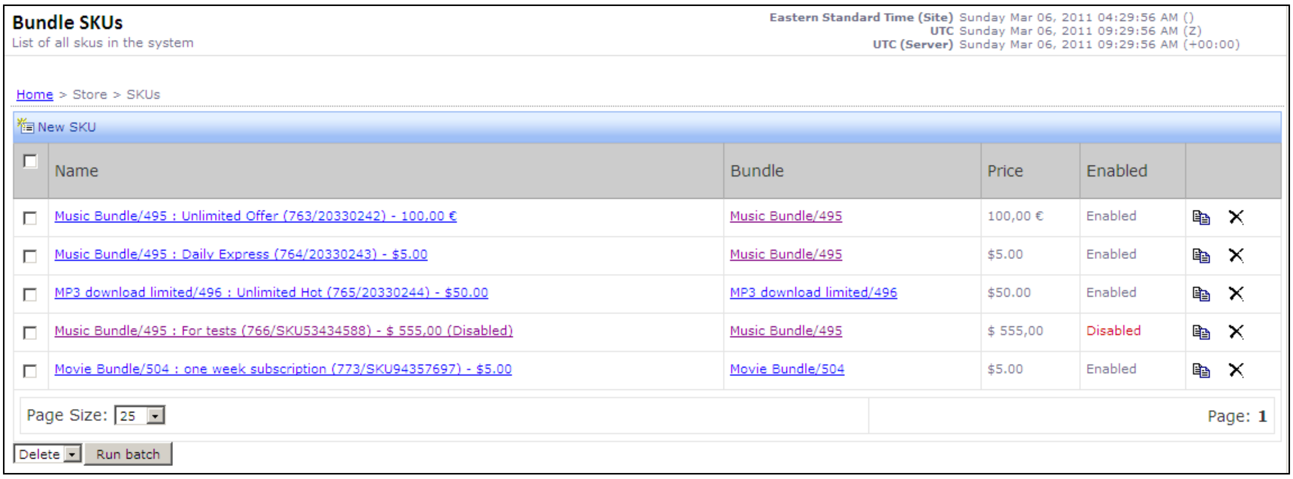


Figure 24: Bundle SKUs List

2. Click an SKU in the Name column. The SKU Info screen appears (Figure 23), displaying the definitions of the SKU.

3. Edit the definitions as desired. For an explanation of the various parameters, refer to the explanations in *Creating an SKU* on page 28.

Cloning an SKU

You can create a copy of an SKU, and then change the clone's name and parameters as desired. This is useful if you wish to create an SKU that is very similar to an existing SKU.

To clone an SKU:

1. Select **Store → SKUs**. The Bundle SKUs screen appears, listing all the defined SKUs (Figure 24).

2. Click in the right-most column of the line listing the SKU you wish to clone.

   A new entry appears, which is a copy of the SKU you cloned.

3. Click the new entry. The SKU Info screen appears (Figure 23), displaying the definitions of that SKU.

4. Enter a new name, change parameters as desired, and click **Save changes**.

Deleting an SKU

You can delete an existing SKU, if it was never purchased. An SKU that had been purchased cannot be deleted.

To delete an SKU:

1. Select **Store → SKUs**. The Bundle SKUs screen appears, listing all the defined SKUs (Figure 24).
2. Delete SKUs as follows:
   - To delete a single SKU, click ✕ in the right-most column. The SKU is deleted.
   - To delete multiple SKUs, mark the corresponding checkboxes, and click **Run Batch**. The selected SKUs are deleted.

Batch Update of Bundles or SKUs

Note: *Only a System user can perform batch updates of bundles or SKUs. Therefore, the* ***Batch Update*** *menu option is not available for non-System users.*

The Batch Update screen enables you to quickly view, compare, and edit various properties of all the bundles and SKUs in the system.

To quickly view or update properties of bundles or SKUs:

1. Select **Store → Batch update**. The Batch Update screen appears.

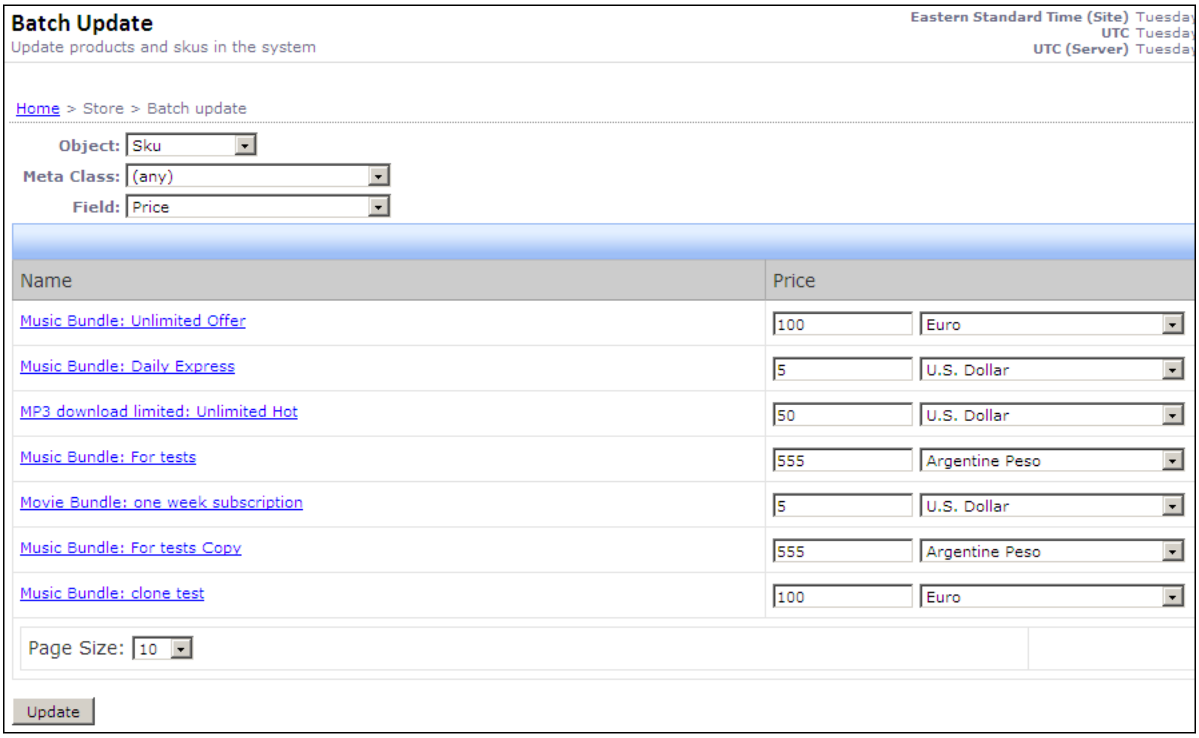


Figure 25: Batch Update Screen

2. In the **Object** drop-down list, select the object whose properties you wish to view: Bundle or SKU. The table in the bottom half of the screen displays all the objects of the selected type currently defined in the system.

3. In the **Field** drop-down list, select the property you wish to view. The screen refreshes and the right-hand column of the table shows the values of the property, for all the objects listed in the table.

4. **Optional* Edit the property of an object by placing the cursor in the relevant field and editing the value in the field.

5. Click **Update**. The objects whose properties were edited are updated.

Managing Affiliates

Affiliates are organizations with sites that include a link to your TV Website. For every end-user who buys a product from the TV Website, the affiliate who sent the user to the TV Website receives a commission.

Creating an Affiliate

To create an affiliate:

1. Select **Store → Affiliates → New affiliates**. The Manage Affiliate screen appears.

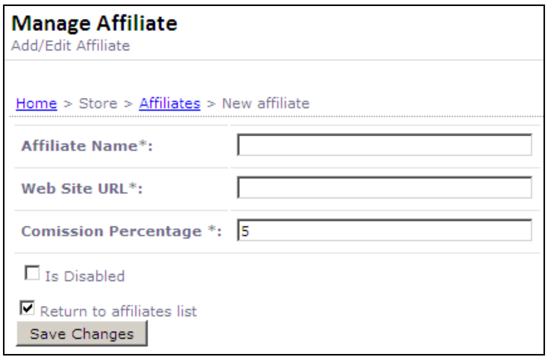


Figure 26: Manage Affiliate Screen – Creating or Editing an Affiliate

2. Enter information into the fields. The fields are described in the following table.

Table 10: Manage Affiliate – Description of Fields

Parameter	Description
Affiliate Name	The name of the affiliate.
Web Site URL	The address of the affiliate's site.
Commission Percentage	The commission that the affiliate receives for each end-user who was referred from the affiliates.
Is disabled	Indicates whether the affiliate is disabled.

Editing an Affiliate

You can edit the definitions of an existing affiliate.

To edit an affiliate:

1. Select **Store → Affiliates → All Affiliates**. The Affiliates Management screen appears, listing all the defined affiliates.

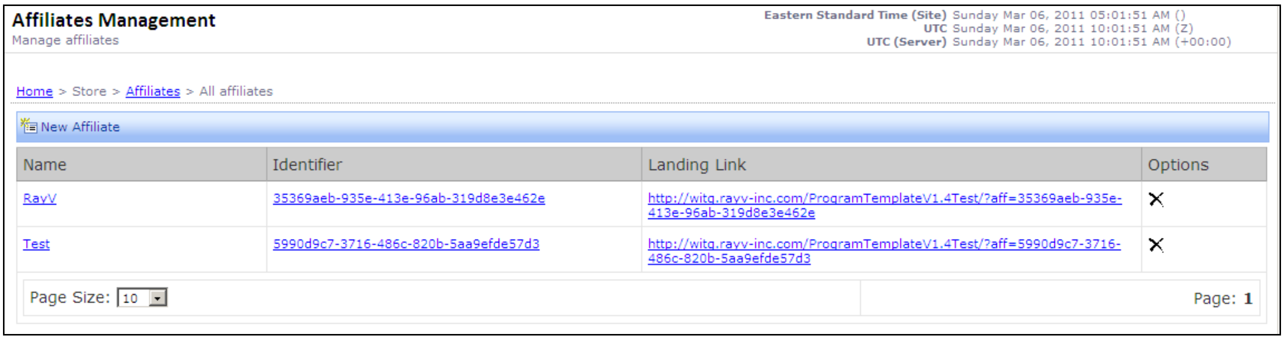


Figure 27: Affiliates Management Screen

The Affiliates Management screen lists all the affiliates, including each affiliate's. web address and the unique code (Identifier) that the system assigned to the affiliate.

2. Click an entry in the list. The Manage Affiliate screen appears (Figure 26), displaying the definitions of the affiliate.
3. Edit the definitions as desired. For an explanation of the various parameters, refer to the explanations in *Creating an Affiliate* on page 34.

Deleting an Affiliate

You can delete an existing affiliate.

To delete an affiliate:

1. Select **Store → Affiliates → All Affiliates**. The Affiliates Management screen appears (Figure 27).
2. To delete an affiliate, click ✕ in its **Options** column.

Managing Coupons

You can define various discount coupons to offer to your end-users. For each coupon, you define the discount, to whom the coupon is available, its start and expiration date, and the coupon code.

Note that an end-user can redeem a coupon only if the end-user knows the coupon code.

Creating a Coupon

To create a coupon:

1. Select **Store → Promotions → New Coupon**. The Coupon Edit screen appears.

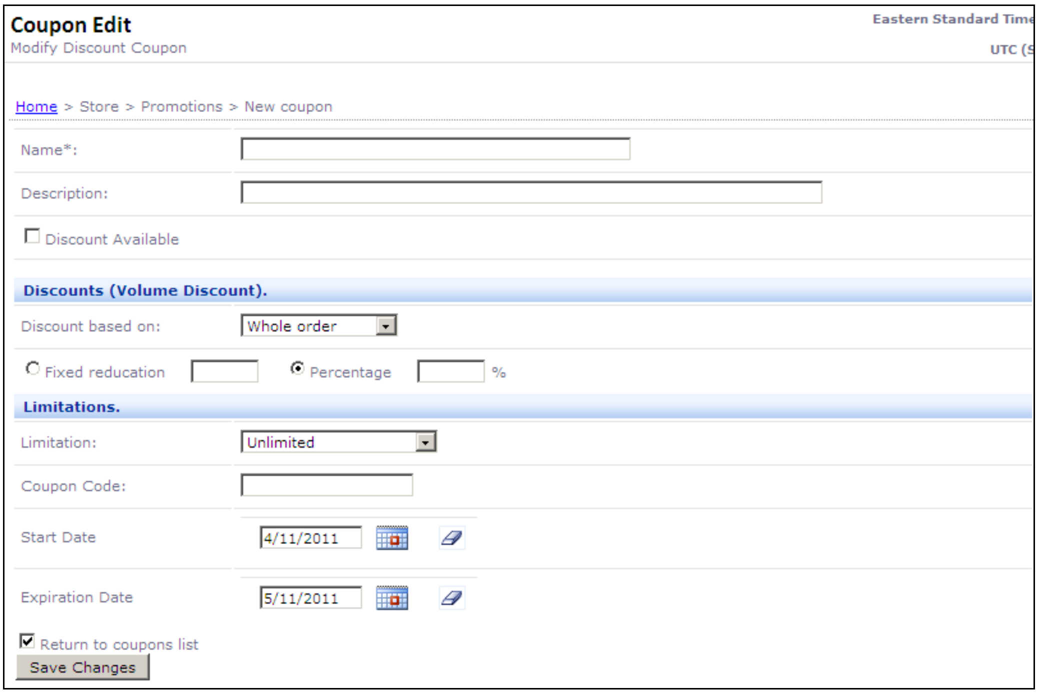


Figure 28: Coupon Edit Screen – Creating a Coupon

2. Enter information into the fields. The fields are described in the following table.

Table 11: Coupon Edit Screen – Description of Fields

Parameter	Description
Name	The coupon's name.
Description	The coupon's description.
Discount Available	Indicates whether the coupon is available.
Discounts (Volume Discount)	

Parameter	Description
Discount based on	For which components the discount is offered: ▪ **Whole order** – The discount will apply to all the SKUs being purchased. ▪ **All of these SKUs** – The discount will apply to certain SKUs. If you select this option, then after you click **Save Changes** the screen refreshes and a **Select** button appears. Click the button to select for which SKUs the discount will be offered. A Select SKUs screen appears. Check the checkboxes of the SKUs you wish to specify.
Fixed reduction	Indicates that the discount is a fixed sum subtracted from the original price (in the currency of the original price). If you select this option, enter a value in the **Fixed reduction** field
Percentage	Indicates that the discount is a percentage of the total price. If you select this option, enter a percentage in the **Percentage** field.
Limitations	
Limitation	The coupon policy. The possible options include: ▪ **Unlimited** – The coupon can be used by any end-user who enters the coupon code, any time they make a purchase. ▪ **One time only** – The coupon can be used once, by the first end-user who enters the coupon code. ▪ **One time per end user** – The coupon can be used once by every end-user who enters the coupon code. ▪ **First *n* end users** – The coupon can be used by the first *n* end-users who enter the coupon code. If you select this option, the screen refreshes, enabling you to specify the value of *n*.
Coupon code	Specify the code that the end-user must enter in order to receive the discount.
Start Date	When the coupon starts to go into effect.
Expiration Date	When the coupon expires.

3. Click **Save Changes**.

*Note: If you check the **Return to coupons list** checkbox, you are returned to the Discount Coupons list (Figure 29) after the changes are saved.*

VIEWING COUPON DETAILS AND UTILIZATION

You can view all coupons and their pertinent details, such as how many were redeemed of each type.

To view all coupons:

1. Select **Store → Promotions → Coupons**. The Discount Coupons screen appears, listing all the defined coupons and their main characteristics.

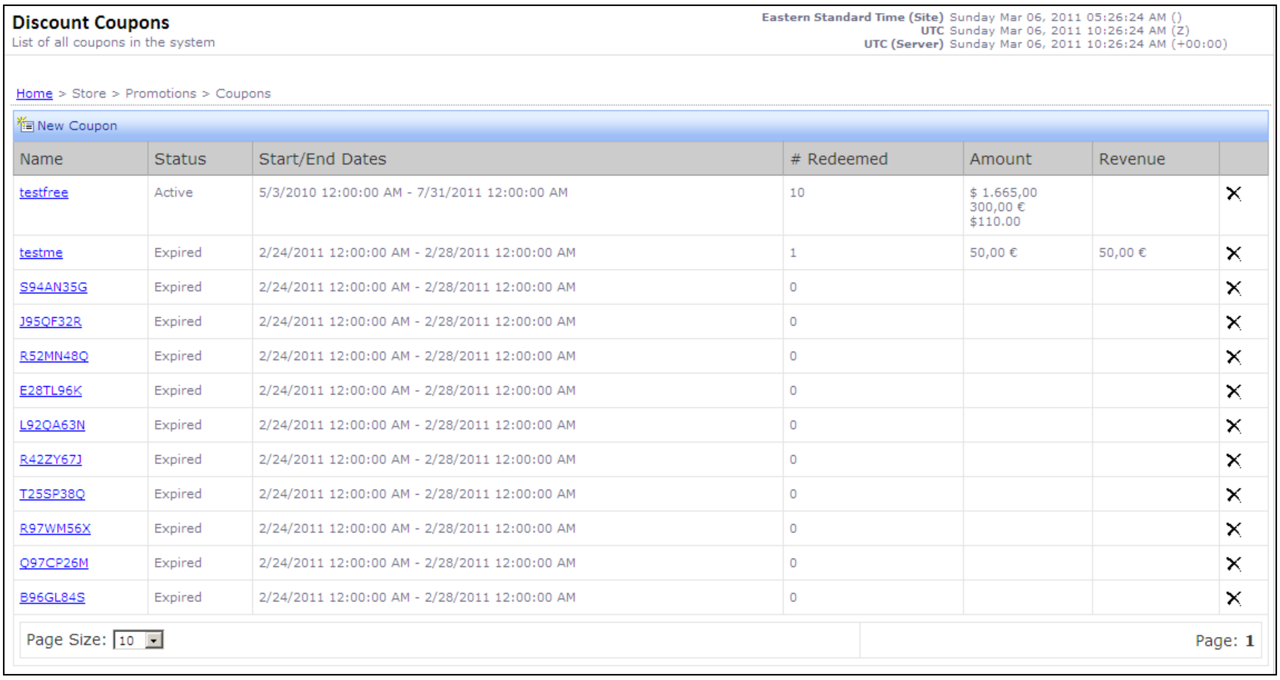


Figure 29: Discount Coupons List

For every coupon, the following information is displayed:

Table 12: Discount Coupons List – Description of Information

Column	Description
Name	The name of the coupon.
Status	Indicates the status of the coupon: ▪ **Disabled** – The coupon was disabled; that is, the **Discount Available** checkbox in the Coupon Edit Screen (Figure 28) is not checked. ▪ **Active** – The coupon is not disabled, and is within the period defined by the Start and Expiration dates. ▪ **Expired** – The coupon has expired (passed its expiration date).
Start/End Dates	When the coupon is in effect.
# Redeemed	The number of coupons of this type that were redeemed by end-users.
Amount	The discount offered by the coupon, summed up for all SKUs to which the coupon applies. Note that if the SKUs are in different currencies, this column displays the value for each currency.
Revenue	The amount of revenue generated by the total usage of the coupon. Note that if the coupon is a 100% price reduction, then regardless of the number of redeemed coupons, the revenue is always $0.

Editing a Coupon

You can edit the definitions of an existing coupon.

To edit a coupon:

1. Select **Store → Promotions → Coupons**. The Discount Coupons screen appears (Figure 29), listing all the defined coupons.
2. Click a coupon in the Name column. The Coupon Edit screen appears (Figure 30), displaying the definitions of the selected coupon.
3. Edit the definitions as desired. For an explanation of the various parameters, refer to the explanations in *Creating a Coupon* on page 36.

BATCH CREATION OF COUPONS

You can easily create multiple coupons that are clones of the coupon they are based on. The generated coupons will differ from each other and from the base coupon only by their coupon code (which is the code the end-user needs to enter in the order form to redeem the coupon), and by the coupon name (which is identical to the coupon code).

All the generated coupons will be available immediately after generation, unless their start date has not yet arrived.

To generate a batch of coupons based on an existing coupon:

1. Create a coupon on which to base the batch of coupons. For instructions on creating a coupon, refer to *Creating a Coupon* on page 36.
2. Select **Store → Promotions → Coupons**. The Discount Coupons screen appears (Figure 29), listing all the defined coupons.
3. Click the desired coupon in the **Name** column. The Coupon Edit screen appears (Figure 30), displaying the definitions of the selected coupon.

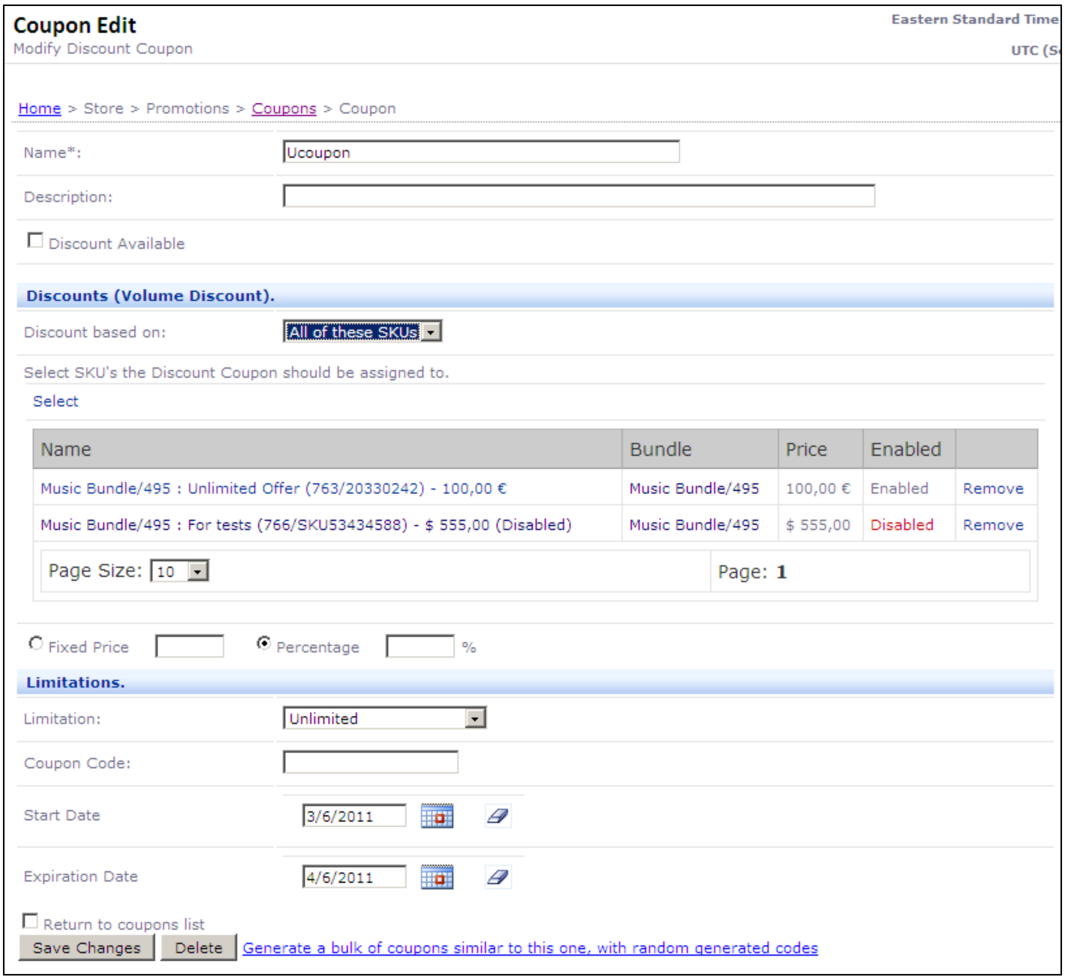


Figure 30: Coupon Edit – Editing a Coupon's Settings

***Note:** You can modify the coupon's settings before generating multiple clones of it. If you modify it, click **Save Changes** for the modifications to take effect.*

4. Click **Generate a bulk of coupons similar to this one, with random generated codes**. The Bulk Generate Coupons screen appears.

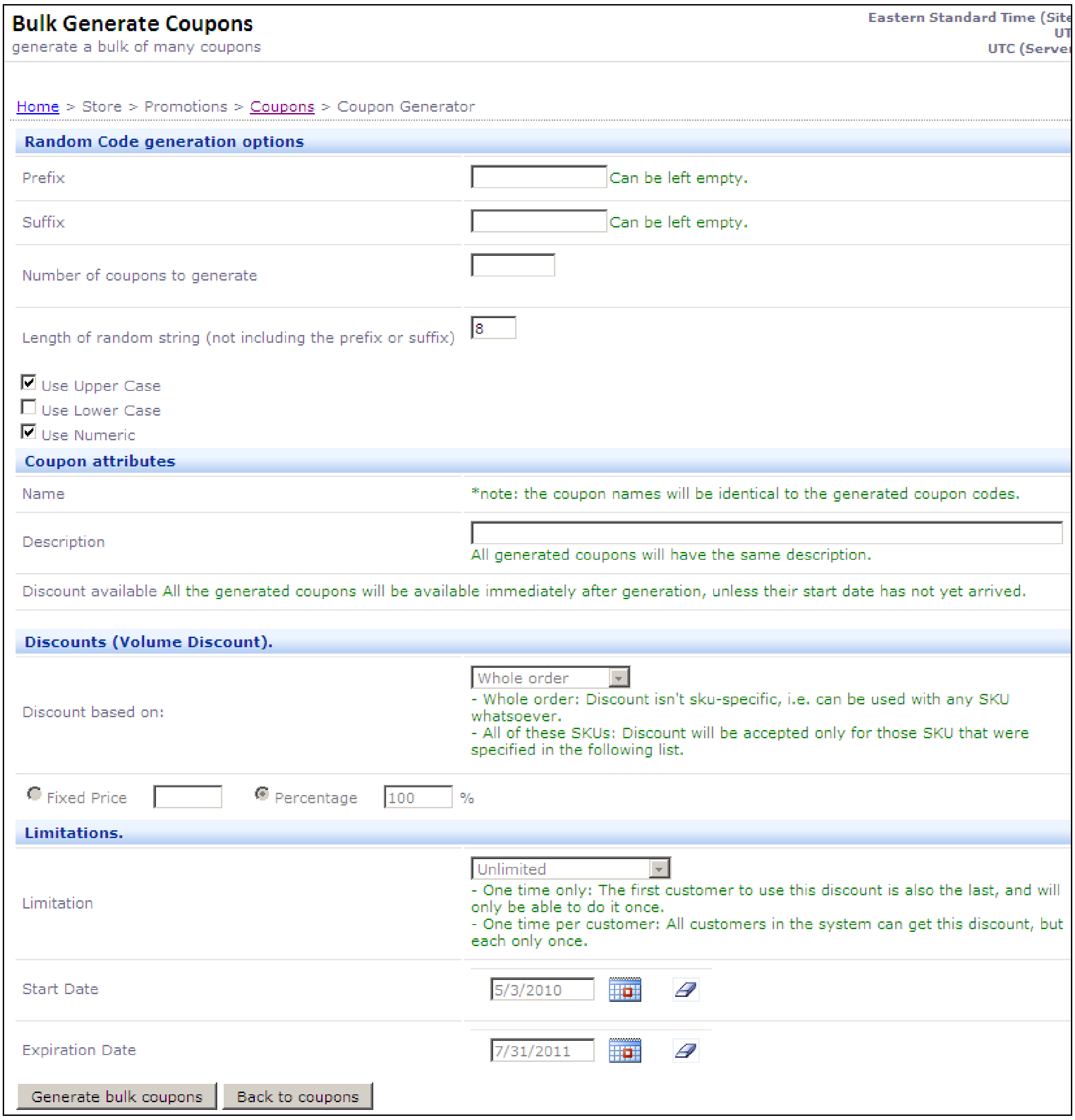


Figure 31: Bulk Generate Coupons

5. Enter or view information into the fields. The fields are described in the following table.

Table 13: Bulk Generate Coupons – Description of Fields

Field	Description
Random Code generation options	This section enables you to direct the code generator which generates the coupon codes.
Prefix	A prefix (optional), to append to the beginning of the random string. You can enter an alphanumeric string of up to 16 characters.

Field	Description
Suffix	A suffix (optional), to append to the end of the random string. You can enter an alphanumeric string of up to 16 characters.
Number of coupons to generate	The number of coupons you wish to generate.
Length of random string (not including the prefix or suffix)	The length of the coupon code, not including the prefix or suffix.
Use Upper Case	Indicate whether to use upper case letters in the coupon code.
Use Lower Case	Indicate whether to use lower case letters in the coupon code.
Use Numeric	Indicate whether to use numbers in the coupon code.
Coupon attributes	
Description	The description common to all the generated coupons.
Discounts (Volume Discount)	This section displays the discount settings of all the generated coupons. The settings are derived from the base coupon, and cannot be changed.
Discount based on	For which components of the order the discount is offered: ■ **Whole order** – The discount applies to all the SKUs being purchased. ■ **All of these SKUs** – The discount applies to the SKUs listed below.
Fixed Price	Indicates that the discount is a fixed sum subtracted from the original price (in the currency of the original price).
Percentage	Indicates that the discount is a percentage of the total price.
Limitations	This section displays the coupon policy of all the generated coupons. The settings are derived from the base coupon, and cannot be changed.
Limitation	The coupon policy. This is one of the following: ■ **Unlimited** – Each coupon can be used by any end-user who enters the coupon code, any time they make a purchase. ■ **One time only** – Each coupon can be used once, by the first end-user who enters the coupon code. ■ **One time per end user** – Each coupon can be used once by every end-user who enters the coupon code. ■ **First n end users** – Each coupon can be used by the first *n* end-users who enter the coupon code.

Field	Description
Start Date	When the coupons start to go into effect.
Expiration Date	When the coupons expire.

6. Click **Generate bulk coupons**.

   The RayV Dashboard application creates the coupons. It also creates a CSV file, listing the coupon codes (which are also the coupon names). This list can help customers to easily send coupon codes to end-users. Because coupons can be redeemed only by entering a coupon code, a coupon is available to an end-user only if the end-user has the coupon code.

   A File Download window appears, querying whether you would like to open or save the CSV file.

7. Open or save the CSV file.

Note: *If you check the* ***Back to coupons*** *checkbox, you are returned to the Discount Coupons screen (Figure 29).*

DELETING A COUPON

You can delete an existing coupon.

To delete a coupon:

1. Select **Store → Promotions → Coupons**. The Discount Coupons screen appears (Figure 29), listing all the defined coupons.
2. To delete a coupon, click ✕ in its right-most column.

4

MANAGING TV CONTENT

OVERVIEW OF CHANNELS, PROGRAMS AND VODS

Typically, each content provider of the TV Website periodically prepares files with information and data regarding the available channels, programs, and VODs (program recordings). An automatic process imports these files, and creates the corresponding program entities, channel entities, and VOD entities in the RayV Dashboard.

Each channel is actually comprised of two kinds of entities:

- Channel – A logical entity, to which you can associate multiple channel streams.
- Channel stream – Specifies the actual provider of the content, and various parameters such as the stream key, bitrate, etc.

For example, the TV Website may provide a Free Sports channel, and a regular Sports channel (available for a fee). The content provider may have three channel streams for the sports channel – a low quality stream, a medium quality stream, and a high quality stream. The provider will then associate the low quality stream with the Free Sports channel, and all three streams with the regular Sports channel.

A program is also a logical entity, which defines what kind of content is broadcast at what times on a given channel. However, some programs are not broadcast live. Instead, VODs (recordings) are broadcast. The entities VOD title and VOD stream are similar to the entities Channel and Channel stream. That is, a VOD stream is the actual recording of a program. You can have different quality recordings of the same program, so multiple VOD streams can be associated with a VOD title. The VOD title is the logical entity that defines which program was recorded, which VOD streams are associated with it, and when the recordings are broadcast.

Managing Channels

You can view a list of all channels and their related channel streams, edit a channel's settings, and delete channels.

Viewing the Channels List

You can view the list of all channels defined in the system.

To view the channels list:

1. Select **Broadcasting → Channels→ All Channels**. The Channels screen appears.

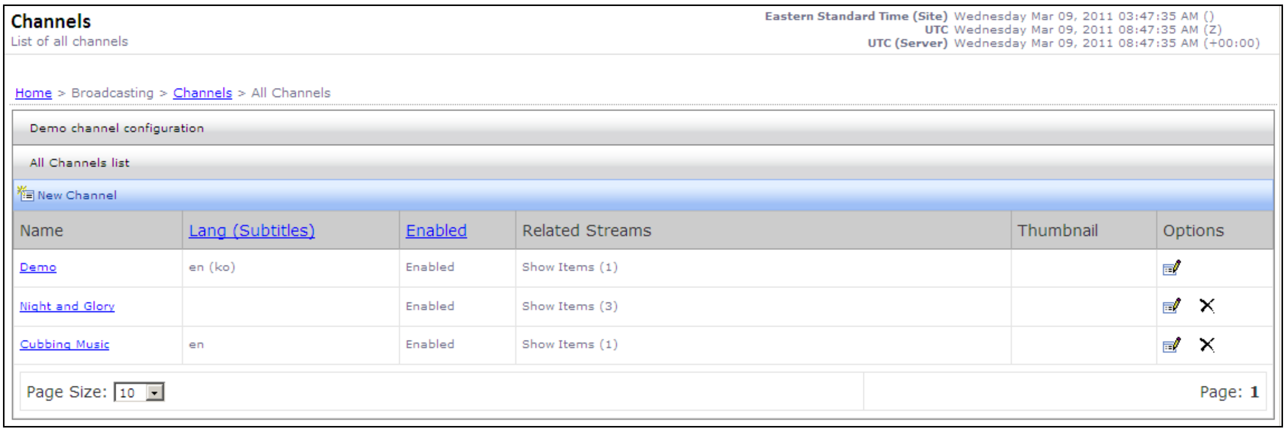


Figure 32: Channels Screen

The screen lists all the defined channels, the language in which they are broadcast, their status, their related streams, and related thumbnails (if assigned).

Editing a Channel's Settings

You can edit the definitions of an existing channel.

To edit a channel:

1. Select **Broadcasting → Channels→ All Channels**. The Channels screen appears (Figure 32).
2. Click a channel in the **Name** column, or click in its **Options** column. The Edit Channel screen appears (Figure 33), displaying the definitions of the channel.

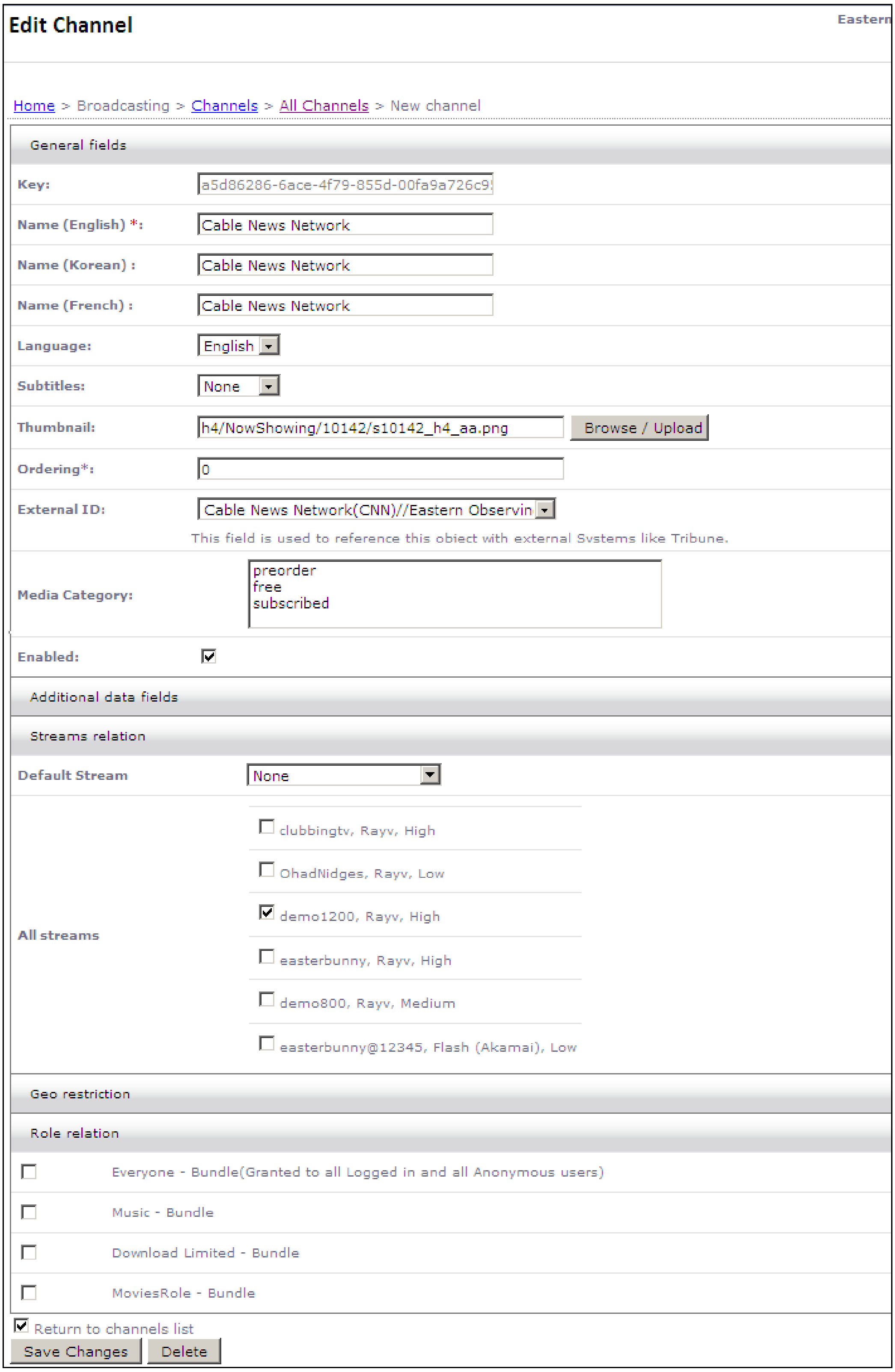


Figure 33: Edit Channel Screen

3. Edit the definitions as desired. For an explanation of the various parameters, refer to the following table.

Table 14: Edit Channel – Description of Fields

Parameter	Description
General Fields	
Key	An ID automatically assigned by the system upon creation of the channel.
Name	The channel name, in each of the available languages.
Language	The language in which the channel is broadcasting. This field is intended for the convenience of the end-user. If it is not relevant to specify a language here, you can select **None**.
Sub titles	The language of the subtitles. This field is intended for the convenience of the end-user. If it is not relevant to specify a language here, you can select **None**
Thumbnail	A thumbnail image for the channel in the TV Website.
Ordering	The order of appearance of this channel in the list of channels on the TV Website.
External ID	The provider's channel associated with this TV Website channel.
Media Category	The media category (also called *content category*) associated with this channel. For more information about media categories, refer to *Managing Content Categories* on page 159
Enabled	Indicates whether the channel is enabled in the TV Website.
Additional Data Fields	
Description	The channel description, in each of the available languages.
Streams relation	
Default Stream	If more than a single channel stream is associated with this channel, this indicates which stream is the default channel stream. A value of None indicates there is no default stream.
All streams	The channel streams associated with this channel.
Geo restriction	The geo restrictions associated with this channel. For instructions on how to set geo restrictions, refer to *Specifying Geo Restrictions* on page 7.
Role relation	The user roles associated with this channel. For more information on user roles, refer to *Configuring End-user Roles* on page 127.

4. Click **Save Changes**.

Note: *If you check the* ***Return to Channels list*** *checkbox, you are returned to the Channels list after the changes are saved.*

DELETING A CHANNEL

You can delete an existing channel.

To delete a channel:

1. Select **Broadcasting → Channels→ All Channels**. The Channels screen appears (Figure 32).
2. To delete a channel, click ✕ in its **Options** column.

MANAGING CHANNEL STREAMS

You can view a list of all defined channel streams and their related channels, edit a channel stream's settings, and delete channel streams.

VIEWING THE LIST OF CHANNEL STREAMS

You can view the list of all channel streams defined in the system.

To view the channel streams list:

1. Select **Broadcasting → Channels→ All Streams**. The Channel Streams List screen appears, listing all the defined channel streams, their related channels, and other pertinent settings.

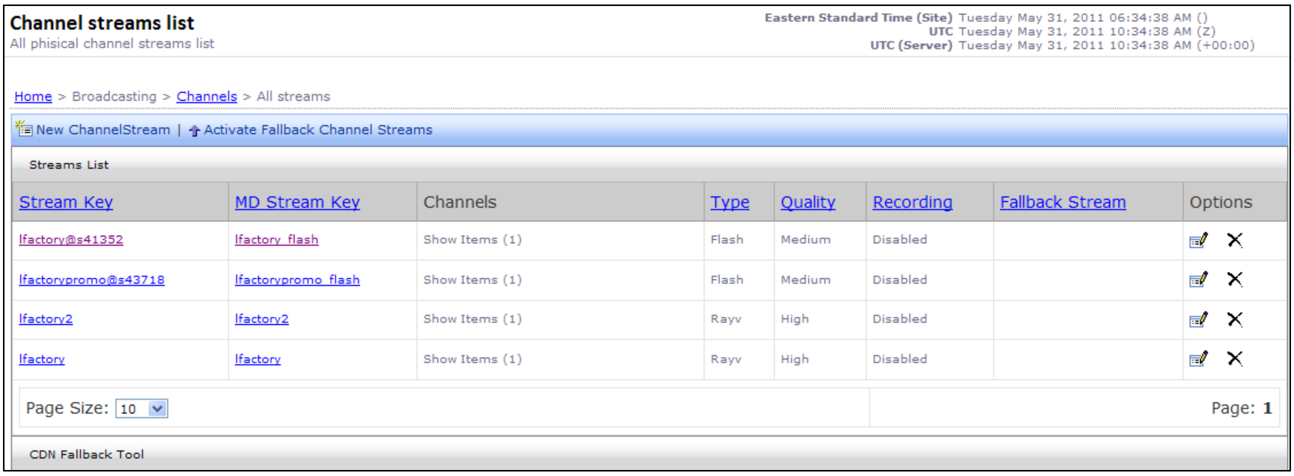


Figure 34: Channel Streams List

Editing a Channel Stream's Settings

You can edit the definitions of an existing channel stream.

To edit a channel stream:

1. Select **Broadcasting → Channels→ All Streams**. The Channel Streams List screen appears (Figure 34).
2. Click a channel stream in the **Stream Key** column, or click in its **Options** column. The Edit Channel Stream screen appears (Figure 35), displaying the definitions of the channel stream.

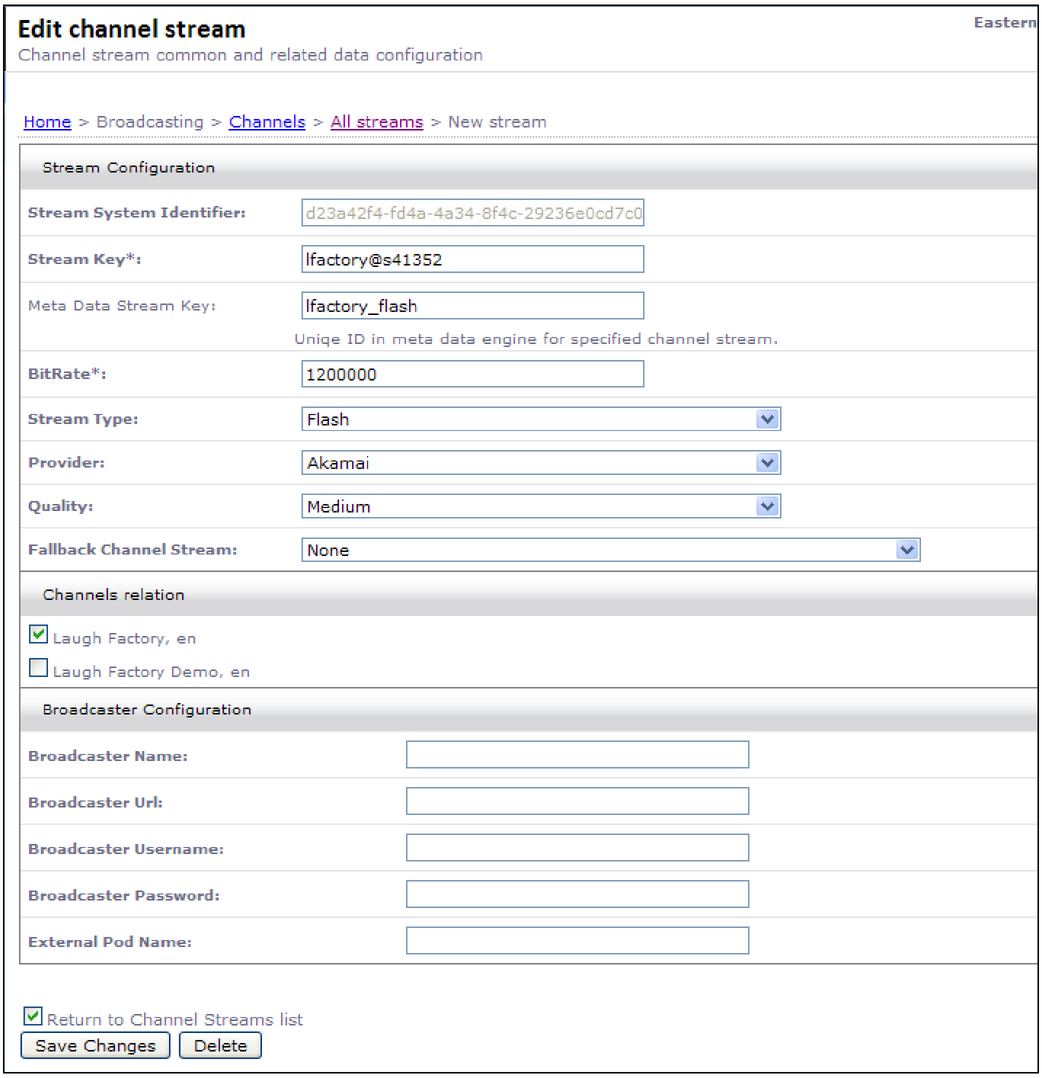


Figure 35: Edit Channel Stream

3. Edit the definitions as desired. For an explanation of the various parameters, refer to the table below.

Table 15: Edit Channel Stream – Description of Fields

Parameter	Description
Stream Configuration	
Stream System Identifier	An ID automatically assigned by the system upon creation of the channel stream.
Stream Key	The stream key.
Meta Data Stream Key	The unique ID that synchronizes between the RayV Dashboard and the meta data API.
BitRate	The bitrate of the stream.

Parameter	Description
Stream Type	The type of player. The possible options are: ▪ Flash – If this option is selected, a **Provider** field is displayed, specifying the content provider. ▪ RayV ▪ SSM
Provider	The specific content provider (for the Flash stream type). Keep in mind that you must also specify the address of the provider's servers in the CDN Configuration screen. For more information, refer to *Specifying Provider Settings* on page 74.
Quality	The quality level assigned to this channel stream (High, Medium, or Low). The quality level usually depends on the bitrate of the other channel streams available for the channel. For example, if a channel has two channel streams, one with a bitrate of 600 bps and one with 1000 bps, the 600 bps stream is probably termed "Low Quality". However, if another channel has two channel streams, one having a bitrate of 600 bps but the other a bitrate of 300 bps, then in this case the 600 bps stream is probably termed "High Quality".
Fallback Channel Stream	The fallback stream for the associated channel(s). Generally, this is the channel stream with the lowest bitrate. The value "None" means that no fallback stream is defined. For instructions on how to activate the fallback channel stream, refer to *Activating the Fallback Channel Streams* on page 53.
Stream Affiliate	The Stream Affiliate for the SSM stream type.
Channels relation	The channels associated with this stream.
Broadcaster Configuration	The data in this section provides information about the machine that is actually broadcasting the content. You can also enter data for enabling recording from within the RayV Dashboard.
Enable Recording	The field appears only if recording is globally enabled, to inform you that recording is enabled. To globally enable/disable the recording function, check or uncheck the **Programs Recording Enabled?** option in the Global Settings screen (Figure 80).
Broadcaster Name	The name of the machine broadcasting the content.
Broadcaster Url	The URL of the machine broadcasting the content.

Parameter	Description
Broadcaster Username	The username for accessing the machine broadcasting the content.
Broadcaster Password	The password for accessing the machine broadcasting the content.
External Pod Name	Reserved for future use.

4. Click **Save Changes**.

Note: *If you check the **Return to Channel Streams list** checkbox, you are returned to the Channel Streams list after the changes are saved.*

Deleting a Channel Stream

You can delete an existing channel stream.

To delete a channel stream:

1. Select **Broadcasting → Channels → All Streams**. The Channel Streams List screen appears (Figure 34).
2. To delete a channel stream, click ✕ in its **Options** column.

Activating the Fallback Channel Streams

Each channel stream has at most one fallback channel stream (defined in the Edit Channel Stream screen, Figure 35). If you select the option of activating the fallback channel streams, then for all the channel streams that have a fallback stream, the fallback channel stream will be broadcast.

To activate the fallback channel streams:

1. Select **Broadcasting → Channels→ All Streams**. The Channel Streams List screen appears (Figure 34).
2. Click Activate Fallback Channel Streams.

Managing Programs

You can view all available programs in various ways: in daily/weekly/monthly program guides, or in various lists showing the main characteristics of the programs. In addition, you can view and edit the definitions of individual programs.

Note that the viewing dates and times appearing in the program guides and program lists are identical to the TV Website time. A clock showing the current time in the TV Website is displayed in the top line at the top right corner of the RayV Dashboard.

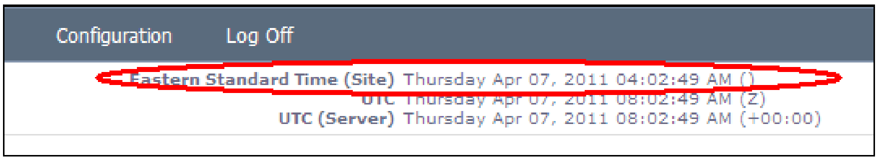


Figure 36: Clock Used in Program Guides and Programs Lists

Viewing the Program Guide

You can view a daily, weekly, or monthly program guide, for any day, week or month.

To view the program guide:

1. Select **Broadcasting → Programs → All programs**. The Program List screen appears. In the **Weekly Calendar** section, the listings for today's programs are displayed.

Figure 37: Programs List – Weekly Calendar

2. You can perform any of the following:

 - Click [week], [month], or [day] to view this week's, this month's, or today's program guide.
 - Click [◄] to view the program guide of the previous week, month or day.
 - Click [►] to view the program guide for the next week, month or day.

Viewing and Managing Programs

You can view a list of all the programs broadcast today, or a list of all the programs available on the TV Website.

To view a list of today's programs or all programs:

1. Select **Broadcasting → Programs → All programs**. The Programs List screen appears, displaying the program guide at the top of the screen (Figure 37).
2. Scroll down and click the **Today Programs** section or the **All Programs** section.

   A list of programs appears. The difference between Today's Programs and All

Programs is that Today's Programs shows only the programs that were broadcast or will be broadcast today, while All Programs shows all the programs available on the TV Website, regardless of when they are broadcast.

Today Programs

Name	Next Run	Channel	Status	Recording Status	Scheduler	Related VODs	Options
Rides/EP006261600056|7	4/8/2011 6:00:00 AM	HD Theater		Idle	Show Items (2)	Related Vods (0)	
Behind the Scenes/SH002349030000|4	4/18/2011 8:00:00 PM	Trinity Broadcasting Network		Idle	Show Items (20)	Related Vods (0)	
Cooking for Real/EP010374600078|16	4/14/2011 3:30:00 PM	Food HD		Idle	Show Items (2)	Related Vods (0)	
Bones/EP007542010120|11	4/7/2011 1:00:00 AM	TNTHD (TNT-HD)		Idle	Show Items (1)	Related Vods (0)	
The Easter Experience/SH011347480000|4	4/14/2011 7:00:00 AM	Trinity Broadcasting Network		Idle	Show Items (2)	Related Vods (0)	
Restaurant: Impossible/EP013588100005|16	4/10/2011 5:00:00 PM	Food HD	On Air	Idle	Show Items (3)	Related Vods (0)	

Figure 38: Programs – Today's Programs

All Programs

Name	Next Run	Channel	Status	Recording Status	Scheduler	Related VODs	Options
Greatest Tank Battles/EP012206120009|7	4/14/2011 4:00:00 PM	HD Theater		Idle	Show Items (1)	Related Vods (0)	
Hermie & Friends/SH008648510000|4	4/16/2011 9:00:00 PM	Trinity Broadcasting Network		Idle	Show Items (2)	Related Vods (0)	
Sandra's Money Saving Meals/EP011451120003|16	4/18/2011 2:00:00 PM	Food HD		Idle	Show Items (1)	Related Vods (0)	
Wheeler Dealers/EP006075300061|7	4/13/2011 8:30:00 PM	HD Theater		Idle	Show Items (5)	Related Vods (0)	

Figure 39: Programs – All Programs

For every program in the Today's Programs and All Programs lists, the following information is displayed:

Table 16: Today's Programs and All Programs – Description of Information

Column	Description
Name	The name of the program.
Next Run	When the program is next broadcast. If it will not be broadcast again, then the time when it was last broadcast is shown.
Channel	The channel name.

Column	Description
Status	If the program is being broadcast now, the status is **On Air**. Otherwise, no status is shown.
Recording Status	The recording status: ■ **Recording** – The program is being recorded. ■ **Idle** – The program is not being recorded. ■ **Error** – An error occurred during recording.
Scheduler	When the program is scheduled to run during the next two weeks. To see the schedule, hover over the Show Items text.
Related VODs	A list of VODs of this program, if any.

You can perform the following actions:

- View or modify a program's definitions. To do so, click the program in the **Name** column. The Edit Program screen appears. For explanations, refer to *Editing a Program* on page 57.
- View or modify a channel's definitions. To do so, click the channel in the **Channel** column. The Edit Channel screen appears. For explanations, refer to *Editing a Channel's Settings* on page 46.
- View the event log of a recording operation. To do so, click in the Recording Status column. The Event Logs screen appears, displaying a log of events.
- View a VOD of the program. To do so, click the VOD in the **Related VODs** column. The Edit VOD Title screen appears. For explanations, refer to *Editing a VOD Title* on page 64.
- Record a program. For information, refer to *Recording a Program* on page 62.
- Delete a program. For information, refer to Deleting a Program on page 62.

Editing a Program

To edit a program's settings:

1. Select **Broadcasting → Programs → All programs**. The Program List screen appears.
2. Select a program in one of the following ways:
   - Click a program in the program guide displayed in the Weekly Calendar

section (Figure 37).

- Click a program in the **Today Programs** section (Figure 38) or **All Programs** section (Figure 39).

The Edit Program screen appears (Figure 40), displaying the definitions of the program.

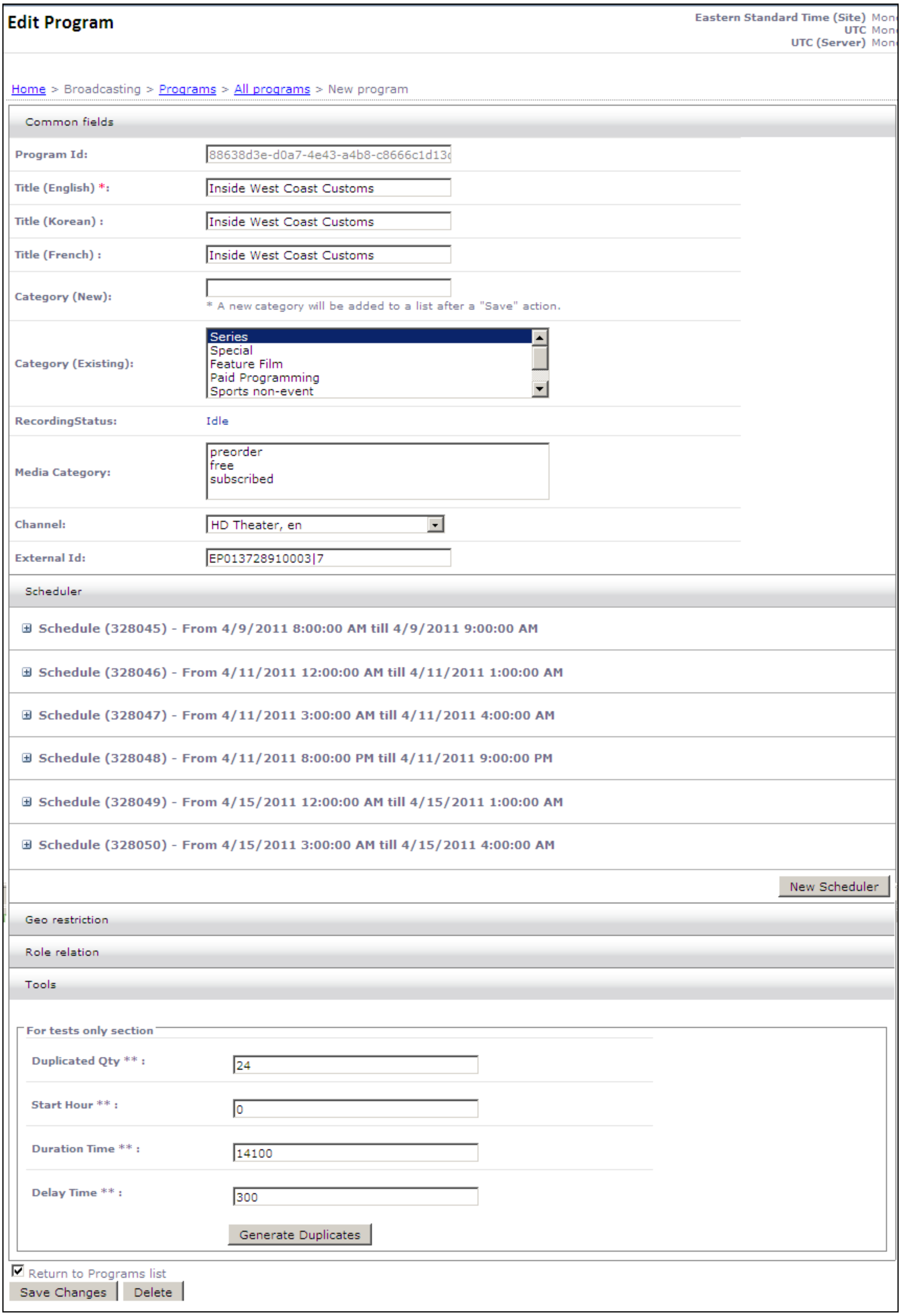


Figure 40: Edit Program

3. Edit the definitions as desired. For an explanation of the various parameters, refer to the following table.

Table 17: Edit Program – Description of Fields

Parameter	Description
General Fields	
Program ID	An ID automatically assigned by the system upon creation of the program.
Title	The program name, in each of the available languages.
Category (New)	Enables specifying a new category to associate with this program.
Category (Existing)	The category associated with this program.
Recording Status	Displays the recording status of the program: ■ **Recording** – The program is being recorded. ■ **Idle** – The program is not being recorded. ■ **Error** – An error occurred during recording. For more information about enabling recording, refer to *Configuring Global Settings* on page 133. For more information about recording programs, refer to *Recording a Program* on page 62.
Media Category	The media category (also called *content category*) associated with this program. For more information about media categories, refer to *Managing Content Categories* on page 159.
Channel	The channel on which this program is broadcast.
External Id	This field is intended for synchronization with an external source of information.
Scheduler	Specifies when the program is aired.
New Scheduler	Enables manually adding a schedule. For more information, refer to *Defining a Schedule* on page 61.
Geo restriction	The geo restrictions associated with this program. For instructions on how to set geo restrictions, refer to *Specifying Geo Restrictions* on page 7
Role relation	The user roles associated with this program. For more information on user roles, refer to *Configuring End-user Roles* on page 127
Tools	Enables batch creation of programs. This section is intended for initial setup and testing of a site. If you wish to use this option, consult RayV Support.

4. Click **Save Changes**.

Note: *If you check the* ***Return to Programs list*** *checkbox, you are returned to the Program List after the changes are saved.*

DEFINING A SCHEDULE

You can manually add a schedule to a program or a VOD.

To manually add a schedule:

1. In the Edit VOD Title screen (Figure 43), or Edit Program Screen (Figure 40), expand the **Scheduler** section, and click **New Scheduler**. The screen refreshes and the following appears.

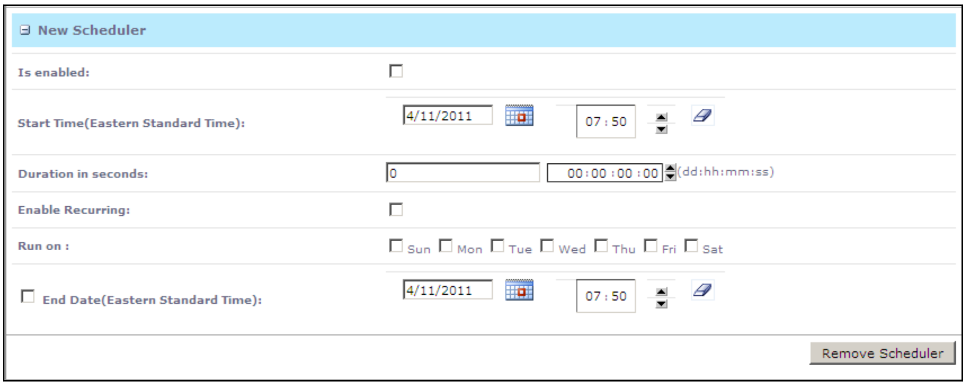


Figure 41: New Scheduler

2. Specify information in the fields. The following table describes the fields.

Table 18: New Scheduler Screen – Description of Fields

Parameter	Description
Is enabled	Indicates whether the program/VOD is available in the TV Website.
Start time (Eastern Standard Time)	The date field specifies from when the program/VOD is available in the TV Website. The time field indicates the time during the day when the program/VOD is available.
Duration in seconds	How long the program/VOD is available (in seconds), starting from the time specified in the time field of **Start Time**.

Parameter	Description
Enable recurring	Indicates whether the program/VOD is available only once, or on a recurring basis.
Run on:	If the program/VOD is available on a recurring basis, indicates on which days of the week it is available.
End Date (Eastern Standard Time)	If you specified **Enable recurring**, you can specify in this field the last date and time when the program/VOD is available in the TV Website.

Note: *To delete the schedule you created, click* ***Remove Scheduler****.*

Recording a Program

You can record a program.

To record a program:

1. Verify that recording is globally enabled. For more information about enabling recording, refer to *Configuring Global Settings* on page 133.
2. Verify that the program is being aired now:
   a. Select **Broadcasting → Programs → All programs**.
   b. In the **Weekly Calendar** section, check whether the program is on the air now. Alternatively, in the **Today Programs** section (Figure 38), check whether the program's status is On Air.
3. In the **Today Programs** section (Figure 38) or **All Programs** section (Figure 39), click ● to start or set recording.

   For further instructions, refer to the Live Recording chapter in the *RayV Broadcaster Getting Started User Guide*.

Deleting a Program

To delete a program:

1. Select **Broadcasting → Programs → All programs**. The Program List screen appears.
2. Open the **Today Programs** section (Figure 38) or **All Programs** section (Figure 39)
3. To delete a program, click ✕ in its **Options** column.

Managing VOD Titles

You can view a list of all existing VOD titles and their related VOD streams, edit the definitions of a VOD title, and delete VOD titles.

Viewing VOD Titles Status and Details

You can view a list of all VOD titles and their pertinent details, such as their streaming status and when they are available on the TV Website.

To view all VOD titles:

1. Select **Broadcasting → VODs → All VOD Titles**. The VOD Titles screen appears, listing all the defined VOD titles and their main characteristics.

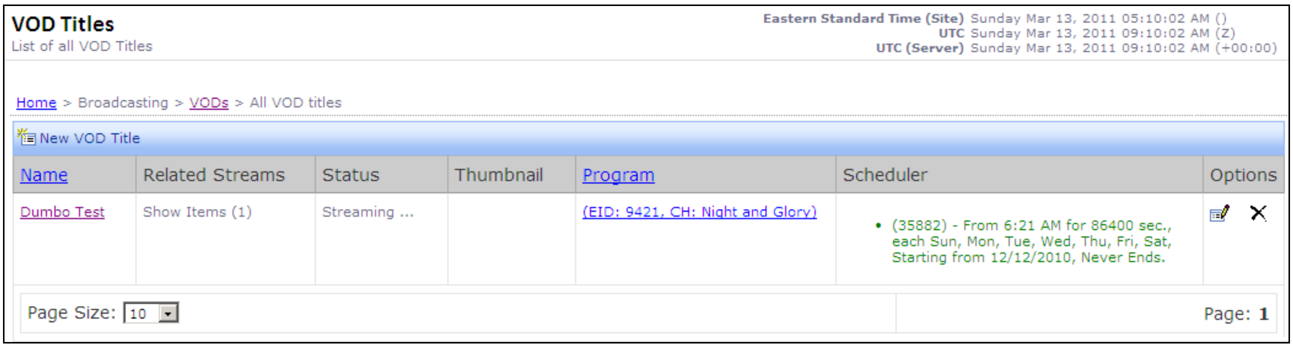


Figure 42: VOD Titles List

For every VOD title, the following information is displayed:

Table 19: VOD Titles – Description of Information

Column	Description
Name	The name of the VOD title.
Related Streams	The VOD streams associated with this VOD title.
Status	Indicates the status of the VOD title. A status of **Streaming** indicates that the VOD is on the air.
Thumbnail	The thumbnail image associated with this VOD title.
Program	The program that was recorded.
Scheduler	When the VOD title is available on the TV Website.

Editing a VOD Title

You can edit the definitions of an existing VOD title.

To edit a VOD title:

1. Select **Broadcasting → VODs → All VOD Titles**. The VOD Titles screen appears.
2. Click a VOD title in the **Name** column, or click in its **Options** column. The Edit VOD Title screen appears, displaying the definitions of the VOD.

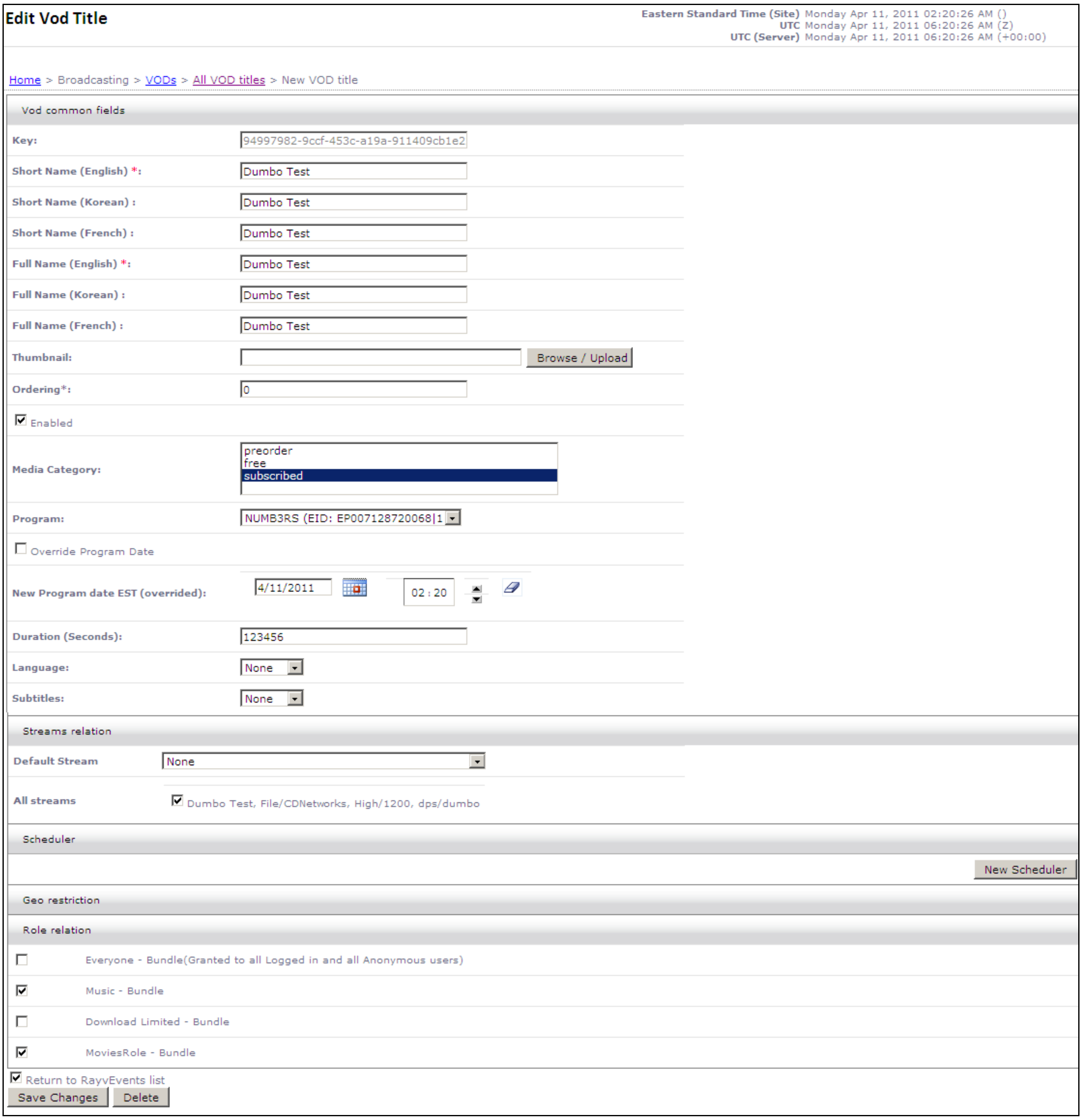


Figure 43: Edit VOD Title

3. Edit the definitions as desired. For an explanation of the various parameters, refer to the following table.

Table 20: Edit VOD Title – Description of Fields

Parameter	Description
VOD General Fields	
Key	An ID automatically assigned by the system upon creation of the VOD.
Short name	The VOD's short name, in each of the available languages.
Full Name	The VOD's full name, in each of the available languages.
Thumbnail	A thumbnail image for the VOD in the TV Website
Ordering	The order of appearance of this VOD in the list of VODs displayed in the TV Website.
Enabled	Indicates whether the VOD is enabled in the TV Website.
Media Category	The media category (also called *content category*) associated with this VOD. For more information about media categories, refer to *Managing Content Categories* on page 159.
Program	The program that was recorded.
Override Program date	When this checkbox is checked, the date and time fields below display the new date and time when the VOD will be broadcast.
New Program date EST (overridden)	Enables scheduling a new date and time for broadcasting the VOD
Duration (seconds)	The duration of the VOD.
Language	The language in which the VOD is broadcast. This field is intended for the convenience of the end-user. If it is not relevant to specify a language here, you can select **None**.
Subtitles	The language of the subtitles. This field is intended for the convenience of the end-user. If it is not relevant to specify a language here, you can select **None**
Streams relation	
Default Stream	If more than a single VOD stream is associated with this VOD title, this indicates which stream is the default VOD stream. A value of **None** indicates there is no default VOD stream.
All streams	The selected VOD streams are the ones associated with this VOD title.
Scheduler	Specifies when the VOD is available on the TV Website.
New Scheduler	Enables manually adding a schedule. For more information, refer to *Defining a Schedule* on page 61.

Parameter	Description
Geo restriction	The geo restrictions associated with this VOD. For instructions on how to set geo restrictions, refer to *Specifying Geo Restrictions* on page 7
Role relation	The user roles associated with this VOD. For more information on user roles, refer to *Configuring End-user Roles* on page 127

4. Click **Save Changes**.

***Note:** If you check the **Return to VOD Titles list** checkbox, you are returned to the VOD Titles list after the changes are saved.*

Deleting a VOD Title

You can delete an existing VOD title.

To delete a VOD title:

1. Select **Broadcasting → VODs → All VOD Titles**. The VOD Titles screen appears (Figure 42).
2. To delete a VOD title, click ✕ in its **Options** column.

Managing VOD Streams

You can view a list of all defined VOD streams and their related VODs, edit the settings of a VOD stream, and delete VOD streams.

Note that VOD streams are usually created by the content provider. However, you can also manually create a VOD stream by recording a program (refer to *Recording a Program* on page 62).

Viewing the List of VOD Streams

You can view the list of all available VOD streams.

To view the list of VOD streams:

1. Select **Broadcasting → VODs → All VOD streams**. The VOD Streams List appears.

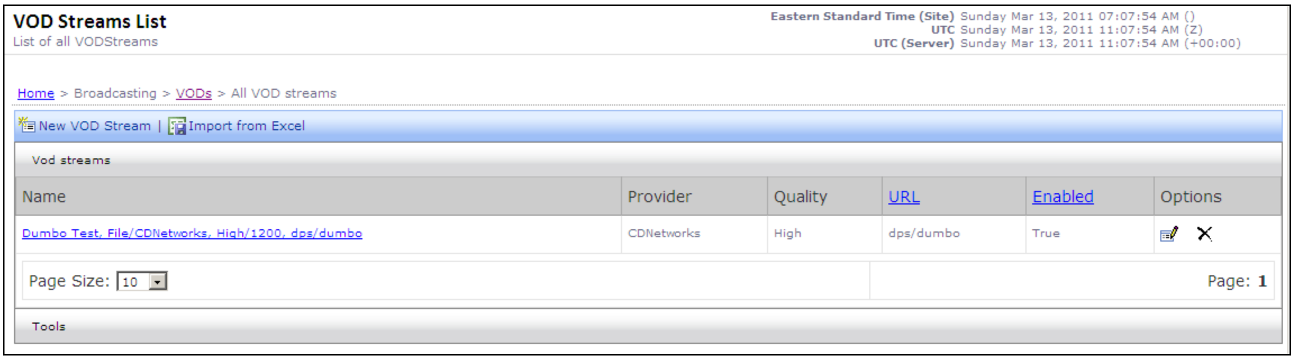


Figure 44: VOD Streams List

For an explanation of the information provided about each VOD stream, refer to Table 21.

Editing a VOD Stream

You can edit the settings of a VOD stream.

To edit a VOD stream:

1. Select **Broadcasting → VODs → All VOD streams**. The VOD Streams List appears (Figure 44).
2. Click a VOD stream in the **Name** column, or click in its **Options** column. The VOD Stream Edit screen appears, displaying the definitions of the VOD stream.

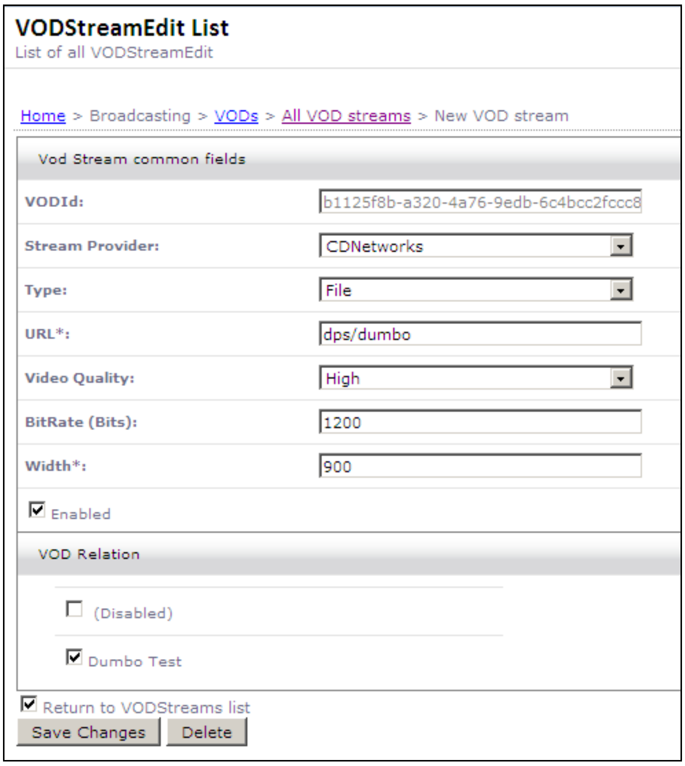


Figure 45: VOD Stream Edit

3. Edit the definitions as desired. For an explanation of the various parameters, refer to the following table.

Table 21: Edit VOD Stream – Description of Fields

Parameter	Description
VOD stream General Fields	
VOD ID	An ID automatically assigned by the system upon creation of the VOD stream.
Stream Provider	The provider of the VOD stream.
Type	The VOD stream type: ▪ **File** – VOD file. ▪ **Podcast** – Voice only. ▪ **Stream** – VOD stream.
URL	The URL of the VOD stream.

Parameter	Description
Video Quality	The quality level assigned to this VOD stream (High, Medium, or Low). The quality level usually depends on the bitrate of the other VOD streams available for the VOD. For example, if a VOD has two VOD streams, one with a bitrate of 600 bps and one with 1000 bps, the 600 bps stream sis probably termed "Low Quality". However, if another VOD has two VOD streams, one having a bitrate of 600 bps but the other a bitrate of 300 bps, then in this case the 600 bps stream is probably termed "High Quality".
BitRate (Bits)	The bitrate of the VOD stream.
Width	The width, in pixels, of the VOD stream.
Enabled	Indicates whether the VOD stream is available in the TV Website.
VOD relation	The VOD title(s) associated with this VOD stream.

4. Click **Save Changes**.

Note: *If you check the* ***Return to VOD Streams list*** *checkbox, you are returned to the VOD Streams list after the changes are saved.*

Deleting a VOD Stream

You can delete an existing VOD stream.

To delete a VOD stream:

1. Select **Broadcasting → VODs → All VOD streams**. The VOD Streams List appears (Figure 44).
2. To delete a VOD title, click in its **Options** column.

Importing a RayV VOD Stream

This feature is reserved for future use.

CONFIGURING PLAYER SETTINGS

Note: *Only a System user can manage player settings. Therefore, the* ***Player Settings*** *menu option is not available for non-System users.*

You can customize the settings of the player(s) running in the TV Website. You can specify different settings for the demo player (used to display content to non-registered end-users), and for the live player (used to display content to registered end-users).

To customize player settings:

1. Select **Broadcasting → Configuration → Player appearance Settings**. The Player Settings screen appears.

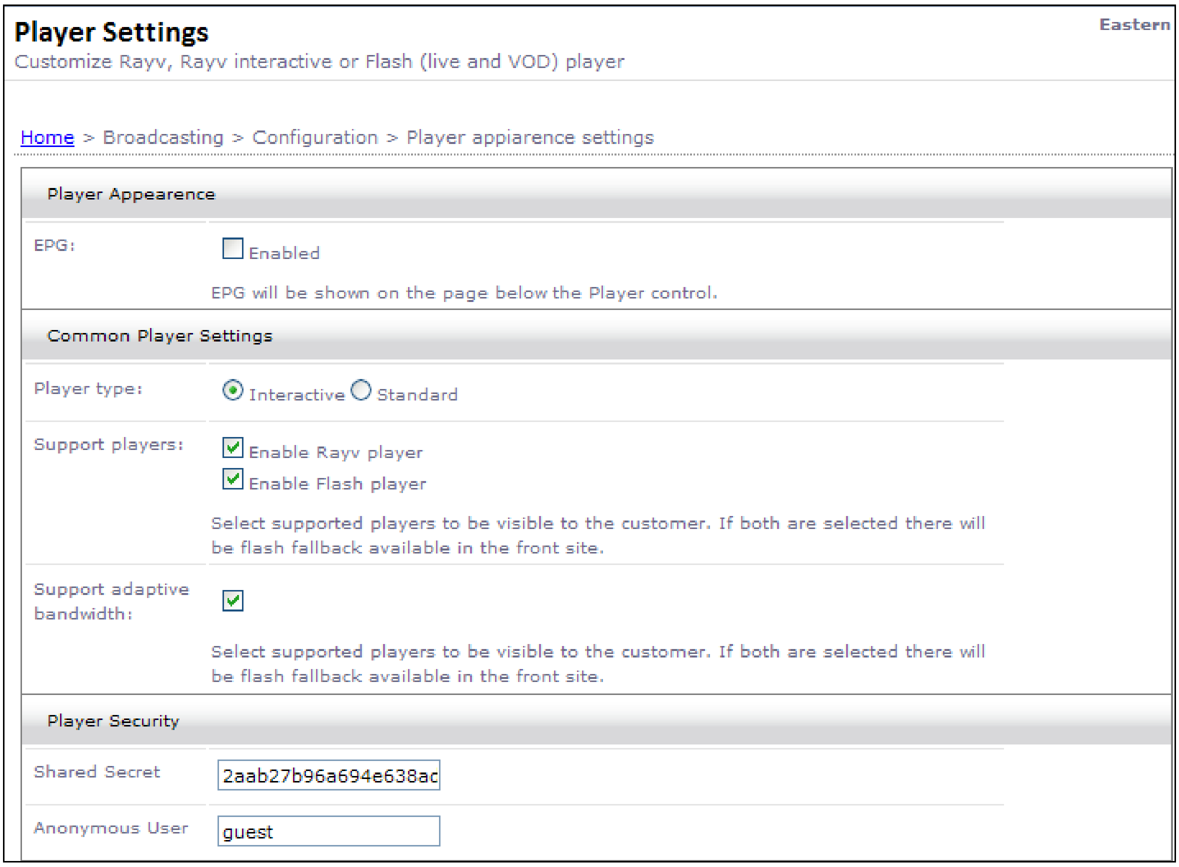


Figure 46: Player Settings Screen

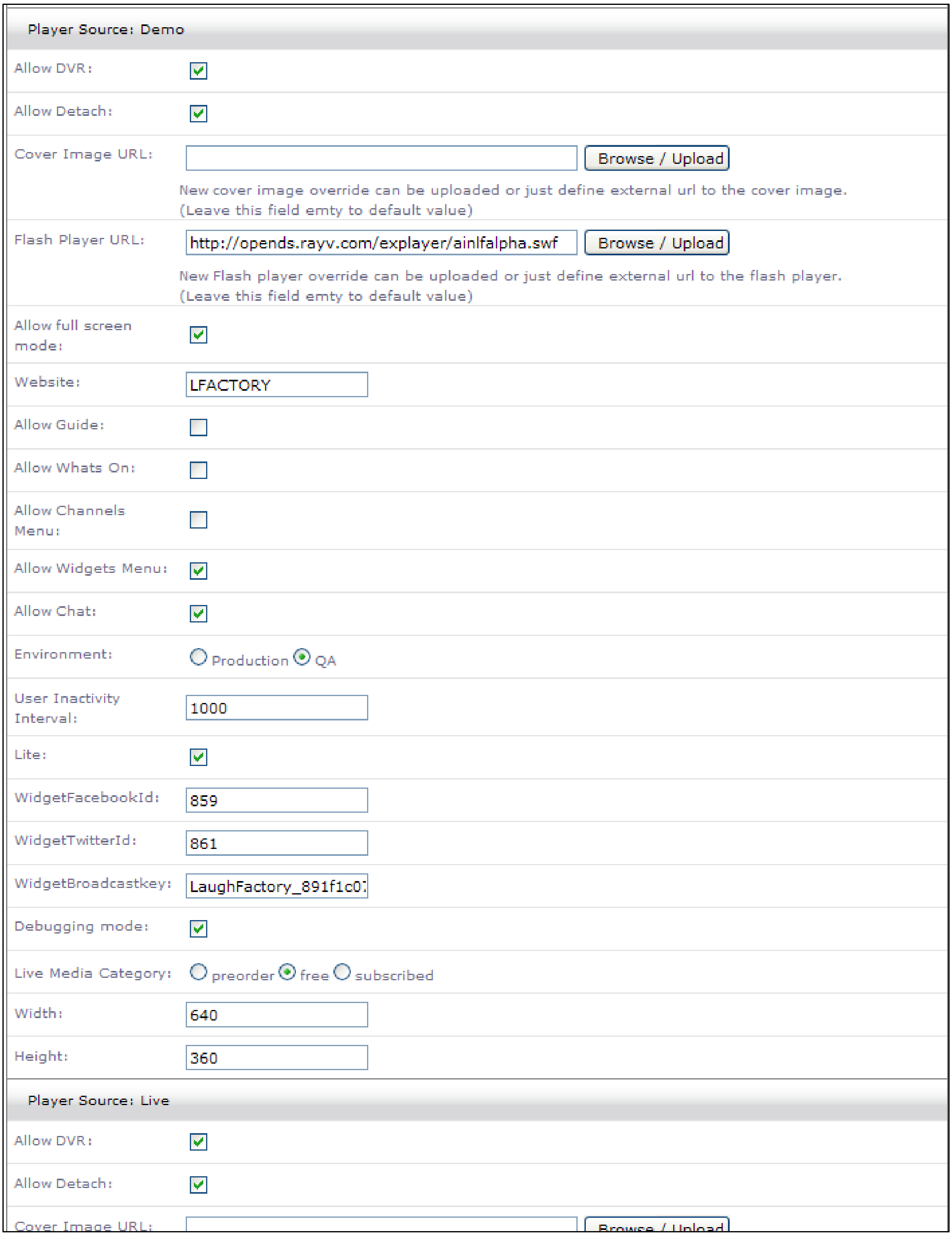


Figure 47: Player Settings Screen Continued

2. Edit the definitions as desired. For an explanation of the various parameters, refer to the following table.

Table 22: Player Settings – Description of Fields

Parameter	Description
Player Appearance	
EPG	Indicates whether an Electronic Program Guide is available in the TV Website, below the player control.
Common Player Settings	
Player type	Indicates the type of player running on the TV Website: Standard or Interactive (more advanced).
Support players	The players available to the end-user in the TV Website. You can choose either or both.
Support adaptive bandwidth	Reserved for future use.
Player Security	Currently, this section is relevant only for an interactive player type.
Shared Secret	This value must be coordinated with the subscription proxy.
Anonymous User	The user-name to assign to anonymous (non-registered) end-users.
Player Source	The section **Player Source: Demo** defines the settings of the demo player (used to display content to non-registered end-users). The section **Player Source: Live** defines the settings of the live player (used to display content to registered end-users).
Allow DVR	Indicates whether to enable the end-user to record what the end-user is watching.
Allow Detach	Indicates whether the player can be opened in a separate window. Currently, this option is relevant only for a RayV player.
Cover Image URL	Enables specifying a URL for the page that appears if the player does not load. If you do not enter a URL, a default page appears.
Flash Player URL	Enables overriding the existing player with a different player. For example, the override may be a player with a custom skin.
Allow full screen mode	Indicates whether the end-user can switch to full screen viewing.

Parameter	Description
Website	The name of the TV Website.
Allow Guide	Indicates whether to display an EPG in the player.
Allow Whats On	Indicates whether to display a "What's On" option in the player.
Allow Channels Menu	Indicates whether to display a channels menu in the player.
Allow Widgets Menu	Indicates whether to display a Widgets menu in the player.
Allow Chat	Indicates whether to allow chat from within the player.
Environment	Specifies from which environment the player loads data: Production or QA.
User Inactivity Interval	After how many seconds of end-user inactivity, the content is displayed in the entire flash window.
Lite	N/A
WidgetFacebookId	An internal parameter. Do not change this value.
WidgetTwitterId	An internal parameter. Do not change this value.
WidgetBroadcastkey	An internal parameter. Do not change this value.
Debugging mode	Indicates whether the player is running in debugging mode or in release mode. This information is intended for logging purposes.
Live Media Category	Specifies which media category (also called *content category*) to display. For more information about media categories, refer to *Managing Content Categories* on page 159.
Width Height	Defines the size of the player's window, in pixels.

3. Click **Save changes**.

SPECIFYING PROVIDER SETTINGS

For a flash channel stream, you must specify the content provider (Figure 35). In addition, you must specify the address of the content provider's servers. This is performed in the CDN Configuration screen.

To specify content provider settings:

1. Select **Broadcasting → Configuration → CDN Settings**. The CDN Settings screen appears.

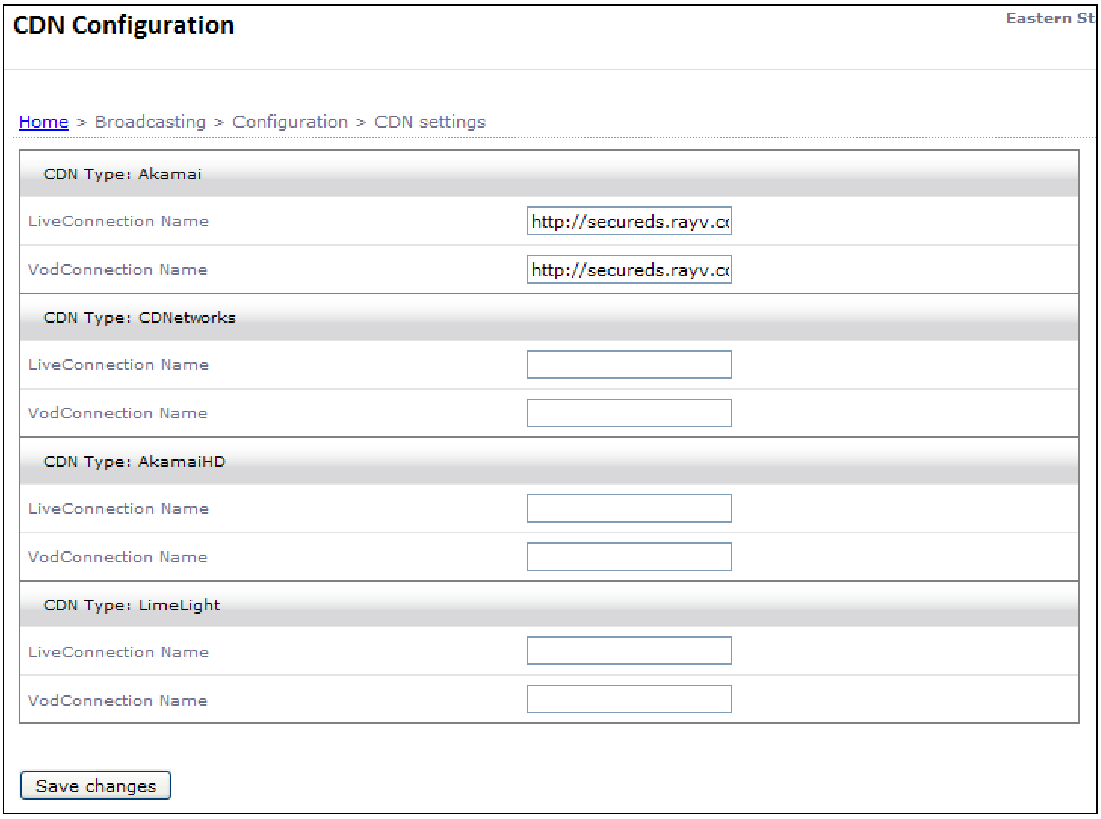


Figure 48: CDN Configuration Screen

2. For each content provider that is providing content to the TV Website:

   a. In the **LiveConnection Name** field, enter the address of the server providing the live streams.

   b. In the **VODConnection Name** field, enter the address of the server providing the VOD files

3. Click **Save changes**.

Section II – Managing End-Users and Orders

5

Managing End-users

Customers are the end-users (subscribers) of the TV Website. End-users are usually created automatically in the system when end-users access the site or register at the site.

You can view the list of end-users, create a new end-user, or modify details of an existing end-user. In addition, you can create special end-users called Power users.

Viewing the End-users List

To view the list of end-users:

1. Select **Customers → Customers**. The Customers screen appears, displaying all end-users who registered at the TV Website.

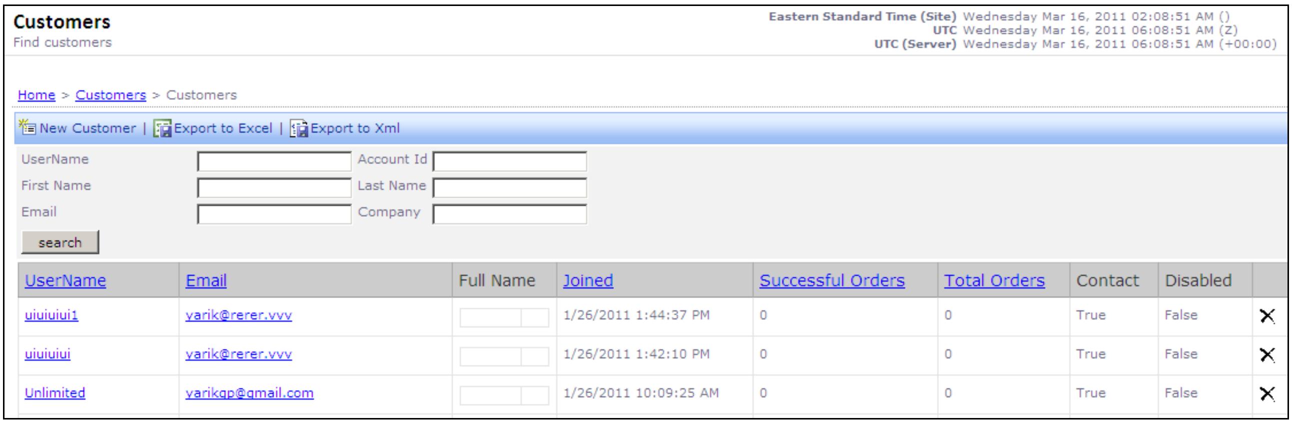


Figure 49: Customers Screen

For every end-user, the following information is displayed:

Table 23: Customers List – Description of Information

Column	Description
UserName	The end-user's username, as entered by the end-user in the TV Website.
Email	The end-user's email address, as entered by the end-user in the TV Website.
Full Name	The full name of the end-user. This information is taken from the first address appearing in the Customer Details screen.
Joined	The date and time when the end-user created an account.
Successful Orders	The number of orders placed by the end-user which were processed to completion.
Total Orders	The total number of orders placed by the end-user, including those that were not processed to completion.
Contact	This field is reserved for future use.
Disabled	Indicates whether the end-user's account is disabled: **False** indicates the account is enabled; **True** indicates the account is disabled. You can enable/disable a user account in the end-user's Edit Customer screen (Figure 52). For information, refer to *Modifying an End-user's Details* on page 84.

In this screen you can perform the following actions:

- Sort the table by any column having an underlined column heading. To do so, click the column heading. To reverse the sorting order, click the column heading again.
- Filter the end-user's list. Refer to *Filtering the End-user's List* on page 80.
- Export end-users' details to an Excel file. Refer to *Exporting End-users' Details* on page 82.
- View or edit an end-user's details. Refer to *Viewing and Editing an End-user's Details* on page 82.

Filtering the End-user's List

You can filter the list of end-users. This is useful if you are searching for a certain end-user or group of end-users.

To filter the list of end-users:

1. In the Customers screen (Figure 49), locate the filter section (Figure 50).

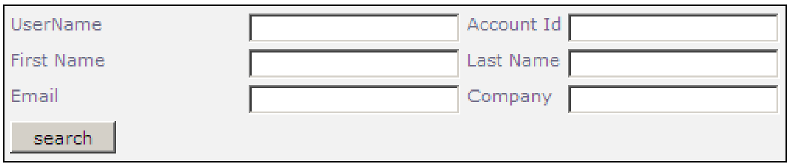


Figure 50: Customer List – Filter Criteria Fields

2. Enter the desired filter criteria in the filter criteria fields. These fields are described in the table below. Note that you can enter partial strings. For example, if you enter “da” in the User Name field, the final list will display all the end-users with “da” anywhere in their user name.

Note: *The filtering engine is not case sensitive.*

Table 24: Customer List – Description of Filter Criteria Fields

Filter Criteria	Description
User Name	The end-user’s username in the TV Website.
Account Id	The end-user’s unique account Id, assigned by the online payment system (PayPal, Plimus, etc.) when processing the user’s order. You can view this number in the end-user’s order, by clicking the order in the **Orders** section of the Customer Details screen (refer to Figure 51).
First Name	The end-user’s first name, taken from the first address appearing in the Customer Details screen.
Last Name	The end-user’s last name, taken from the first address appearing in the Customer Details screen.
Email	The end-user’s email address.
Company	The end-user’s company, taken from the first address appearing in the Customer Details screen.

3. Click **Search**.

   The list of end-users refreshes, and displays only the users matching the filter criteria.

To undo the filtering and display the entire list of end-users, delete all the filter criteria you entered in the filter criteria fields, and click **Search**.

Exporting End-users' Details

You can export the list of end-users and their details to an Excel file.

Note: *The Export operation always exports the full list of end-users. Thus, even if you applied a filter to the list and the on-screen display shows only a partial list of end-users, the export operation exports the details of all end-users in the system.*

To export end-user information:

1. In the Customers screen (Figure 49), click Export to Excel.

   A window appears, asking you whether to open the final file or save it.

2. Instruct whether to open or save the Excel file.

   An Excel file is created, displaying end-user information for all end-users.

Viewing and Editing an End-user's Details

To view or edit an end-user's details:

1. Select **Customers → Customers**. The Customers screen appears (Figure 49).
2. Select an end-user. The Customer Details screen appears.

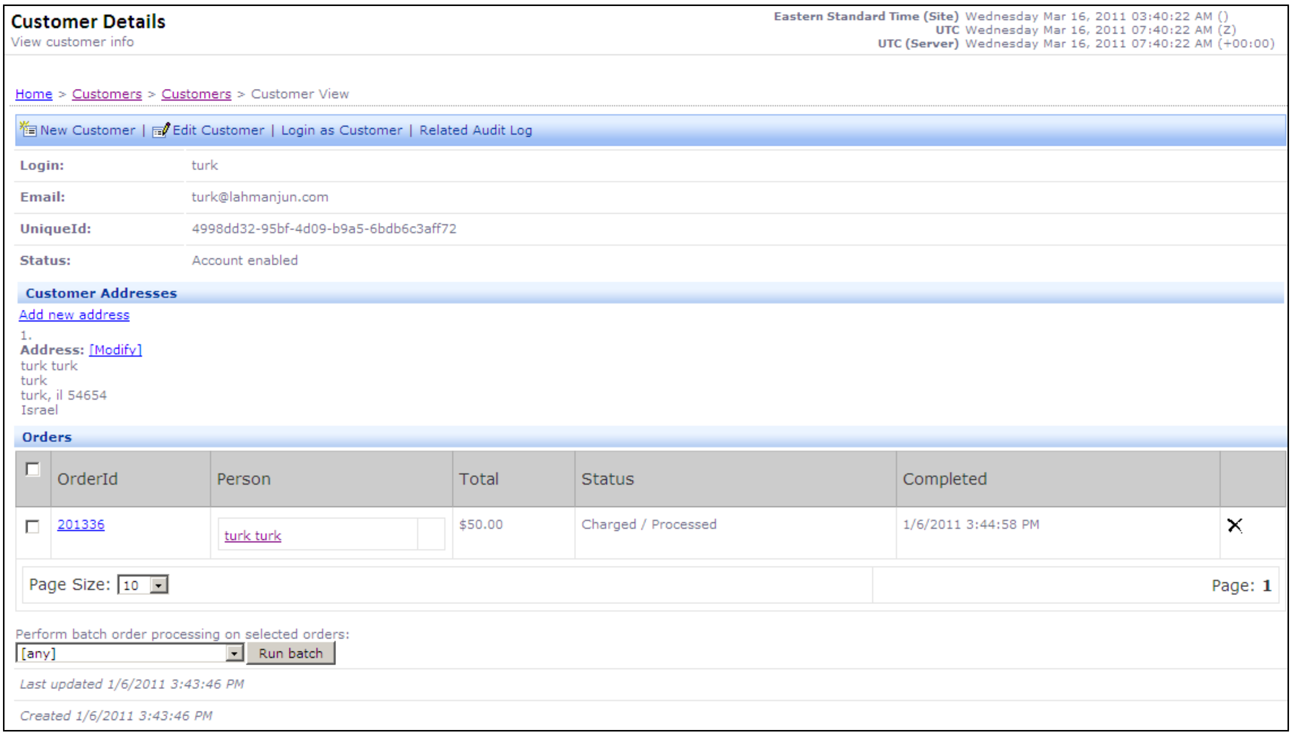


Figure 51: Customer Details Screen

You can perform the following actions:

- Add or modify an address.
  - To add a new address, click **Add new address**.
  - To modify the existing address, click **Modify** adjacent to the existing address.
- View the end-user's list of orders. To do so, click an ID number in the **OrderId** column to view the full details of the order (refer to *Viewing Orders* on page 91 for a description of the details).
- **Optional* Change the status of selected orders. To do so:

  a. Check the checkboxes adjacent to the desired orders.

  b. Select a status in the **Perform batch order processing on selected orders** drop-down list. For an explanation of the various statuses, refer to *Understanding the Status of an Order* on page 93.

  c. Click **Run batch**.
- Modify the end-user's details. For information, refer to *Modifying an End-user's Details* on page 84.

- Login as an end-user. For information, refer to *Logging in as an End-user* on page 86.
- View the end-user’s audit log. For information, refer to *Viewing an End-user’s Audit Log* on page 87.

Modifying an End-user’s Details

To modify an end-user’s details:

1. Select **Customers → Customers**. The Customers screen appears (Figure 49).
2. Select an end-user. The Customer Details screen appears (Figure 51).
3. Click Edit Customer. The Customer Details screen appears, displaying the end-user’s details.

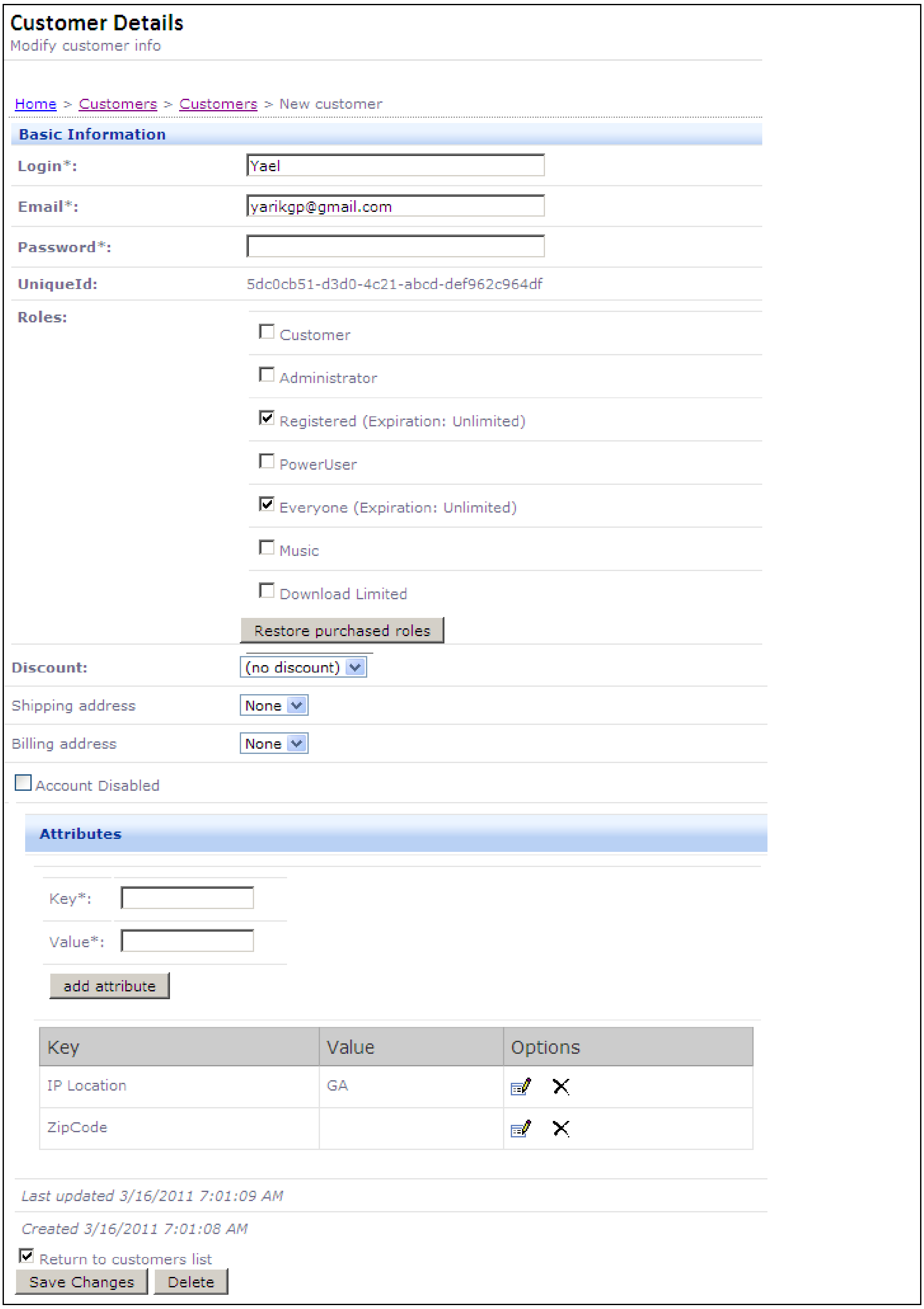


Figure 52: Customer Details – Editing Settings of a Customer

4. Edit the information as desired. The following table describes the fields you can edit and the actions you can perform.

Table 25: Customer Details Screen – Description of Editable Fields

Field/Action	Description
Basic Information	
Password	Enables changing the end-user's password. This is useful, for example, if an end-user forgot his/her password and has contacted Support.
Roles	The roles associated with this end-user. Note that as soon as an end-user registers at the TV Website, the user is assigned all roles of type `IsGeneral`. For more information about user roles, refer to *Configuring End-user Roles* on page 127.
Restore purchased roles	Click this to undo any manual editing of associated roles, and instead associate only the roles that would automatically be associated as determined by the SKUs that the end-user purchased.
Discount	Reserved for future use.
Shipping address	The end-user's shipping address(es), if any.
Billing address	The end-user's billing address(es), if any.
Account Disabled	Specifies whether this end-user's account is disabled. If an account is disabled, then from the point of view of the end-user trying to access the TV Website, it is as if the account was deleted.
Attributes	When an end-user registers at the TV Website, the system automatically obtains the following two attributes: ▪ **IP Location** – The location (country code) of the end-user, as learned from the user's IP address. ▪ **Zip Code** – The ZIP code of the end-user. This is relevant for end-users in the United States only. You can edit the values of these attributes.
Key	You can use the **add attribute** option to add comments to the user account. Enter the comments in the **Key** and **Value** fields, and click **add attribute**.
Value	
Add attribute	

5. Click **Save Changes**.

***Note:** To delete this end-user, click **Delete**.*

Logging in as an End-user

You can log into the TV Website as a specific user, in order to see exactly what a certain end-user is seeing. This is useful for troubleshooting and support purposes.

To log into the TV Website, from the RayV Dashboard, as a specific end-user:

1. Select **Customers → Customers**. The Customers screen appears (Figure 49).
2. Select an end-user. The Customer Details screen appears (Figure 51).
3. Click Login as Customer.

   The Login screen of the TV Website appears.
4. Enter your RayV Dashboard user credentials.

You can now view and perform any actions that the selected end-user can view or perform.

Viewing an End-user's Audit Log

You can view the log of exchanges with the online payment processing company (such as PayPal or Plimus) regarding the purchases made by a selected end-user.

To view an end-user's audit log:

1. Select **Customers → Customers**. The Customers screen appears (Figure 49).
2. Select an end-user. The Customer Details screen appears (Figure 51).
3. Click Related Audit Log.

   The audit log of the selected end-user appears.

Creating a New End-user

End-users are usually created when they register at the TV Website. However, you can also create an end-user through the RayV Dashboard. This can be useful for support and troubleshooting purposes.

To create an end-user:

1. Select **Customers → New customer**. The Customer Details screen appears.

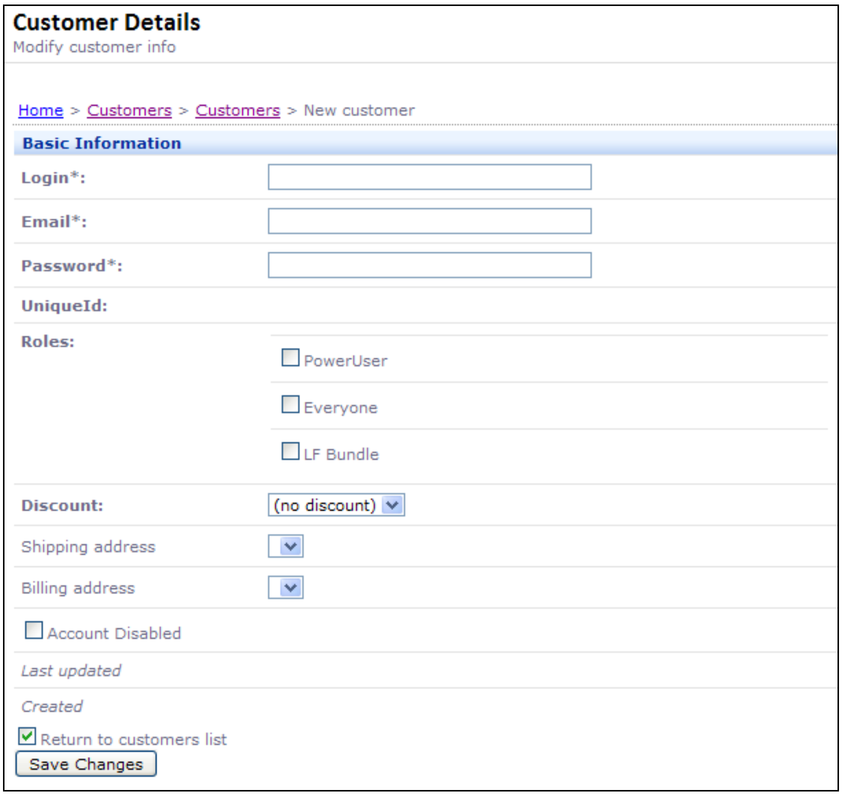


Figure 53: Customer Details – Creating a New Customer

2. Enter information into the fields. The fields are described in the following table.

Table 26: Customer Details Screen – Description of Fields

Parameter	Description
Login	The end-user's username in the TV Website.
Email	The email address of the end-user.
Password	The end-user's password in the TV Website.
Unique Id	The unique ID automatically assigned by the system upon creation of the end-user
Roles	The roles associated with this end-user.
Discount	
Shipping address	The end-user's shipping address(es).
Billing address	The end-user's billing address(es).
Account Disabled	Indicates whether this end-user account is active.

The screen also provides information about when the end-user was first created in the system, and when the end-user details were last updated.

3. Click **Save Changes**.

Note: *If you check the* ***Return to customers list*** *checkbox, you are returned to the Customers list (Figure 49) after the changes are saved.*

GENERATING POWER END-USERS

You can create power end-users. These are end-users with the following special privileges:

- Ability to log into the TV Website and view content, from multiple machines concurrently.
- Ability to view any content in the TV Website, without charge.
- Ability to override any geo restriction.

Power users can be given as perks to customers or end-users.

To generate a batch of power end-users:

1. Select **Customers → Create bulk of new power customer**. The Power Customers Generator screen appears.

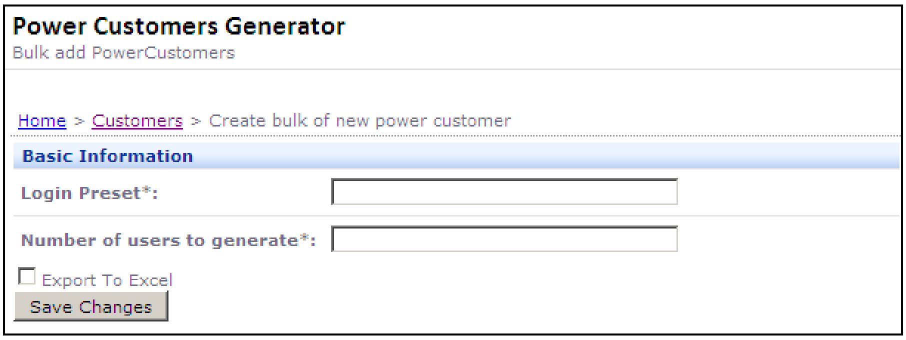


Figure 54: Power Customers Generator Screen

2. Enter a prefix for the user names in the **Login Preset** field.
3. Enter the number of end-users to generate, in the **Number of users to generate** field.
4. Check the **Export to Excel** checkbox if you wish to export the list of generated

power users to an Excel file.

5. Click **Save Changes**.

6. If you checked the **Export to Excel** checkbox, you are prompted to either save or open the final file. Specify your preference.

The batch of power end-users is generated. To view them, select **Customers → Customers**.

Note: *A user is a power user if the PowerUser role is selected for that user (refer to Figure 52). If you edit a power user's settings, take care not to unselect the PowerUser role.*

6

Managing Orders

In the RayV Dashboard, you can view all the orders placed by end-users in the TV Website, change an order's attributes or status, and manage recurring payment plans. In addition, you can manage some aspects of working with PayPal and Plimus.

Viewing Orders

You can view all the orders in the system, or various subsets of orders.

To view the orders placed by end-users:

1. Select **Orders → Orders**. The Orders screen appears, displaying a search section.

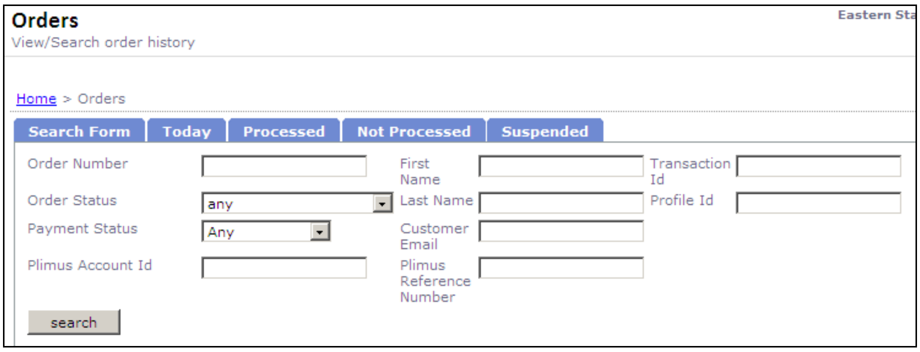


Figure 55: Orders Screen – Search Section

2. Specify which orders to display, in any of the following ways:

   - Click **Today** to display only the orders placed today.
   - Click **Processed** to display only processed orders. These are the orders that were successfully charged.
   - Click **Not Processed** to display only non-processed orders. These are the orders that have not yet been successfully charged.

- Click **Suspended** to display only orders having a status of Suspended in Paypal.
- Click **Search Form** to filter the list of orders. Enter filter criteria in the filter criteria fields (shown in Figure 55), and click **search**. The following table describes the filter criteria fields.

  To view the entire list of orders, do not enter anything into the filter criteria fields.

Table 27: Orders Search: Description of Filter Criteria Fields

Filter Criteria	Description
Order Number	The order number.
Order Status	The Overall status of the order. For explanations, refer to *Understanding the Status of an Order* on page 93.
Payment Status	The Payment status of the order. For explanations, refer to *Understanding the Status of an Order* on page 93.
First name Last Name Customer Email	The first name, last name, and email address, as entered by the end-user when ordering.
Plimus Account Id Plimus Reference Number	Plimus fields, if the payment was performed using Plimus.
Transaction Id Profile Id	PayPal fields, if the payment was performed using PayPal.

The screen refreshes, and a list of all the orders that meet the filtering criteria is displayed.

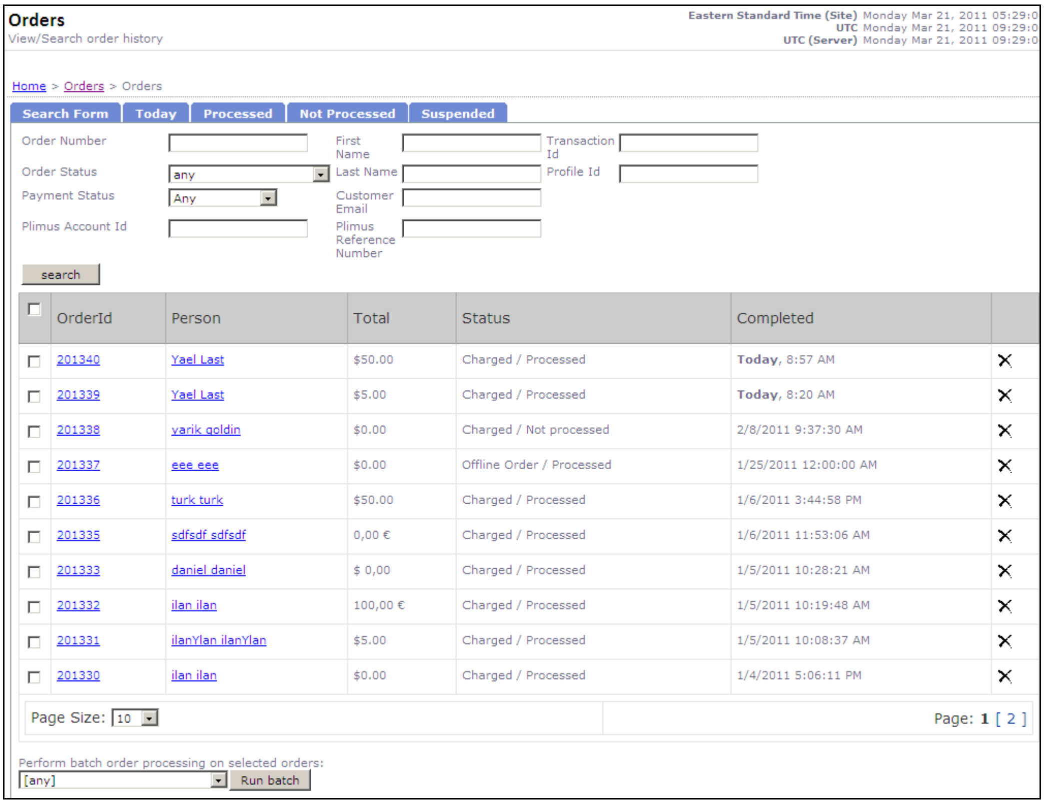


Figure 56: Orders Screen – Orders List

You can perform the following operations from within the Orders screen:

- Change the status of an order. For more information, refer to *Manually Changing the Payment Status of an Order* on page 94.
- View or edit the attributes of a specific order. For more information, refer to *Viewing and Editing Attributes of an Order* on page 95.
- View the details of the end-user who placed the order. To do so, click the end-user in the **Person** column. The Customer Details screen appears (Figure 51). For explanations, see the explanations following Figure 51.

Understanding the Status of an Order

In the Orders list (Figure 56), the status of each order is displayed in the Status column, in the form *Overall status / Payment status*.

- **Overall** status – Influences statistical operations performed on orders.

- **Payments** status – Determines whether to assign customer roles to the order. There are two possible payment statuses:
    - **Processed** – The order was successfully charged. As soon as an order receives this status, customer roles are assigned to the end-user who placed the order. In practical terms, this means that the end-user can start viewing content.
    - **Not Processed** – The order has not been successfully charged. No customer roles are assigned to the end-user, and the end-user cannot view content.

MANUALLY CHANGING THE PAYMENT STATUS OF AN ORDER

You can manually change the Overall status and the Payment status of selected orders.

When you manually change the Payment status of selected orders, the following occurs:

- When a Not Processed order is manually changed to Processed, the system assigns the end-user the corresponding user roles, and creates a payment plan if the SKU ordered is of type "bill on recurring basis".
- When a Processed order is manually changed to Not Processed, the system deletes the corresponding roles that were assigned to the end-user, but does not delete a previously created recurring payments plan, if any existed for this order.

To change the Payment status of orders in the Order Info screen (Figure 57)**:**

1. In the Orders list (Figure 56), click an order number in the **OrderId** column.

   The Order Info screen appears for the selected order (Figure 57).

2. Perform the following:
    - If the payment status is **Not Processed**, click Complete Order.
    - If the payment status is **Processed**, click Cancel Order.

   The payment status changes.

To change the Payment or Overall status of orders in the Orders screen (Figure 56)**:**

1. In the Orders list (Figure 56), display the orders whose status you wish to change. For information on how to view orders, refer to *Viewing Orders* on page 91.
2. Check the checkboxes adjacent to the orders whose status you wish to change.

3. Select a status in the **Perform batch order processing on selected orders** drop-down list. For an explanation of the various statuses, refer to *Understanding the Status of an Order* on page 93.

4. Click **Run batch**.

   The status of the selected orders changes.

Viewing and Editing Attributes of an Order

You can view all the attributes of an order, and edit some of them.

To view or edit attributes of an order:

1. In the Orders list (Figure 56), click an order number in the **OrderId** column.

   The Order Info screen appears for the selected order.

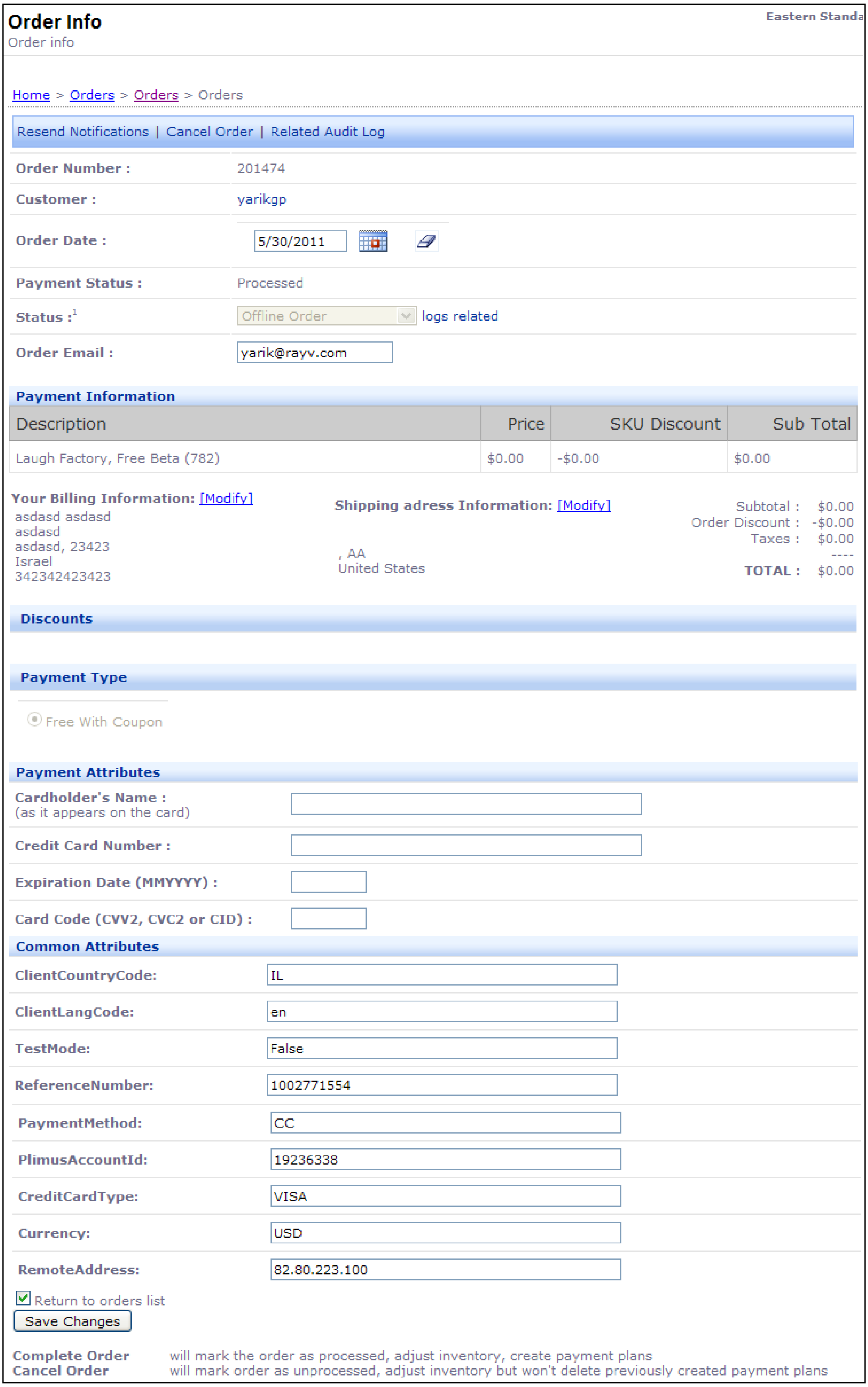


Figure 57: Order Info Screen

2. View or modify the editable attributes. The following table describes the information provided in the Order Info screen.

Table 28: Order Info Screen – Description of Fields

Parameter	Description
Order Number	The unique order number.
Customer	The end-user's username in the TV Website. You can edit the end-user's details by clicking the end-user's name. The Customer Details screen appears (Figure 51). Refer to the explanations following Figure 51.
Order Date	When the order was placed. This field is editable.
Payment Status	The Payment status of the order. For explanations, refer to *Understanding the Status of an Order* on page 93.
Status	The Overall status of the order. For explanations, refer to *Understanding the Status of an Order* on page 93.
Order Email	The email address of the end-user who placed the order. You can edit this information.
Payment Information	
Description Price SKU discount Sub Total	The description, price, discount, and sub total for each of the SKUs purchased.
Total	The total amount of the order.
Your Billing Information	The end-user's billing address. You can edit this information.
Shipping Address Information.	The end-user's shipping address. This field appears only if shipping is necessary. You can edit this information.
Discounts	Specifies the discount coupon information, if any.
Discount Name Discount Amount	If a discount coupon was used, the Discount Name specifies the coupon's name, and the Discount Amount specifies the total discount. You can edit the discount coupon by clicking its name. The Coupon Edit screen appears (Figure 28). Refer to the explanations following Figure 28.

Parameter	Description
Payment Type	Specifies how the payment was made: via Plimus, with a coupon, etc.
Payment Attributes	Specifies the credit card details, if a credit card was used.
Common Attributes	Specifies the country code and language code of the end-user, as well as various purchase details.

3. Click **Save Changes** if you edited any of the settings in the screen.

In the Order Info screen you can also perform the following:

- View an order's audit log. Refer to *Viewing an Order's Audit Log* on page 98.
- Resend the email notification sent upon placement of an order. Refer to *Resending a Notification* on page 98.
- Complete or cancel an order. Refer to *Manually Changing the Payment Status of an Order* on page 94.

Viewing an Order's Audit Log

You can view the log of exchanges with the online payment processing company (such as PayPal or Plimus), for a selected order.

To view an order's audit log:

1. In the Orders list (Figure 56), click an order number in the **OrderId** column.

   The Order Info screen appears for the selected order (Figure 57).

2. Click Related Audit Log.

   The audit log of the selected order appears.

Resending a Notification

When an end-user places an order in the TV Website, a notification is sent to the email address that the end-user provided. You can resend this notification.

To resend notification of an order:

1. In the Orders list (Figure 56), click an order number in the **OrderId** column.

The Order Info screen appears for the selected order (Figure 57).

2. Click Resend Notifications. The email notification is sent.

Managing Recurring Payment Plans

Most recurring payment plans are automatically created by the system, when an end-user purchases a monthly, daily, or yearly subscription in the TV Website. Or more technically – when an end-user purchases an SKU of type "bill on recurring basis" (for explanations on creating an SKU, refer to *Creating an SKU* on page 28).

In the RayV Dashboard you can view all existing recurring payment plans, and you can also create a recurring payment plan.

Viewing Recurring Payment Plans

To view all recurring payment plans:

1. Select **Orders → Recurring payment plans → Recurring payment plans**. The Payment Plans screen appears.

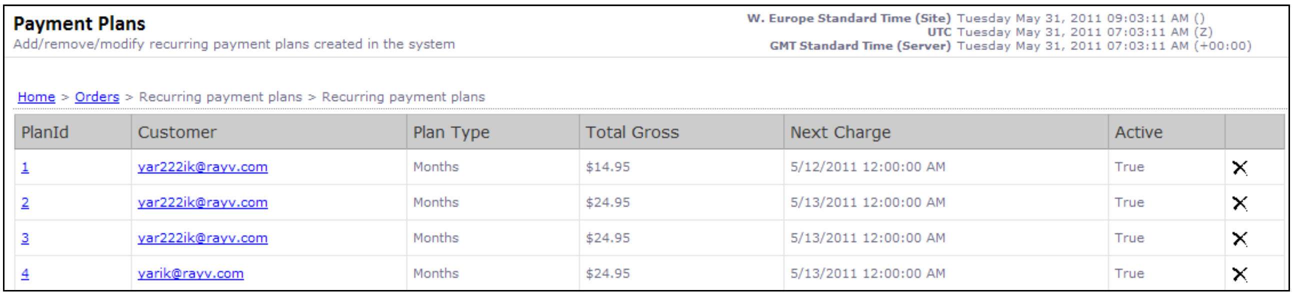


Figure 58: Payment Plans Screen

The following table describes the information provided in the Payment Plans screen.

Table 29: Payment Plans Screen: Description of Columns

Column	Description
Plan Id	An ID automatically assigned by the system upon creation of the payment plan.
Customer	The name of the end-user who placed the order.
Plan Type	The type of plan: Daily, Monthly, or Yearly.

Column	Description
Total Gross	The total amount, as it was billed.
Next Charge	When the next payment is due.
Active	Indicates whether this payment plan is active.

Creating a Recurring Payment Plan

Most recurring payment plans are automatically created by the system, when an end-user purchases a monthly, daily, or yearly subscription in the TV Website. However, you can create a recurring payment plan in the RayV Dashboard for maintenance or troubleshooting purposes.

An internal recurring payment service runs every day to detect for which payment plans a bill is due that day.

To create a recurring payment plan:

1. Select **Orders → Recurring payment plans → New recurring payment plan**. The Edit Payment Plan screen appears.

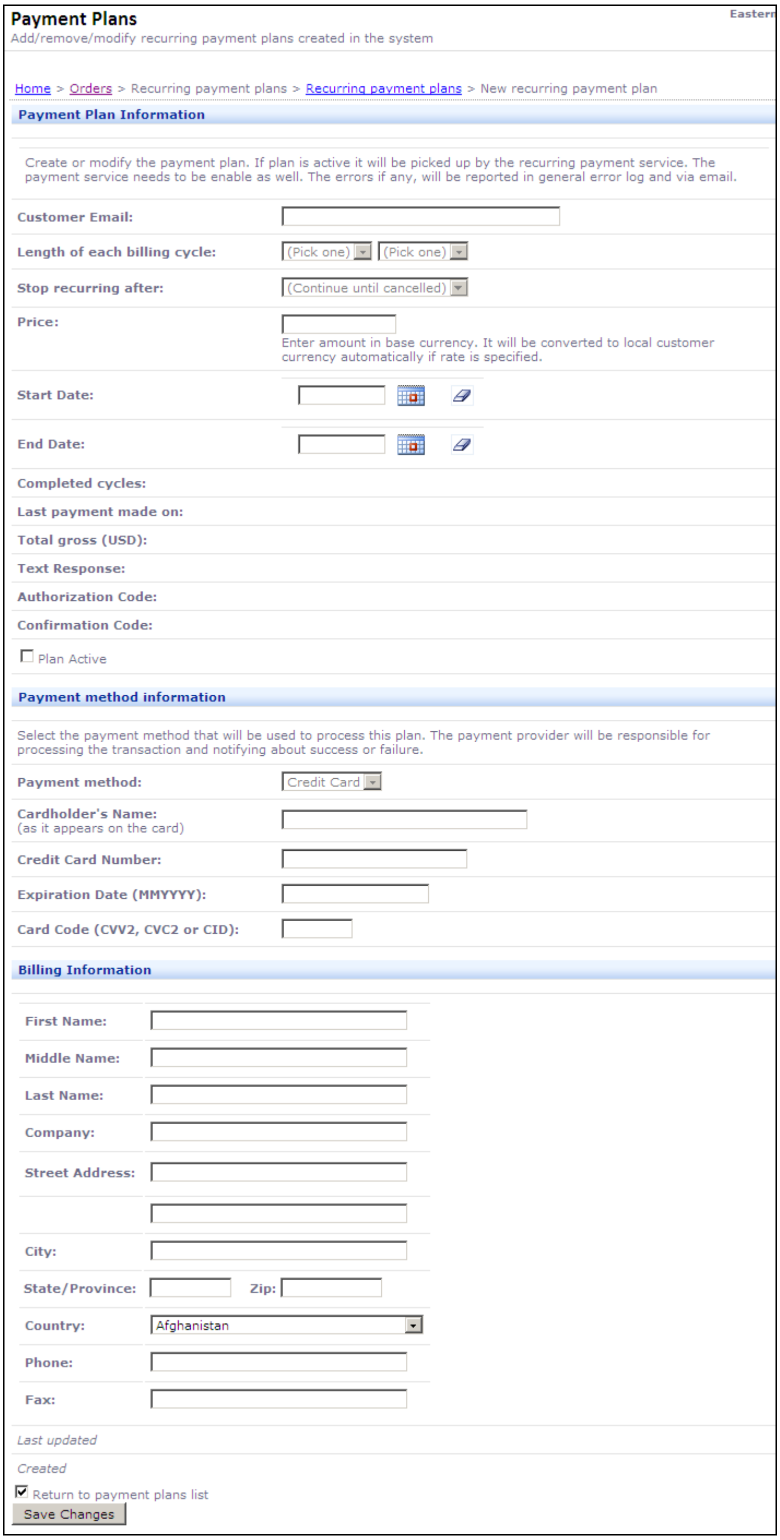
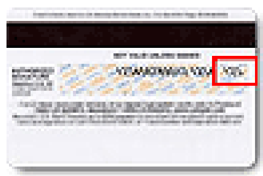


Figure 59: Edit Payment Plan

2. Enter information into the fields. The fields are described in the following table.

Table 30: Edit Channel – Description of Fields

Parameter	Description
Payment Plan Information	
Customer Email	The email address of the end-user.
Length of each billing cycle Stop recurring after	The details of the payment plan: **Length of each billing cycle** specifies how often a payment is due, in number of days, weeks, months, or years. **Stop recurring after** specifies the total number of payments. If you select **Continue until cancelled**, the end-user will be billed regularly until the end-user cancels the subscription.
Price	The amount paid at every payment.
Start Date	When the first payment is due.
End Date	When the last payment is due.
Completed cycles	How may payments have already been made.
Last payment made on	When the latest payment was made.
Total gross (USD)	The sum total of all the payments made to date.
Text Response Authorization Code Confirmation Code	Values received from the online payment processing company.
Plan Active	Indicates whether the payment plan is active. The internal recurring payment service checks only active plans.
Payment method information	
Payment method	Relevant only for payments made with a credit card.
Cardholder's Name Credit Card Number Expiration Date (MMYYYY)	The name, credit card number, and expiration date on the credit card.
Card Code (CVV2, CVC2 or CID)	The card's CVV code (not the PIN number). This number is displayed on the credit card in the locations show below:  

Parameter	Description
Billing Information	
First Name Middle Name Last Name	The end-user's first, middle and last name.
Company	The name of the end-user's company.
Street Address City State/Province Zip Country	The full address of the end-user.
Phone Fax	The phone and fax numbers of the end-user.

3. Click **Save Changes**.

***Note:** If you check the **Return to payment plans list** checkbox, you are returned to the Payment Plans list after the changes are saved.*

Working with PayPal

The TV Website supports making online payments using PayPal. In the RayV Dashboard, you can capture or void authorized PayPal funds. In addition, you can view the PayPal IPN queue for orders placed in the TV Website using PayPal.

Capturing or Voiding Authorized Funds

This feature is reserved for future use.

Viewing the PayPal IPN Queue

You can view the queue of PayPal Instant Payment Notification (IPN) messages created by PayPal. This can be useful as a monitoring tool, to aid support and troubleshooting

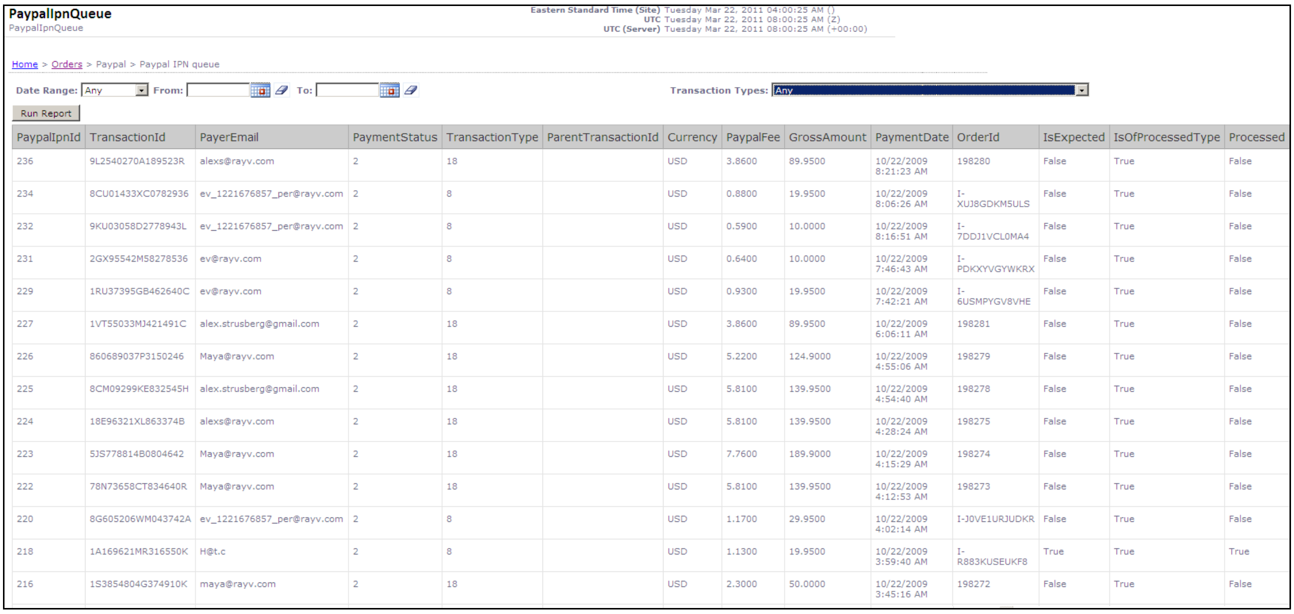
To view the PayPal IPN queue:

1. Select **Orders → PayPal → PayPal IPN Queue**. The PayPal IPN Queue screen appears.

Figure 60: PayPal IPN Queue – Search Fields

2. Enter or select information in the search criteria fields. To show the entire PayPal IPN queue, do not enter anything in any of the search criteria fields.

3. Click **Run Report**. The screen refreshes to display all the IPN messages in the IPN queue that meet the search criteria.



PaypalIpnId	TransactionId	PayerEmail	PaymentStatus	TransactionType	ParentTransactionId	Currency	PaypalFee	GrossAmount	PaymentDate	OrderId	IsExpected	IsOfProcessedType	Processed
236	9L2540270A189523R	alexs@rayv.com	2	18		USD	3.8600	89.9500	10/22/2009 8:21:23 AM	198280	False	True	False
234	8CU01433XC0782936	ev_1221676857_per@rayv.com	2	8		USD	0.8800	19.9500	10/22/2009 8:06:26 AM	I-XUJ8GDKM5ULS	False	True	False
232	9KU03058D2778943L	ev_1221676857_per@rayv.com	2	8		USD	0.5900	10.0000	10/22/2009 8:16:51 AM	I-7DDJ1VCL0MA4	False	True	False
231	2GX95542M58278536	ev@rayv.com	2	8		USD	0.6400	10.0000	10/22/2009 7:46:43 AM	I-PDKXYVGYWKRX	False	True	False
229	1RU37395GB462640C	ev@rayv.com	2	8		USD	0.9300	19.9500	10/22/2009 7:42:21 AM	I-6USMPYGV8VHE	False	True	False
227	1VT55033MJ421491C	alex.strusberg@gmail.com	2	18		USD	3.8600	89.9500	10/22/2009 6:06:11 AM	198281	False	True	False
226	860689037P3150246	Maya@rayv.com	2	18		USD	5.2200	124.9000	10/22/2009 4:55:06 AM	198279	False	True	False
225	8CM09299KE832545H	alex.strusberg@gmail.com	2	18		USD	5.8100	139.9500	10/22/2009 4:54:40 AM	198278	False	True	False
224	18E96321XL863374B	alexs@rayv.com	2	18		USD	5.8100	139.9500	10/22/2009 4:28:24 AM	198275	False	True	False
223	5JS778814B0804642	Maya@rayv.com	2	18		USD	7.7600	189.9000	10/22/2009 4:15:29 AM	198274	False	True	False
222	78N73658CT834640R	Maya@rayv.com	2	18		USD	5.8100	139.9500	10/22/2009 4:12:53 AM	198273	False	True	False
220	8G605206WM043742A	ev_1221676857_per@rayv.com	2	8		USD	1.1700	29.9500	10/22/2009 4:02:14 AM	I-J0VE1URJUDKR	False	True	False
218	1A169621MR316550K	H@t.c	2	8		USD	1.1300	19.9500	10/22/2009 3:59:40 AM	I-R883KUSEUKF8	True	True	True
216	1S3854804G374910K	maya@rayv.com	2	18		USD	2.3000	50.0000	10/22/2009 3:45:16 AM	198272	False	True	False

Figure 61: PayPal IPN Queue

Note that the **Processed** column provides information about the payment status of the order:

- True – The order was processed.
- False – The order was not processed.

7

PERFORMING DATA RECONCILIATION

This feature is reserved for future use.

Section III – Generating Business Reports

8

Generating Reports

You can generate various reports to be used for sales evaluation, troubleshooting, and support. Reports include:

- Various *Sales Reports*.
- *End-users' Events Report*.
- *End-users' IP Distribution Report*.
- Real Time Order Statistics Report.
- Channels' Concurrent Viewers Report.

Generating Sales Reports

You can generate the following sales reports:

- *Orders Report*.
- *SKU Sales Report*.
- *Affiliates Sales Report*.
- *Discount Sales Report*.
- *Subscriptions Sales Report*.

Generating an Orders Report

You can generate a full report of all orders placed in the TV Website, or various subsets of the orders.

To generate an orders report:

1. Select **Reports → Sales → Order Sales**. The Orders Report screen appears.

Figure 62: Orders Report

2. **Optional* Filter the list of orders by specifying any of the following:*

   - Select a date range from the **Date Range** drop-down list. The **From** and **To** fields are populated accordingly. Alternatively, enter dates in the **From** and **To** fields, either directly or using the calendar.
   - Select a status in the **Payment Status** drop-down list. For an explanation of the payment statuses, refer to *Understanding the Status of an Order* on page 93.
   - Select a currency in the **Currencies** drop-down list. The available currencies are those that were used in orders placed on the TV Website.

3. Click **Run Report**.

The screen refreshes to display the orders that match the filtering criteria. The following table describes the information in the report.

Table 31: Orders Report – Description of Columns

Column	Description
Order Id	The order ID.
Person Email	The email of the end-user who placed the order.

Column	Description
Discount	The total discount received by the end-user for the order.
Total	The total cost of this order. In other words, how much the end-user is paying.
SKU Count	The number of SKUs purchased in this order.
SKUs	The list of SKUs purchased in this order.
Status	The payment status of the order.
Payment type	The method of payment.
Created	When the order was placed.

You can perform the following operations from within the Orders Report screen (Figure 62):

- View or edit the attributes of a specific order. To do so, click the order ID in the **Order ID** column. The Order Info screen appears. For more information, refer to *Viewing and Editing Attributes of an Order* on page 95.
- View or edit the details of the SKUs purchased in an order. To do so, click an SKU in the **SKUs** column. The SKU Info screen appears. For an explanation of the various parameters, refer to the explanations in *Creating an SKU* on page 28.

GENERATING AN SKU SALES REPORT

You can generate a report of all SKUs that were sold on the TV Website, or various subsets of the SKUs sold.

To generate an SKU sales report:

1. Select **Reports → Sales → SKU Sales**. The SKU Sales Report screen appears.

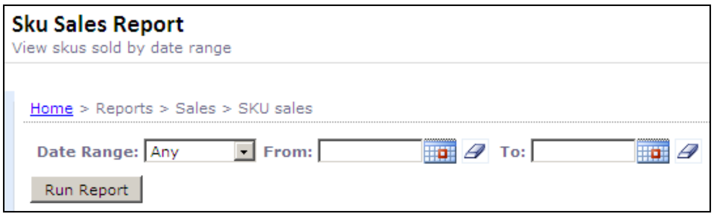


Figure 63: SKU Sales Report – Filtering Criteria

2. **Optional* Filter the list of SKU sales by date, as follows:

Select a date range from the **Date Range** drop-down list. The **From** and **To** fields are populated accordingly. Alternatively, enter dates in the **From** and **To** fields, either directly or using the calendar.

3. Click **Run Report**.

The screen refreshes to display the SKU sales that match the filtering criteria.

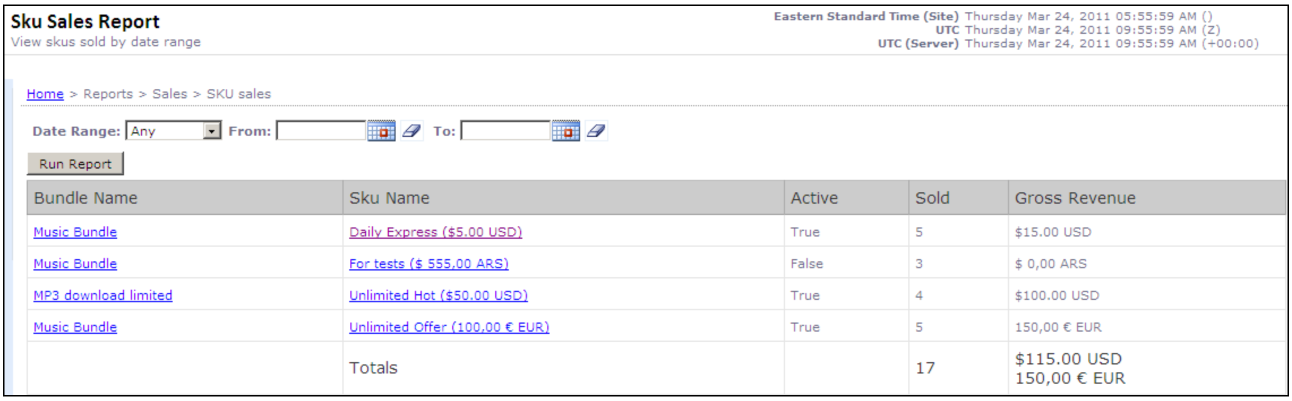


Figure 64: SKU Sales Report

The following table describes the information in the report. Note that the columns show information for the specified data range only.

Table 32: SKU Sales Report – Description of Display

Column	Description
Bundle Name	The name of the bundle with which the SKU is associated.
SKU Name	The name of the SKU, sold during the specified date range.
Active	Indicates whether the SKU is currently active.
Sold	The number of SKUs of this type that were sold, during the specified date range.
Gross Revenue	The total revenue received from selling this SKU, during the specified date range.
Totals	The total revenue received from selling all the SKUs currently displayed in the screen, during the specified date range.

You can perform the following operations from within the SKU Sales Report screen (Figure 64):

- View or edit the attributes of a bundle. To do so, click the bundle in the **Bundle**

Name column. The Bundle Info screen appears. For an explanation of the various parameters, refer to the explanations in *Creating a Bundle* on page 24.

- View or edit the details of the SKUs purchased in an order. To do so, click an SKU in the **SKU Name** column. The SKU Info screen appears. For an explanation of the various parameters, refer to the explanations in *Creating an SKU* on page 28.

Generating an Affiliates Sales Report

Affiliates are organizations with sites that include a link to your TV Website. For every end-user who buys a product from the TV Website, the affiliate who referred the user to your TV Website receives a commission.

You can generate a report of all the affiliates defined in the system, for various time periods.

To generate an Affiliates sales report:

1. Select **Reports → Sales → Affiliates Sales**. The Affiliates Sales Report screen appears.

Figure 65: Affiliates Sales Report – Filtering Criteria

2. **Optional* Filter the list of affiliate sales by date, as follows:

   Select a date range from the **Date Range** drop-down list. The **From** and **To** fields are populated accordingly. Alternatively, enter dates in the **From** and **To** fields, either directly or using the calendar.

3. Click **Run Report**.

The screen refreshes to display the affiliate sales that match the filtering criterion.

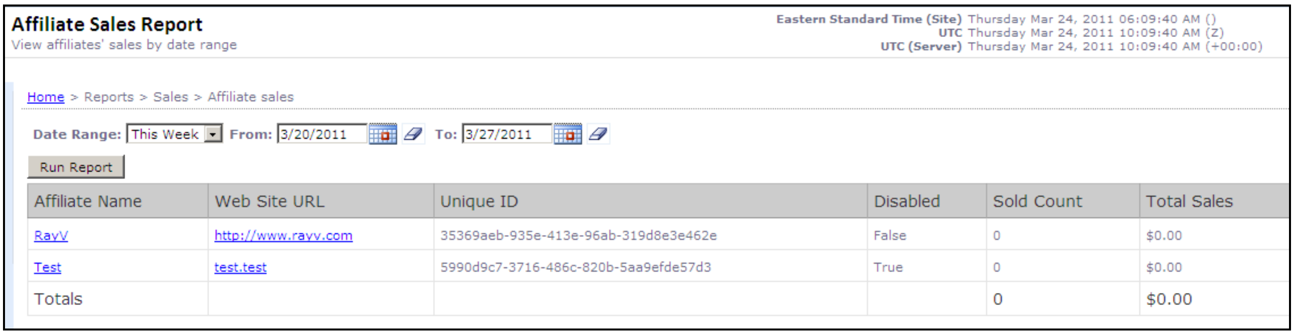


Figure 66: Affiliates Sales Report

The following table describes the information in the report.

Table 33: Affiliates Sales Report – Description of Display

Column	Description
Affiliate Name	The name of the affiliate.
Web Site URL	The address of the affiliate's site.
Unique ID	The unique code created by the system for this affiliate.
Disabled	Indicates whether the affiliate is currently disabled.
Sold Count	The number of sales made as a consequence of referrals from the affiliate's site, during the specified date range. The value in the bottom row displays the total number of sales made as a consequence of referrals from all the affiliate sites currently displayed, during the specified date range.
Total Sales	The total revenue generated by sales made from referrals from the affiliate's site, during the specified date range. The value in the bottom row displays the total revenue generated by sales made as a consequence of referrals from all the affiliate sites currently displayed, during the specified date range.

You can perform the following operations from within the Affiliates Sales Report screen (Figure 66):

- View or edit the attributes of an affiliate. To do so, click the affiliate in the **Affiliate Name** column. The Manage Affiliate screen appears. For an explanation of the various parameters, refer to the explanations in *Creating an Affiliate* on page 34.
- Navigate to the affiliate's site. To do so, click the address in the **Web Site URL** column.

Generating a Discount Sales Report

You can generate a report of coupon usage for all the coupons defined in the system, or generate reports showing coupon usage during a specific time period.

To generate a discount sales report:

1. Select **Reports → Sales → Discount Sales**. The Discount Sales Report screen appears.

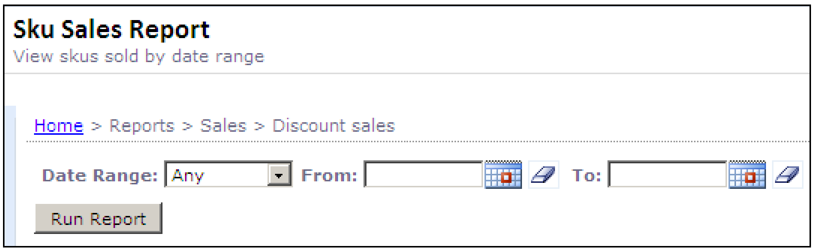
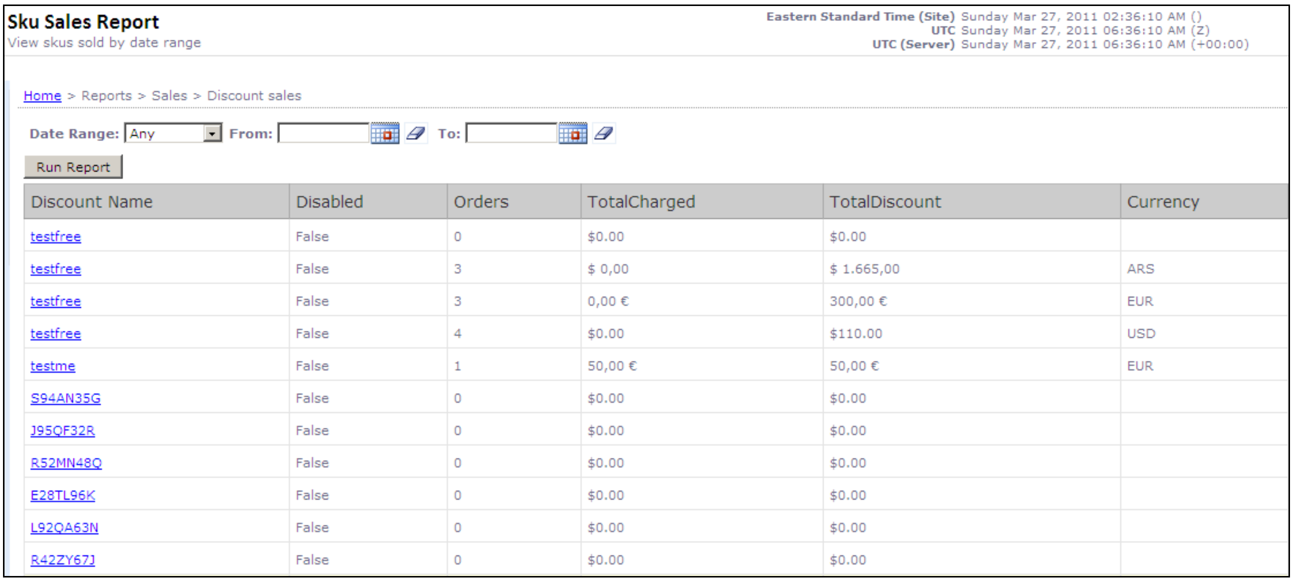


Figure 67: Discount Sales Report – Filtering Criteria

2. **Optional* Filter the list of discounts by date, as follows:

   Select a date range from the **Date Range** drop-down list. The **From** and **To** fields are populated accordingly. Alternatively, enter dates in the **From** and **To** fields, either directly or using the calendar.

3. Click **Run Report**. The screen refreshes to list all the coupons in the system and their relevant sales information.



Discount Name	Disabled	Orders	TotalCharged	TotalDiscount	Currency
testfree	False	0	$0.00	$0.00	
testfree	False	3	$ 0,00	$ 1.665,00	ARS
testfree	False	3	0,00 €	300,00 €	EUR
testfree	False	4	$0.00	$110.00	USD
testme	False	1	50,00 €	50,00 €	EUR
S94AN35G	False	0	$0.00	$0.00	
J95QF32R	False	0	$0.00	$0.00	
R52MN48Q	False	0	$0.00	$0.00	
E28TL96K	False	0	$0.00	$0.00	
L92QA63N	False	0	$0.00	$0.00	
R42ZY67J	False	0	$0.00	$0.00	

Figure 68: Discount Sales Report

The following table describes the information in the report.

Table 34: Discount Sales Report – Description of Display

Column	Description
Discount Name	The name of the coupon.
Disabled	Indicates whether the coupon is disabled. A value of **False** means the coupon is enabled; a value of **True** means the coupon is disabled.
Orders	The number of orders in which the coupon was redeemed, during the specified date range.
Total Charged	The total amount charged for the orders in which the coupon was redeemed, during the specified date range.
Total Discount	The total discount given for all the orders in which the coupons was redeemed, during the specified date range.
Currency	The currency in which the coupon was offered.

You can perform the following operations from within the Discount Sales Report screen (Figure 68):

- View or edit the definitions of a coupon. To do so, click the coupon in the **Discount Name** column. The Coupon Edit screen appears. For an explanation of the various parameters, refer to the explanations in *Creating a Coupon* on page 36.

Generating a Subscriptions Sales Report

You can generate a report of subscriptions by country, for all subscriptions purchased from the TV Website, or for subscriptions purchased within a specified date range or currency.

To generate a subscriptions sales report:

1. Select **Reports → Sales → Sales by country/subscription**. The Subscriptions Sales Report screen appears.

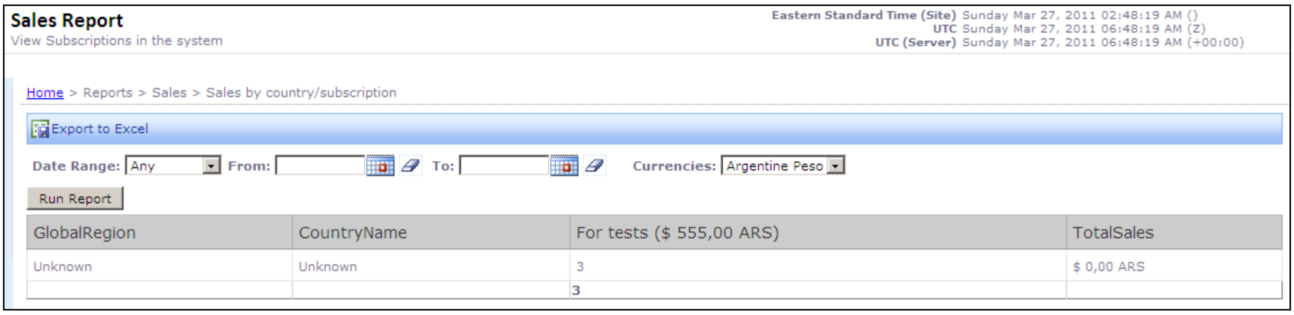


Figure 69: Subscriptions Sales Report – Filtering Criteria

2. **Optional* Filter the list of subscriptions by specifying any of the following:
   - Select a date range from the **Date Range** drop-down list. The **From** and **To** fields are populated accordingly. Alternatively, enter dates in the **From** and **To** fields, either directly or using the calendar.
   - Select a currency in the **Currencies** drop-down list. The available currencies are those that were used in orders placed in the TV Website.
3. Click **Run Report**.

The screen refreshes to display the subscriptions that match the filtering criteria.

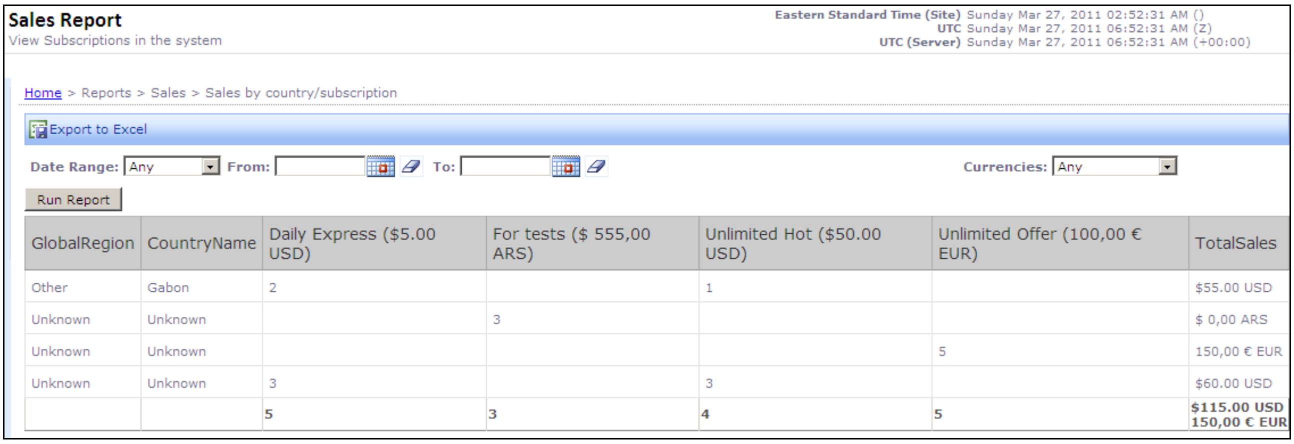


Figure 70: Subscriptions Sales Report

The following table describes the information in the report.

Table 35: Subscriptions Sales Report – Description of Display

Column	Description
Global Region	The name of the geographical region in which the subscription SKU was purchased.
Country Name	The name of the country in which the subscription SKU was

Column	Description
	purchased. The country is deduced from the IP address of the end-user who purchased the subscription.
Names of SKUs purchased by subscribers	For each SKU listed: Displays the number of subscribers located in the specific region and country, who bought a subscription for this SKU, within the specified date range. The value in the bottom row displays the total number of subscribers who bought a subscription for this SKU, during the specified date range.
Total Sales	The total revenue generated by this SKU, for this region and country, within the specified date range. The value in the bottom row displays the total revenue generated by all SKUs currently displayed in the screen, during the specified date range.

Generating an End-users' Events Report

You can generate a report of end-users' events.

To generate an end-users' events report:

1. Select **Reports → Customers → Events**. The Events Report screen appears.

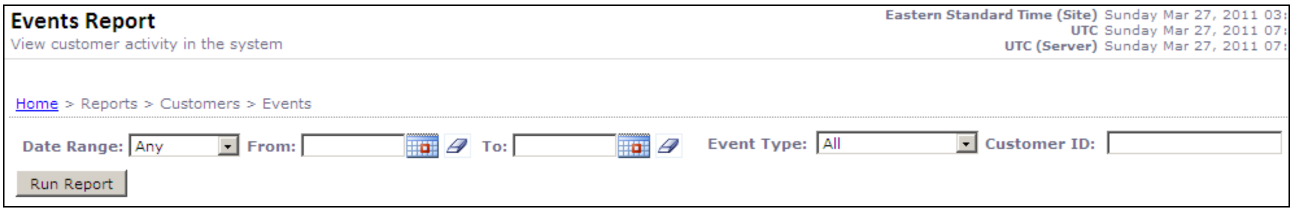


Figure 71: Events Report – Filtering Criteria

2. *Optional* Filter the list of end-user events by specifying any of the following:
   - Select a date range from the **Date Range** drop-down list. The **From** and **To** fields are populated accordingly. Alternatively, enter dates in the **From** and **To** fields, either directly or using the calendar.
   - Select the type of event in the **Event Type** drop-down list.
   - Enter an end-user ID in the **Customer ID** field. To view the list of end-users and their IDs, refer to *Viewing the End-users List* on page 79.
3. Click **Run Report**.

The screen refreshes to display the end-user events that match the filtering criteria.

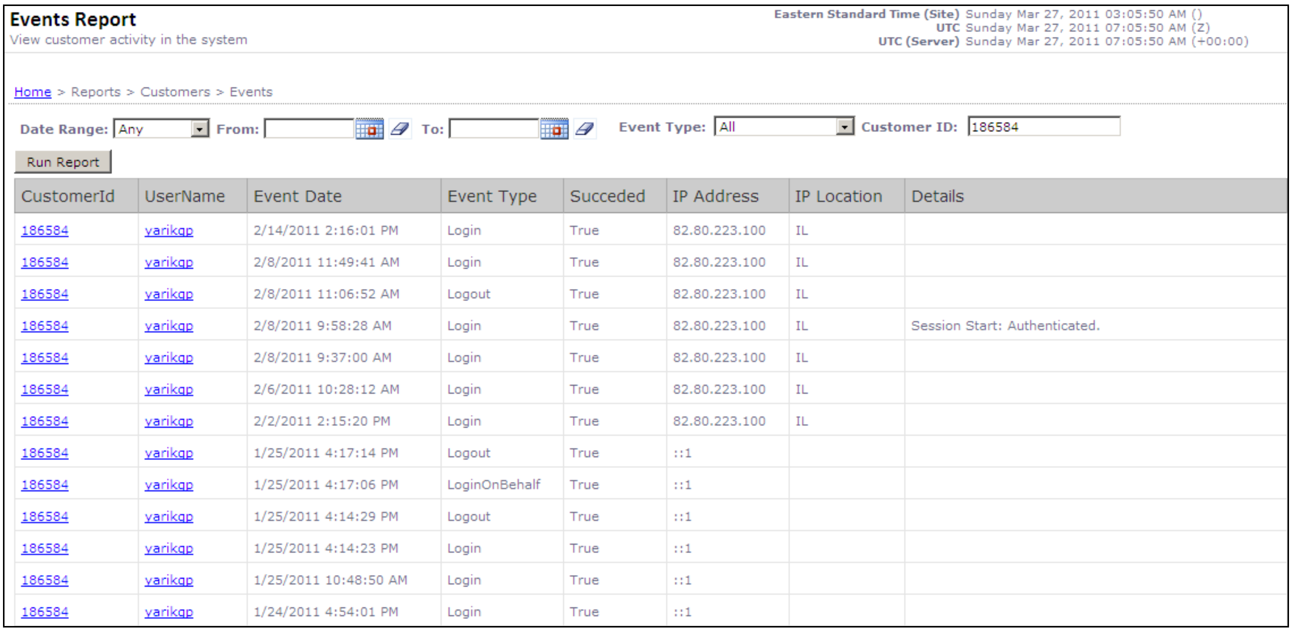


Figure 72: Events Report

The following table describes the information in the report.

Table 36: Events Report – Description of Display

Column	Description
Customer Id	The unique ID assigned by the system to the end-user.
User Name	The end-user's username, as entered by the end-user in the TV Website.
Event Date	When the event occurred.
Event Type	The type of event.
Succeeded	Whether the operation requested by the end-user succeeded.
IP Address	The IP address of the end-user.
IP Location	The country of the end-user, as deduced from the user's IP address.
Details	Further details about the event.

You can perform the following operations from within the Events Report screen (Figure 72):

- View or edit the definitions of an end-user. To do so, click the end-user in the

Customer ID or **User Name** column. The Customer Details screen appears. For an explanation of the various parameters, refer to the explanations in *Viewing and Editing an End-user's Details* on page 82.

GENERATING AN END-USERS' IP DISTRIBUTION REPORT

An end-user can log into the TV Website from different IP addresses. You can generate a report listing all end-users who accessed the TV Website from different IP addresses, or generate various subsets of this list.

To generate an end-users' IP distribution report:

1. Select **Reports → Customers → IP distribution**. The IP Distribution Report screen appears.

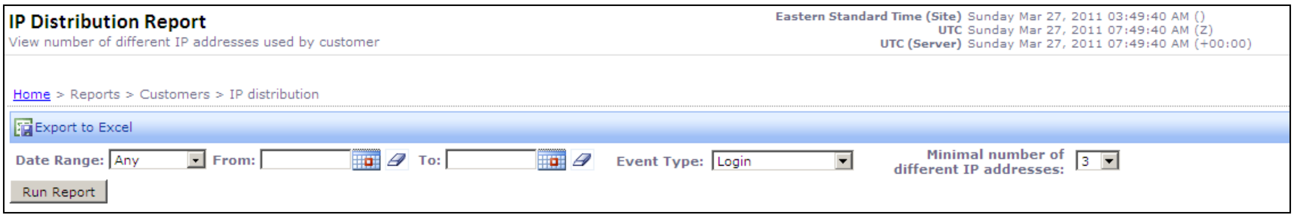


Figure 73: IP Distribution Report – Filtering Criteria

2. **Optional* Filter the IP distribution list by specifying any of the following:
   - Select a date range from the **Date Range** drop-down list. The **From** and **To** fields are populated accordingly. Alternatively, enter dates in the **From** and **To** fields, either directly or using the calendar.
   - Select the type of event in the **Event Type** drop-down list.
   - Select a number in the **Minimal number of different IP addresses** drop-down list.
3. Click **Run Report**.

The screen refreshes to display the IP distribution events that match the filtering criteria.

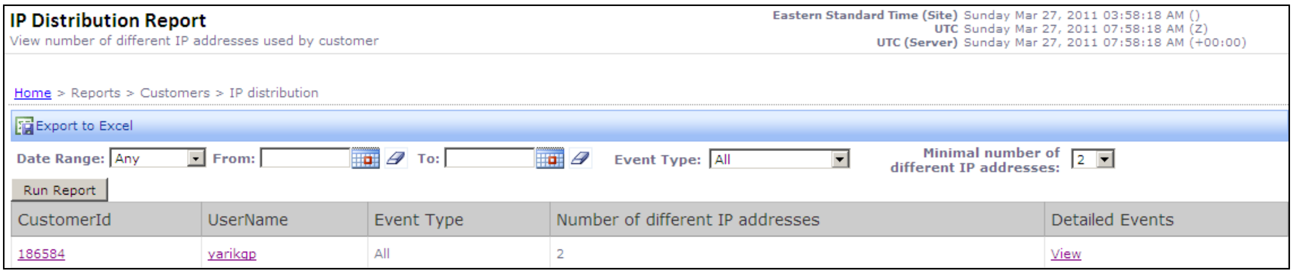


Figure 74: IP Distribution Report

The following table describes the information in the report.

Table 37: IP Distribution Report – Description of Display

Column	Description
Customer Id	The unique ID assigned by the system to the end-user.
User Name	The end-user's username, as entered by the end-user in the TV Website.
Event Type	The event specified in the **Event Type** drop-down list.
Number of different IP addresses	The number of different IP addresses from which the end-user logged into the TV Website.
Detailed Events	Enables viewing the Events Reports of the end-user.

You can perform the following operations from within the IP Distribution Report screen (Figure 74):

- View or edit the definitions of an end-user. To do so, click the end-user in the **Customer ID** or **User Name** column. The Customer Details screen appears. For an explanation of the various parameters, refer to the explanations in *Viewing and Editing an End-user's Details* on page 82.
- View an end-user's Events report. To do so, click **View** in the **Detailed Events** column. The Events Reports screen appears, displaying the events for the end-user. For an explanation of the display, refer to the explanations in Table 36.

VIEWING THE REAL TIME ORDER STATISTICS REPORT

You can view the distribution of orders in the past 30 minutes. The report displays the number of orders placed per minute, during the past 30 minutes.

Note: *The Real Time Order Statistics Report can be viewed in FireFox only.*

To view real time order statistics:

1. Select **Reports → Real Time Order Statistics Report**. The Real Time Orders Statistics Report appears.

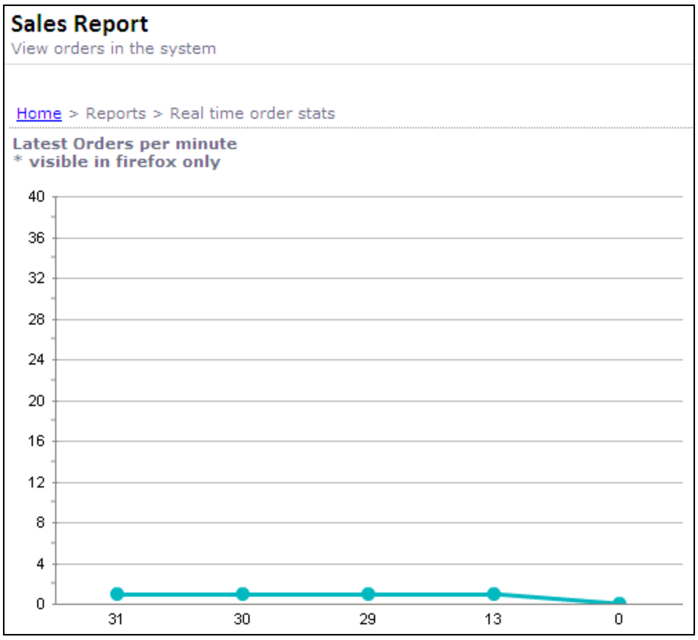


Figure 75: Real Time Orders Statistics Report

The Y axis represents the number of orders, while the X-axis represents the minutes past the hour. In the example shown in Figure 75, one order was placed at 13 minutes past the hour, one at 20 minutes past the hour, one at 30 minutes past the hour, and one at 31 minutes past the hour.

Viewing the Channels' Concurrent Viewers Report

You can view the number of concurrent viewers for each of the channel streams defined in the system.

To view the number of concurrent viewers for each channel stream:

1. Select **Reports → Channel concurrent viewers**. The Channel Concurrent Viewers List appears.

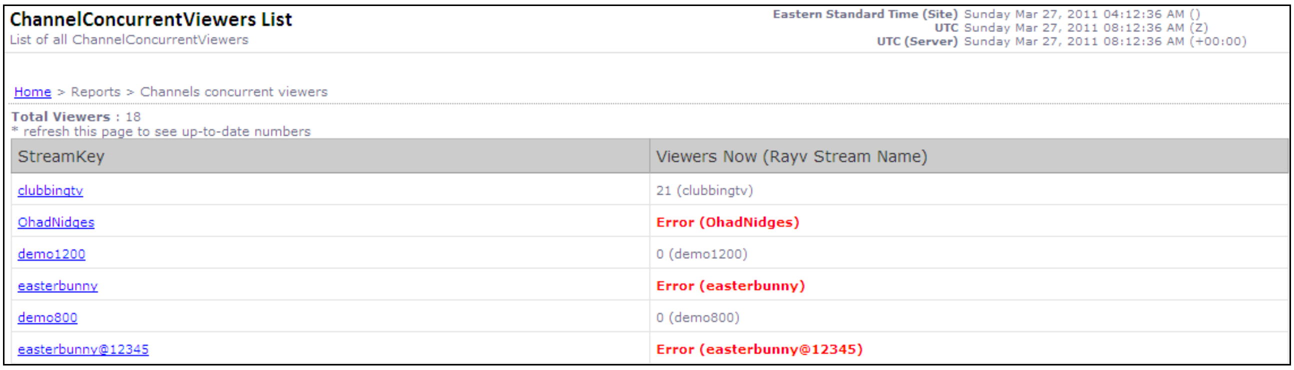


Figure 76: Channel Concurrent Viewers List

2. **Optional* Click the browser's Refresh button. The view refreshes to show the real-time data.

The following table describes the information in the report.

Table 38: Channel Concurrent Viewers List – Description of Display

Column	Description
Stream Key	The name of the channel stream.
Viewers Now (RayV Stream Name)	Provides the following information: ▪ The number of concurrent viewers. ▪ The RayV channel stream name. This information is provided in parentheses. **Note**: *Currently, the RayV Dashboard can only provide information for RayV streams. For streams that are non-RayV streams, a red* ***Error*** *is displayed. A red* ***Error*** *is displayed also for defined channel streams that are not actually being broadcast*.

You can perform the following operations from within the Channel Concurrent Viewers List screen (Figure 76):

- View or edit the definitions of a channel stream. To do so, click the channel stream in the **Stream Key** column. The Edit Channel screen appears. For an explanation of the various parameters, refer to the explanations in *Editing a Channel's Settings* on page 46.

Section IV – System Administration

9

TV Website Configuration

Note: *Only a System user can manage the TV Website's configuration. Therefore, the* ***Configuration*** *menu is not available for non-System users.*

Configuring End-user Roles

End-user roles determine what content (programs, channels, VODs) the end-user can view.

Types of End-user Roles

End-user roles determine viewing entitlements. When you create a role, you can specify two types of entitlements:

- Entitlements for paying end-users. These are determined by which bundles, VODs, channels and programs are associated with a role. For further explanations, refer to *How Roles Determine Viewing Rights of Paying End-users* below.
- Entitlements for non-paying end-users. These are determined by whether a role is tagged as Anonymous or General User. For further explanations, refer to *How Roles Determine Viewing Rights of Non-Paying End-users* on page 128.

How Roles Determine Viewing Rights of Paying End-users

An end-user purchases a TV product (bundle) in order to view TV content. More precisely, the end-user purchases a specific SKU of a bundle, which defines the specific business terms (price and subscription period) of the bundle.

However, in the RayV Dashboard, bundles are not directly associated with TV content (VODs, channels and programs). It is the end-user roles that tie together the TV products and TV content. The definition of each bundle, channel, program and VOD includes a list of all the roles associated with that bundle/channel/program/VOD. Based on those role associations, viewing entitlements are determined as follows:

When an order for an SKU has been successfully processed:

1. The system assigns to the purchaser all the roles associated with the bundle to which this SKU belongs.
2. For each content item (channel, program, VOD) available in the TV Website, the system checks for matches between the roles associated with the content item, and the purchaser's roles. If the purchaser was assigned one of the roles associated with the content item, the purchaser may view that content.

It is important to note that roles can be associated with bundles, programs, channels and VODs in *two* ways: By specifying role definitions, and by specifying the individual bundle, program, channel or VOD definitions. Any role-assignment change in the role definition automatically causes a role-assignment change in the relevant bundle/program/channel/VOD, and vice versa.

The recommended workflow for creating and editing roles is therefore as follows: When you create a role, assign it to the desired bundles/programs/channels/VODs in the Role Edit screen. However, if you subsequently wish to change the role assignment, change it in the relevant bundle/program/channel/VOD screen.

How Roles Determine Viewing Rights of Non-Paying End-users

In addition to associating roles with bundles, channels, programs and VODs, each role can also be tagged as Anonymous, General User, neither of them, or both of them. This tagging determines the viewing rights of end-users who do *not* purchase content, as follows:

- Any end user who *accesses* the TV Website is automatically assigned all the roles tagged **Anonymous**. In practical terms, this means that the end-user will be able to view content (channel, program or VOD) with which you associated roles tagged as Anonymous.
- Any end user who *registers at* the TV Website is automatically assigned all the roles tagged **General User**. In practical terms, this means that the end-user will be able to view content (channel, program or VOD) with which you associated roles tagged as General User.

CREATING AN END-USER ROLE

You can create end-user roles.

To create an end-user role:

1. Select **Configuration → Customer roles**. The Roles screen appears, listing all the roles defined in the system.

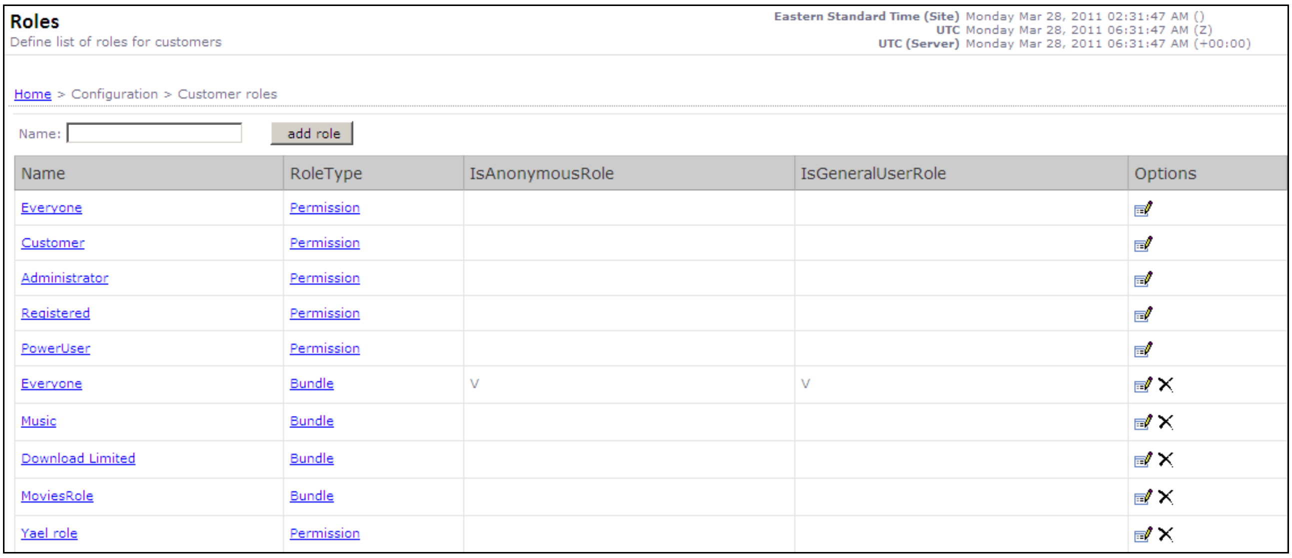


Figure 77: Roles Screen

2. In the **Name** field, enter a name for the role you are creating.

3. Click **add role**. The role is added to bottom of the list of roles.

4. Click the new role in the list. The Customer Bundle Role screen appears.

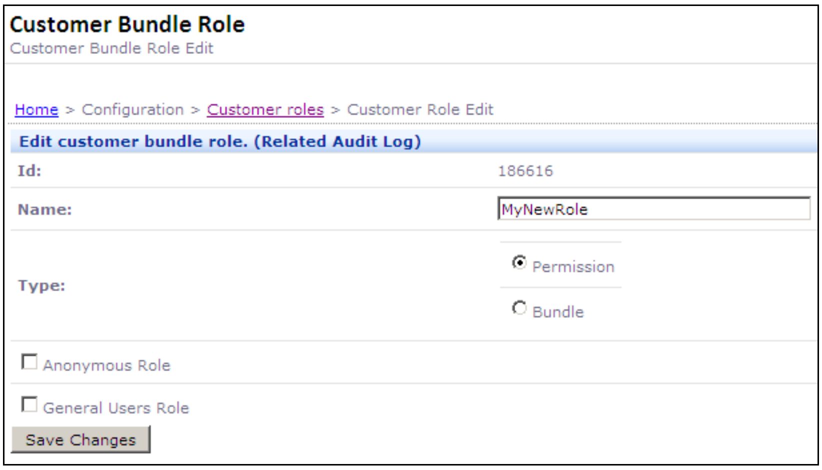


Figure 78: Customer Bundle Role Screen

5. **Optional* Edit the role name in the **Name** field.

6. Specify how this role affects non-paying end-users:

   - Specify whether this role is an **Anonymous Role**. Any end-user who accesses the TV Website, even if that user does not register, is assigned all roles that are tagged as Anonymous.
   - Specify whether this role is a **General Users Role**. Any end-user who registers at the TV Website, even if that user does not purchase anything, is assigned all roles tagged as General User.

7. Click **Save Changes**. The screen refreshes (Figure 79).

Figure 79: Customer Bundle Role Screen – Full Screen

8. Specify how this role affects paying end-users. To do so, specify with which bundles, programs, VODs, and channels this role is associated. To aid selection, you can use the following:
   - Clicking **Alternate Select** selects alternating rows.
   - Clicking **Invert Selection** inverts the current selection. This means that rows you had selected are unselected, and rows that you did not select are now selected.
9. Click **Save Changes** at the bottom of the screen.

Viewing and Editing Roles

You can view the list of all the roles defined in the system.

To view the list of roles or edit a role:

1. Select **Configuration → Customer roles**. The Roles screen appears (Figure 77), listing all the roles defined in the system.
2. To edit a role's definitions, click a role in the **Name** column. The Customer Bundle Role screen appears (Figure 79). Edit the settings as desired. For explanations, refer to the explanations in *Creating an End-user Role* on page 129.

Note: *If you wish to edit role- assignments, it is recommended to edit the Role Relation section in the individual bundle/channel/program/VOD screen.*

Deleting a Role

You can delete an end-user role.

To delete an end-user role:

1. Select **Configuration → Customer roles**. The Roles screen appears (Figure 77).
2. To delete a role, click ✕ in its **Options** column.

CONFIGURING TV WEBSITE SETTINGS

You can configure various global, content and security settings for the TV Website.

CONFIGURING GLOBAL SETTINGS

You can configure various global settings of the TV Website.

To configure global settings:

1. Select **Configuration → Site settings → Global Settings**. The Global Settings screen appears.

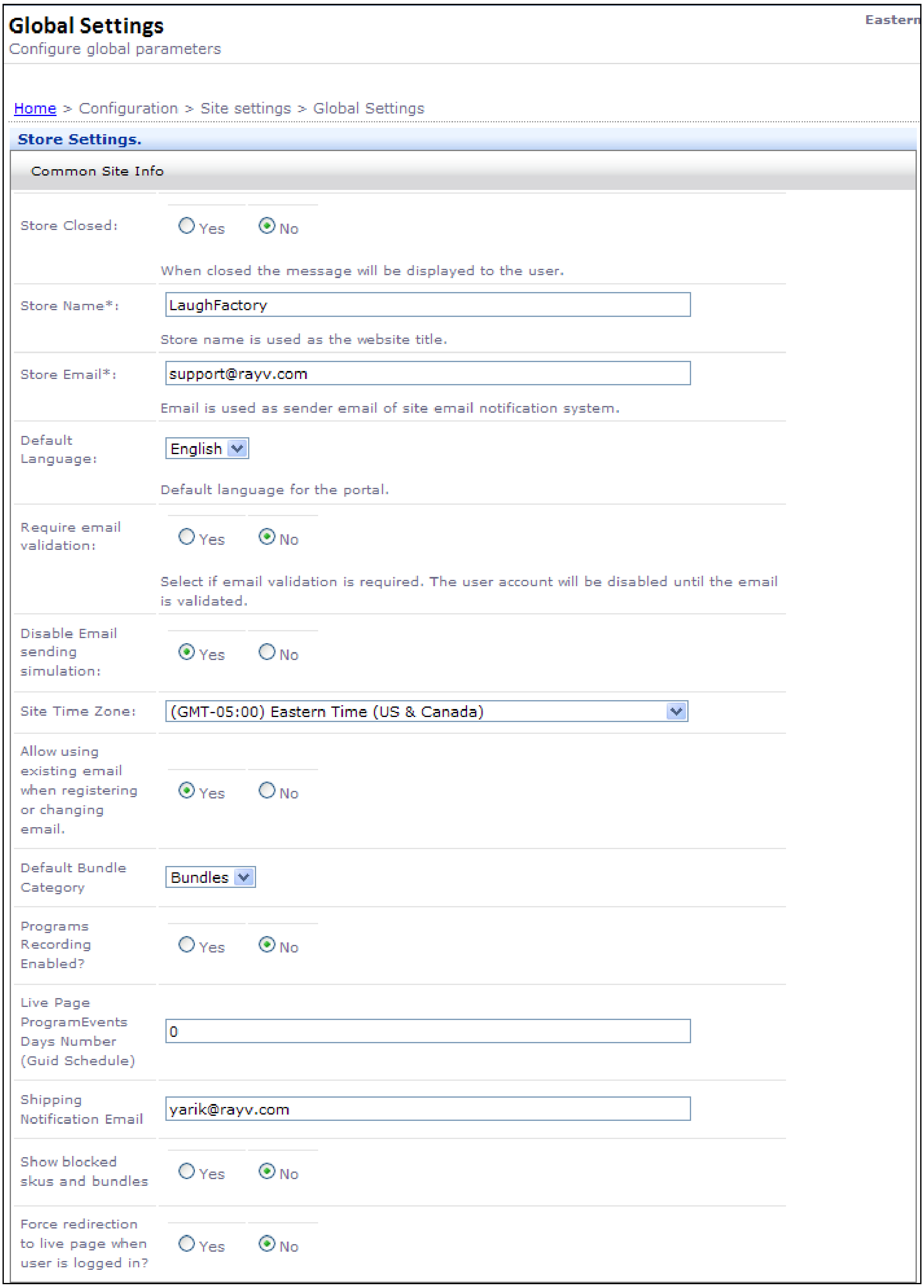


Figure 80: Global Settings Screen

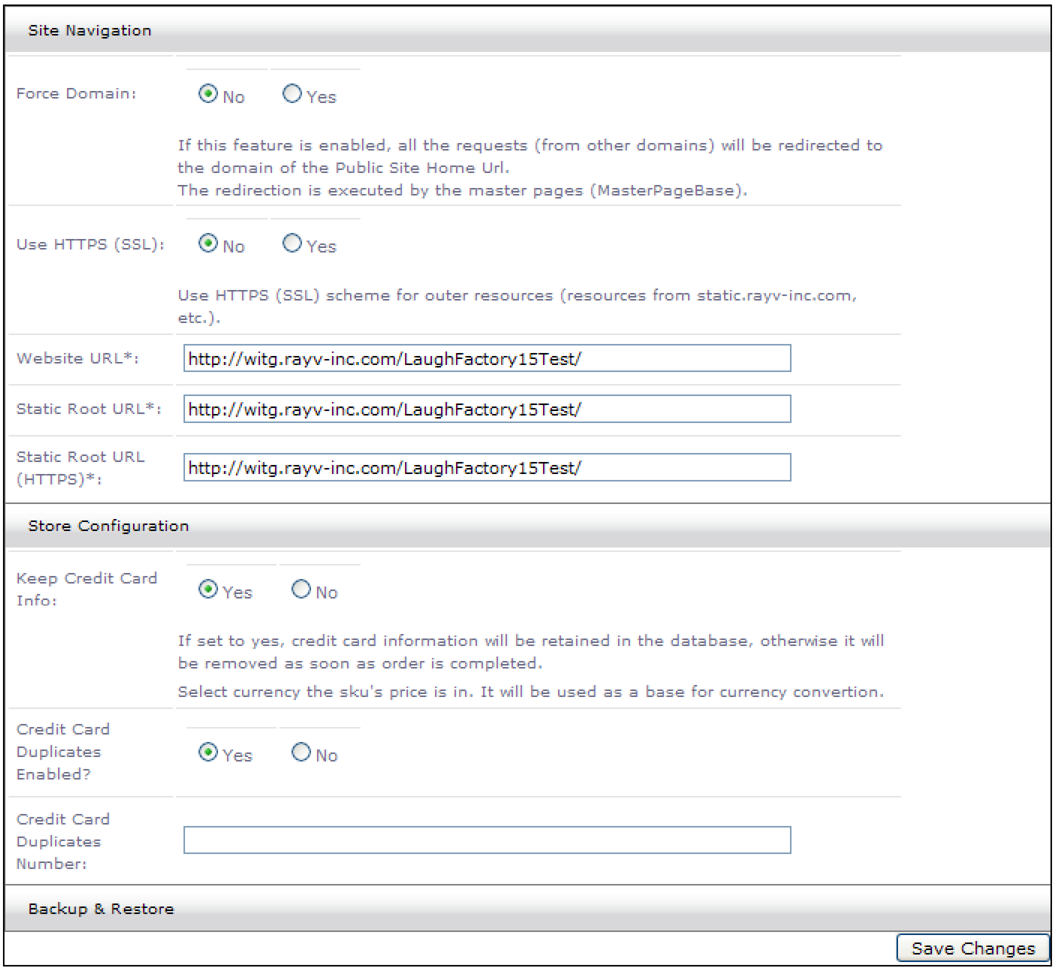


Figure 81: Global Settings Screen (Continued)

2. Specify the desired settings in the fields. The fields are described in the following table.

Table 39: Global Settings – Description of Fields

Parameter	Description
General Site Settings	
Store Closed	Indicates whether the TV Website is closed (not enabling any browsing or purchasing). If you select **Yes**, a default message is displayed to anyone who accesses the site, announcing that the site is currently unavailable.
Store Name	The TV Website name appearing in the title bar of the browser.
Store Email	The email address of the TV Website. This address is used when the TV Website sends out email notifications.
Default Language	The default language of the TV Website.

Parameter	Description
Require email validation	Indicates whether email validation of a registering end-user is required. If **Yes** is selected, registration of an end-user is not complete until the user's email address is validated.
Disable Email sending simulation	Indicates whether the TV Website should send or repress sending email notifications. If **Yes** is selected, email notifications are sent.
Site Time Zone	The time zone used for displaying times in the TV Website.
Allow using existing email when registering or changing email	Indicates whether an end-user can change his/her email address to an email address used by a different end-user. Note that a situation in which multiple end-users employ the same email address can cause problems. If **No** is selected, then an end-user will be unable to change his/her email address to an email address used by a different end user.
Default Bundle Category	This field is reserved for future use. Do not change the current selection (**Bundles**).
Programs Recording Enabled?	Indicates whether program recording is globally enabled.
Live Page ProgramEvents Days Number (Guid Schedule)	How many days in advance to display information about upcoming programs in the TV Website's program guide.
Shipping Notification email	The email address to which shipping notifications are sent. This is typically the address of the customer's Orders or Shipping department.
Show blocked skus and bundles	Indicates whether to display in the TV Website the titles of SKUs and bundles that the end-user is blocked from purchasing.
Force redirection to live page when user is logged in?	Indicates whether a non-registered end-user sees the live player when accessing the TV Website. By default, a non-registered end-user sees the demo player.
Site Navigation	
Force Domain	Indicates whether to redirect all requests to a single home URL (the URL specified in the **Website URL** field).
Use HTTPS (SSL)	Indicates whether to use the HTTPS protocol when communicating with external resources.
Website URL	The home URL.
Static Root URL	The static root URL.
Static Root URL (HTTPS)	The static root URL if HTTPS is used.

Parameter	Description
Store Configuration	
Keep Credit Card Info	Indicates whether credit card information, supplied by end-users placing orders, will be retained in the RayV Dashboard database. If set to **No**, the information is deleted as soon as the order is completed.
Credit Card Duplicates Enabled?	Indicates whether end-users must use a different credit card for every purchase.
Credit Card Duplicates Number	If **Credit Card Duplicates Enabled** is set to **Yes**, this field specifies the maximum number of different credit cards that can be used by the same end-user.
Backup & Restore	Do not perform any action in this section.

Configuring Content Definitions

You can configure various global content definitions for the TV Website.

Configuring Global Demo Page Settings

You can specify whether a demo page will appear in the TV Website, and if so, which channel to broadcast in the demo page.

To configure global demo page settings:

1. Select **Configuration → Site settings → Site Content**. The Site Content Configuration screen appears, with the **Demo Page** tab selected (Figure 82).

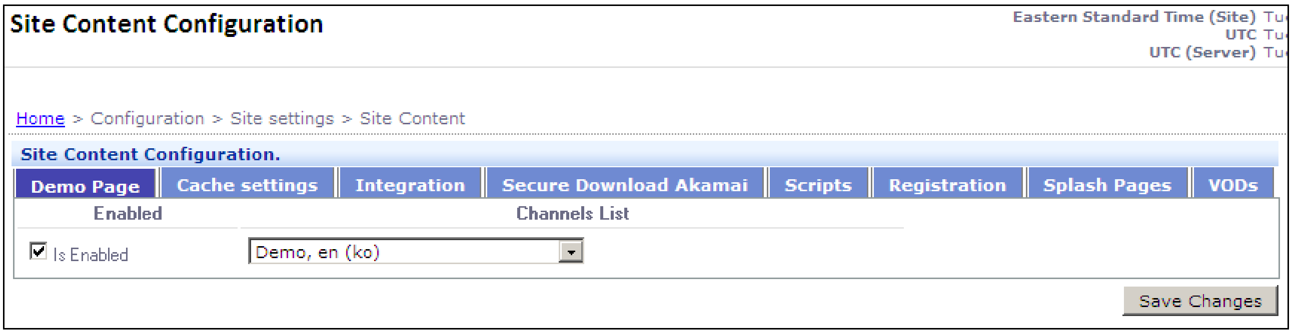


Figure 82: Site Content Configuration – Configuring Global Demo Page Settings

2. Specify whether to enable a demo page in the TV Website.

3. If you enabled the demo page, select which channel to broadcast in the demo page.

4. To save the changes, click **Save Changes**.

CONFIGURING GLOBAL CACHE SETTINGS

You can view information about the current version and when the cache was last cleared, or you can instruct the system to clear the cache.

To configure global cache settings:

1. Select **Configuration → Site settings → Site Content**. The Site Content Configuration screen appears (Figure 82).
2. Click **Cache Settings**.

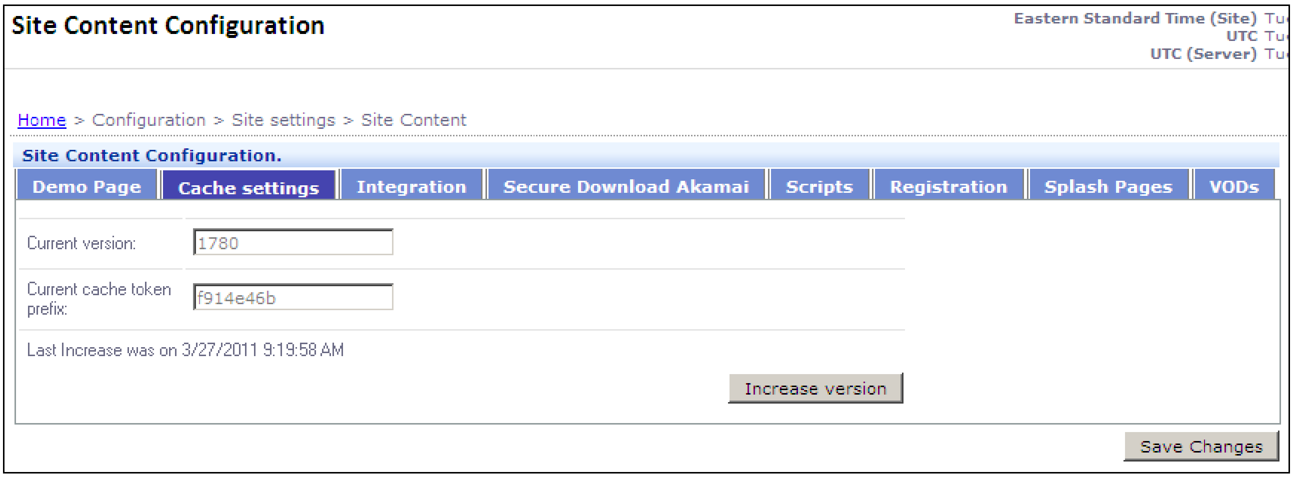


Figure 83: Site Content Configuration – Global Cache Settings

The screen provides information on when the cache was last cleared.

- To clear the cache, click **Increase version**.

CONFIGURING GLOBAL INTEGRATION SETTINGS

You can specify which player is affiliated with the TV Website, and enter an ID that identifies to support personnel from which TV Website a support request was sent.

To configure global integration settings:

1. Select **Configuration → Site settings → Site Content**. The Site Content Configuration screen appears (Figure 82).
2. Click **Integration**.

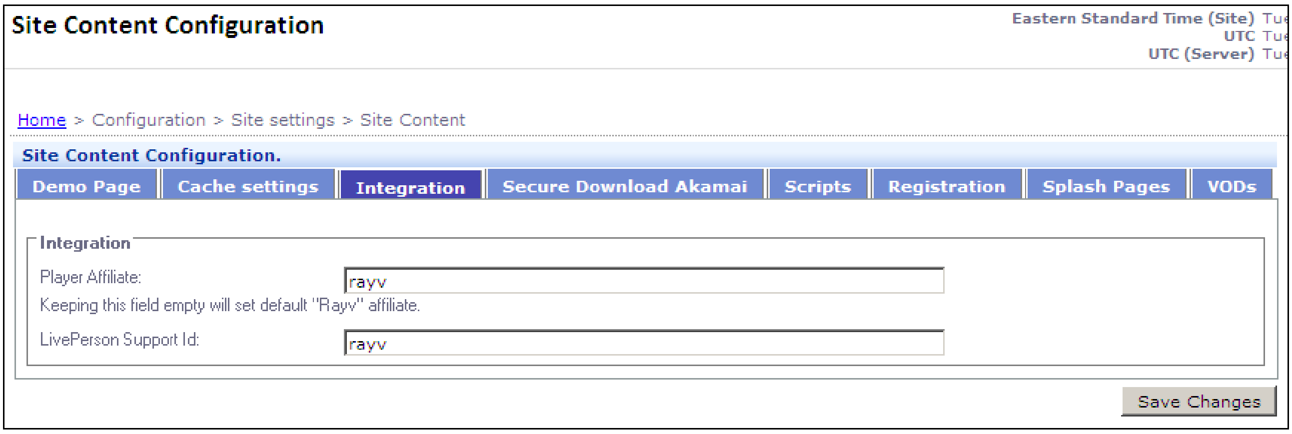


Figure 84: Site Content Configuration – Global Integration Settings

3. **Optional* Specify the following:

   - In the **Player Affiliate** field, indicate which player is affiliated with the TV Website.
   - In the **LivePerson Support Id** field, enter an ID that serves to identify support requests arriving from this TV Website.

4. To save the changes, click **Save Changes**.

VIEWING GLOBAL SECURE DOWNLOAD AKAMAI SETTINGS

You can view the secure download Akamai settings.

***Note:** Do not change any of the settings in this screen.*

To view global Secure Download Akamai settings:

1. Select **Configuration → Site settings → Site Content**. The Site Content Configuration screen appears (Figure 82).

2. Click **Secure Download Akamai**.

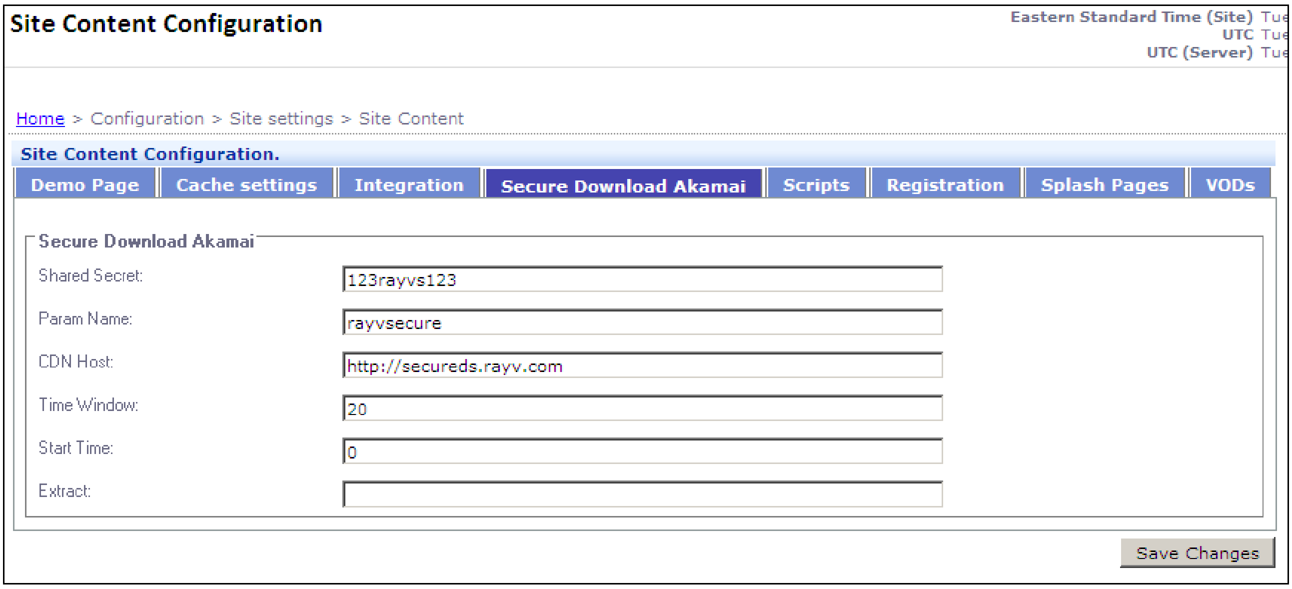


Figure 85: Site Content Configuration – Global Secure Download Akamai Settings

Configuring Global Scripts Settings

You can run various scripts in the TV Website. For example, you may wish to run a script implementing Google Analytics, which provides detailed visitor statistics.

To configure global scripts settings:

1. Select **Configuration → Site settings → Site Content**. The Site Content Configuration screen appears (Figure 82).
2. Click **Scripts**.

Figure 86: Site Content Configuration – Global Scripts Settings

3. To enable running scripts:
   a. Check the **Enabled** checkbox.
   b. Enter the script in the **Scripts** text box.
4. To save the changes, click **Save Changes**.

Configuring Global Registration Settings

You can restrict user registration using either of the following methods:

- Create a white list, which restricts registration only to a limited pool of emails.
- Create a black list, which restricts registration by disallowing a specific list of emails.

To configure global registration settings:

1. Select **Configuration → Site settings → Site Content**. The Site Content Configuration screen appears (Figure 82).
2. Click **Registration**.

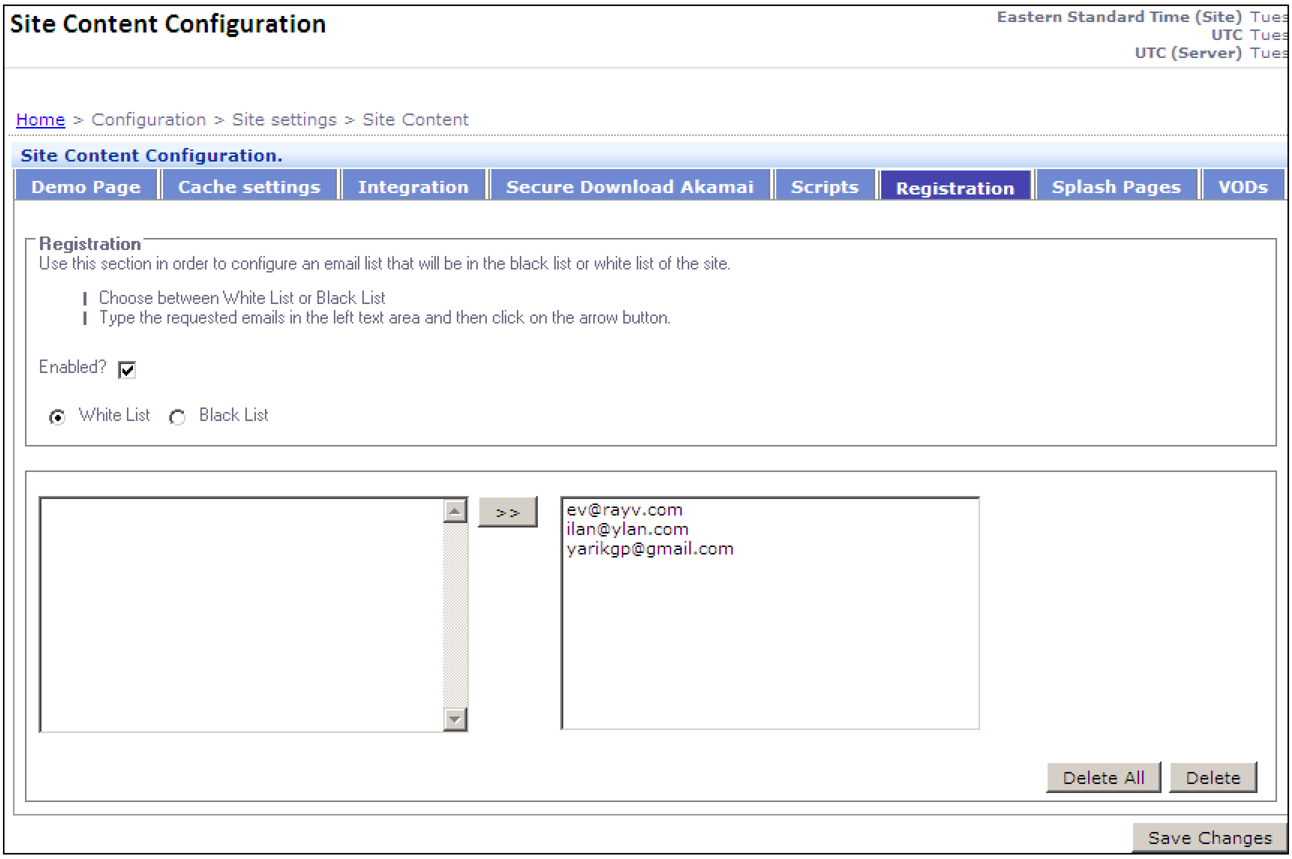


Figure 87: Site Content Configuration – Global Registration Settings

3. Check the **Enabled** checkbox to enable restricting registration.

4. Specify whether you are defining a **White List** or a **Black List**.

5. Specify the email addresses comprising the White or Black list, in the right hand text box. You can enter the addresses directly into the box. Typically, the list of emails is provided in a text file, with each address written in a new line. To make sure the contents of the text file follow email address conventions, you can do the following:

   a. Paste the list into the left hand text box.

   b. Click >>. The contents of the list are moved over to the right text box; only addresses that do not follow email address conventions remain in the left text box.

Note: *To remove an email address from the list, select it and click* ***Delete****.*

To remove multiple email addresses from the list, select them using the Shift and Ctrl keyboard keys, and click ***Delete****.*

To remove all email addresses from the list, click ***Delete All****.*

6. Click **Save Changes**.

CONFIGURING GLOBAL SPLASH PAGE SETTINGS

You can specify whether to display splash pages when end-users access the TV Website, which splash pages will appear and in what order, and the total number of times splash pages are displayed to each end-user.

Splash pages are content pages of type Splash Page. For information on how to create splash pages, refer to *Creating a Content Page* on page 3.

To configure global splash page settings:

1. Select **Configuration → Site settings → Site Content**. The Site Content Configuration screen appears (Figure 82).
2. Click **Splash Pages**.

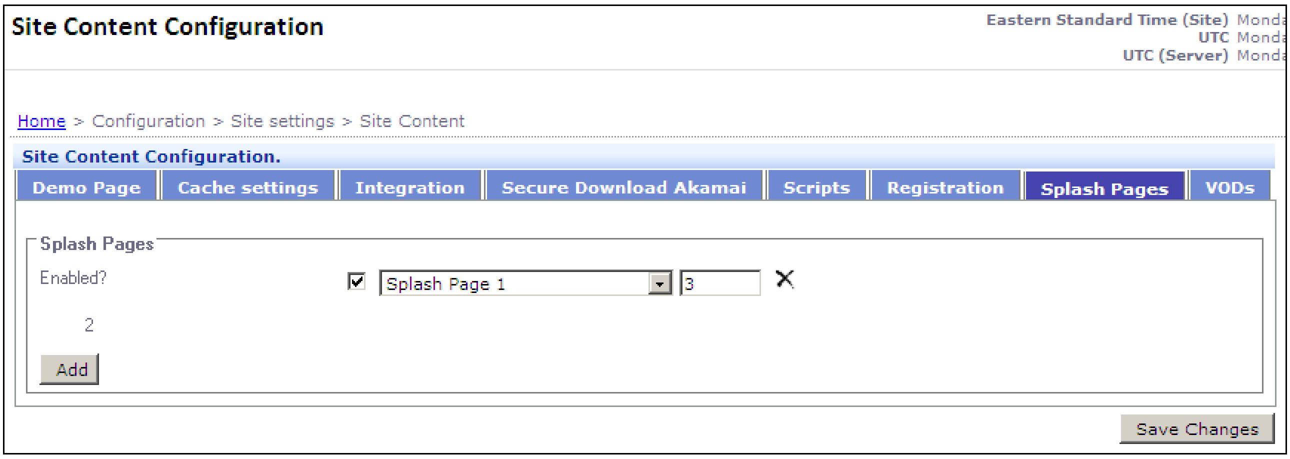


Figure 88: Site Content Configuration – Global Splash Page Settings

3. Check the **Enabled** checkbox to enable the display of splash pages.
4. In the drop-down list, select which splash page to display first. In the box adjacent to the list, enter a number specifying how many times to display this splash page to an end-user accessing the TV Website. For example, if you enter the number 3, the splash page will appear only the first three times that an end-user accesses the TV Website.
5. **Optional* Click **Add** to specify a splash page to show next. The screen refreshes to display an additional drop-down list (Figure 89).

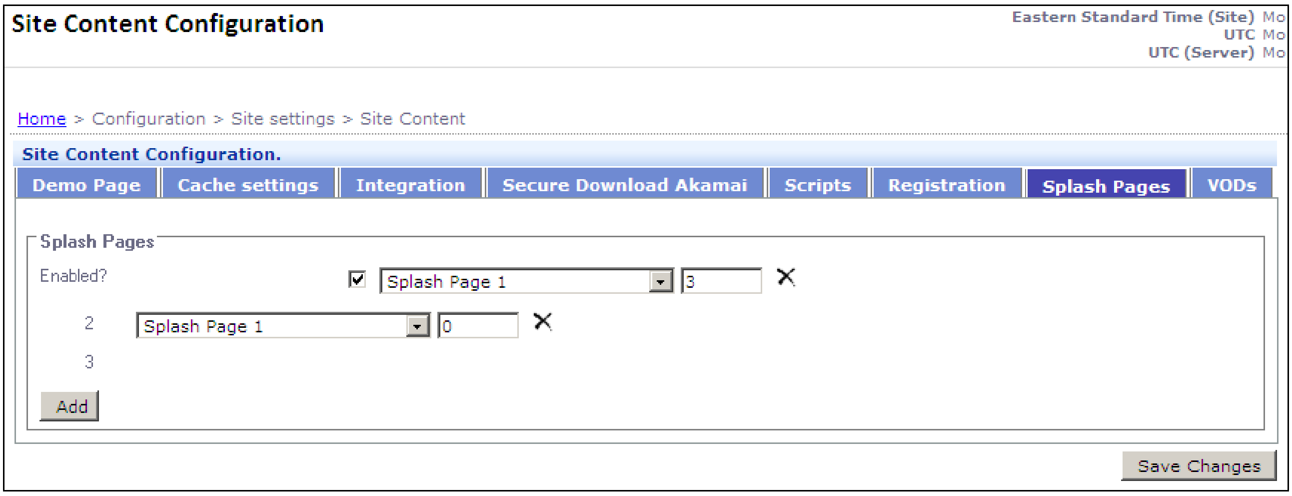


Figure 89: Site Content Configuration – Global Splash Page Settings: Specifying Additional Splash Pages

6. Repeat the instructions in step 4.

7. For every additional splash page you wish to display, repeat steps 5-6.

8. Click **Save Changes**.

CONFIGURING GLOBAL VOD SETTINGS

You can specify whether VODs will be available in the TV Website. If you enable VODs, you must specify the player.

To configure global VOD Settings:

1. Select **Configuration → Site settings → Site Content**. The Site Content Configuration screen appears (Figure 82).

2. Click **VODs**.

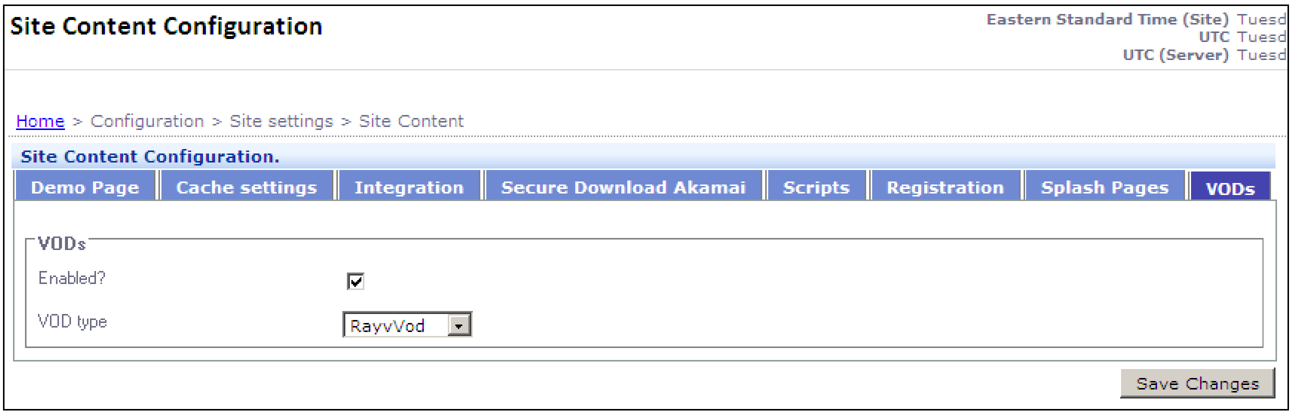


Figure 90: Site Content Configuration – Global VOD Settings

3. Check the **Enabled** checkbox to enable the availability of VODs in the TV Website.

4. Select a player in the **VOD type** drop-down list.

   If you select Kaltura in the list, the screen refreshes to display a text box for entering a script.

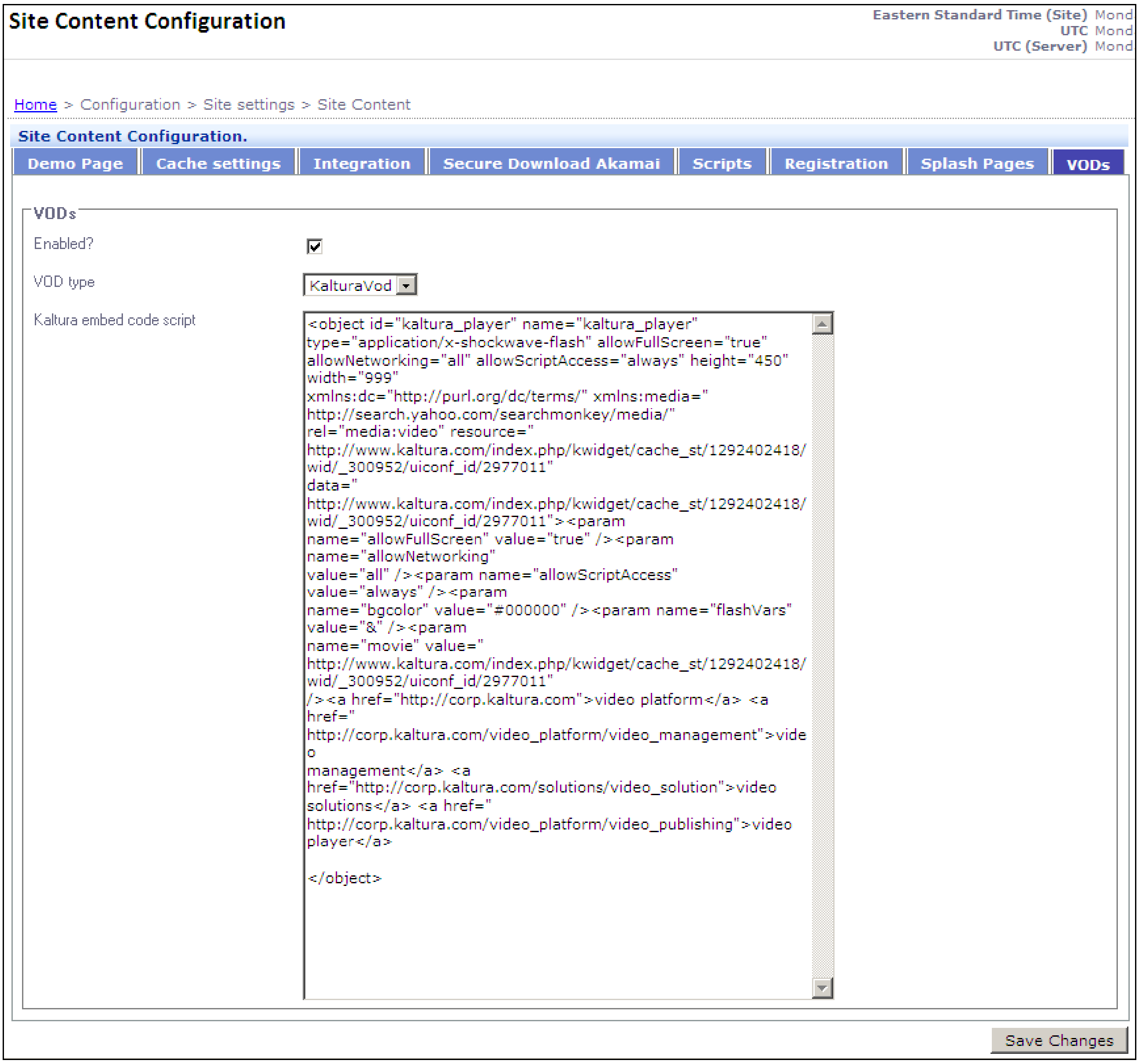


Figure 91: Site Content Configuration – Global VOD Settings: Kaltura Script

- Enter the script for enabling the display of a Kaltura VODs page.

5. Click **Save Changes**.

Configuring Security Settings

You can configure global security settings for the TV Website. These include both Captcha settings, and XSRF settings.

Configuring Captcha Security Settings

You can set Captcha settings for the TV Website.

To configure Captcha security settings:

1. Select **Configuration → Site settings → Security Settings**. The Security Configuration screen appears (Figure 82), with the **Captcha** tab selected.

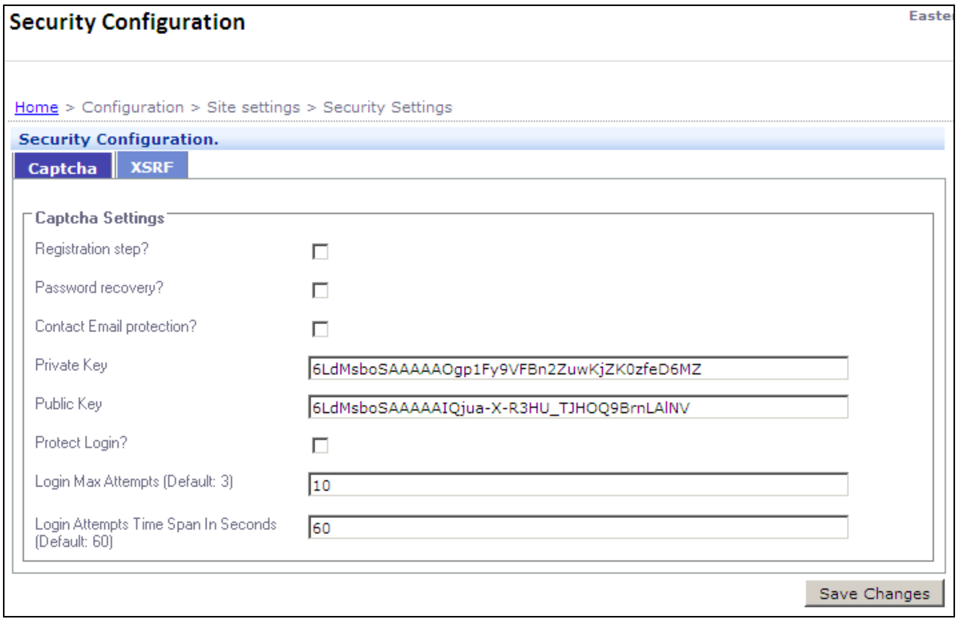


Figure 92: Security Configuration – Captcha Settings

2. Enter information into the fields. The fields are described in the following table.

Table 40: Security Configuration – Captcha Settings: Description of Fields

Parameter	Description
Registration Step?	Indicates whether to present a Captcha to an end-user during registration.
Password recovery?	Indicates whether to present a Captcha to an end-user during password recovery.

Parameter	Description
Contact Email protection?	Indicates whether to present a Captcha to an end-user before revealing the Contact Us email.
Private Key	The private key and public key that you get when you register at the Captcha site http://www.captcha.net/.
Public Key	
Protect Login	Indicates whether to present a Captcha to an end-user if the end-user's attempts to log in raise the suspicion that they are part of a mass attack. The **Login Max Attempts** and **Login Attempts Time Span in Seconds** fields define what constitutes a suspicious login attempt.
Login Max Attempts	If at least this number of login attempts are made within the duration specified in **Login Attempts Time Span in Seconds**, the login attempts raise the suspicion of a mass attack.
Login Attempts Time Span in Seconds	If, during the duration specified here, the user attempts to login at least as many times as specified in **Login Max Attempts**, the login attempts raise the suspicion of a mass attack.

3. Click **Save Changes**.

CONFIGURING XSRF SECURITY SETTINGS

You can implement and define XSRF settings to protect the TV Website from attacks.

To configure XSRF security settings:

1. Select **Configuration → Site settings → Security Settings**. The Security Configuration screen appears (Figure 82), with the **Captcha** tab selected.
2. Click **XSRF**.

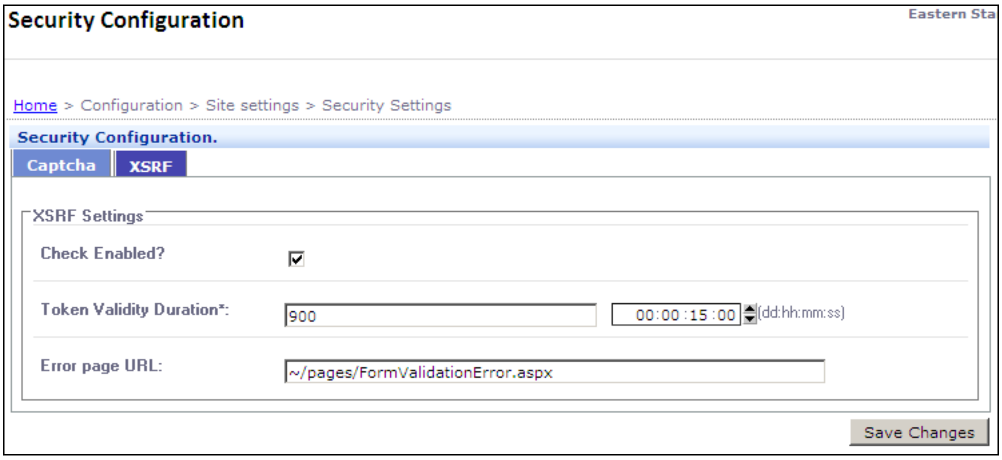


Figure 93: Security Configuration – XSRF Settings

3. Enter information into the fields. The fields are described in the following table.

Table 41: Security Configuration – XSRF Settings: Description of Fields

Parameter	Description
Check Enabled	Indicates whether to employ protection against XSRF attacks in the TV Website.
Token Validity Duration	Indicates for how many seconds an end-user can stay on the form without refreshing. If the end-user leaves the page open for more than the specified number of seconds, the form will not be processed.
Error page URL	The URL of the page describing the error for the end-user.

4. Click **Save Changes**.

Managing Dictionaries

You can define:

- Various entities for regulating access to the TV Website by geographical location.
- In which languages the TV Website is available.
- Content categories, for players requesting content by category.

Managing Geographical Entities – Country groups, Countries, Regions

You can define various geographical entities. They are intended to serve as an aid when specifying geo restrictions. For more information on geo restrictions, refer to *Specifying Geo Restrictions* on page 7.

Managing Country Groups

Country groups are logical entities that can serve as shortcuts when specifying geo restrictions. For example, if you often need to define a geo restriction that includes countries A, B, C, D and E, you can create a country group that includes these five countries. When you define the geo restriction in the Geo Filtering Rule screen (Figure 7), specify the group, instead of specifying each of the five countries.

The tasks you need to perform in order to create a country group comprising specific countries include:

a. Create a country group, in the Country Groups screen (Figure 94).

b. Associate specific countries with that country group, in the Countries screen (Figure 96).

To view the list of defined country groups:

1. Select **Configuration → Dictionaries → Country Groups**. The Country Groups screen appears.

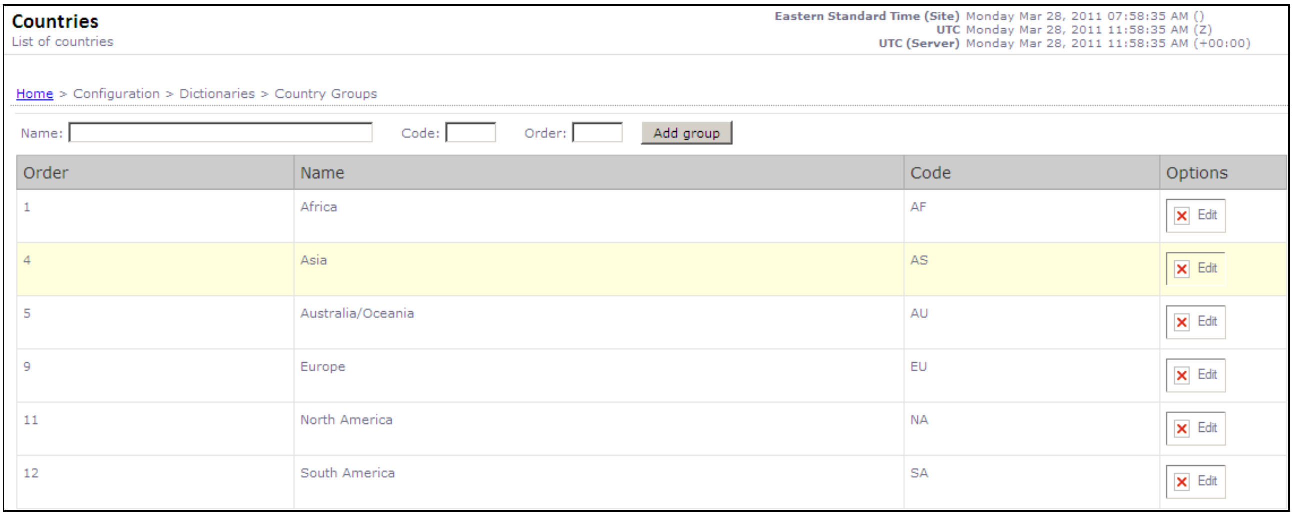


Figure 94: Country Groups Screen

The list provides the following information about each country group:

Table 42: Country Groups Screen – Description of Information

Column	Description
Order	The order of appearance of this country group in the list of country groups displayed in Geo Restriction screens.
Name	The name of the country group.
Code	The code of the country group.

To edit the settings of a country group:

1. Select **Configuration → Dictionaries → Country Groups**. The Country Groups screen appears (Figure 94).

2. Click in the Options column. The fields defining the country group become

editable.

3. Edit the fields as desired. For an explanation of the fields, refer to Table 42.

4. Click in the Options column.

To create a country group:

1. Select **Configuration → Dictionaries → Country Groups**. The Country Groups screen appears (Figure 94).

2. Locate the section for adding a country group (Figure 95) that appears above the list of country groups.

Figure 95: Add a Country Group

3. Enter values into the fields. For an explanation of the fields, refer to Table 42.

4. Click Add group.

To delete a country group:

You can delete a country group if no country is associated with it. To disassociate a country from a country group, refer to *Managing Countries* on page 150.

1. Select **Configuration → Dictionaries → Country Groups**. The Country Groups screen appears (Figure 94).

2. Click in the Options column of the country group you wish to delete.

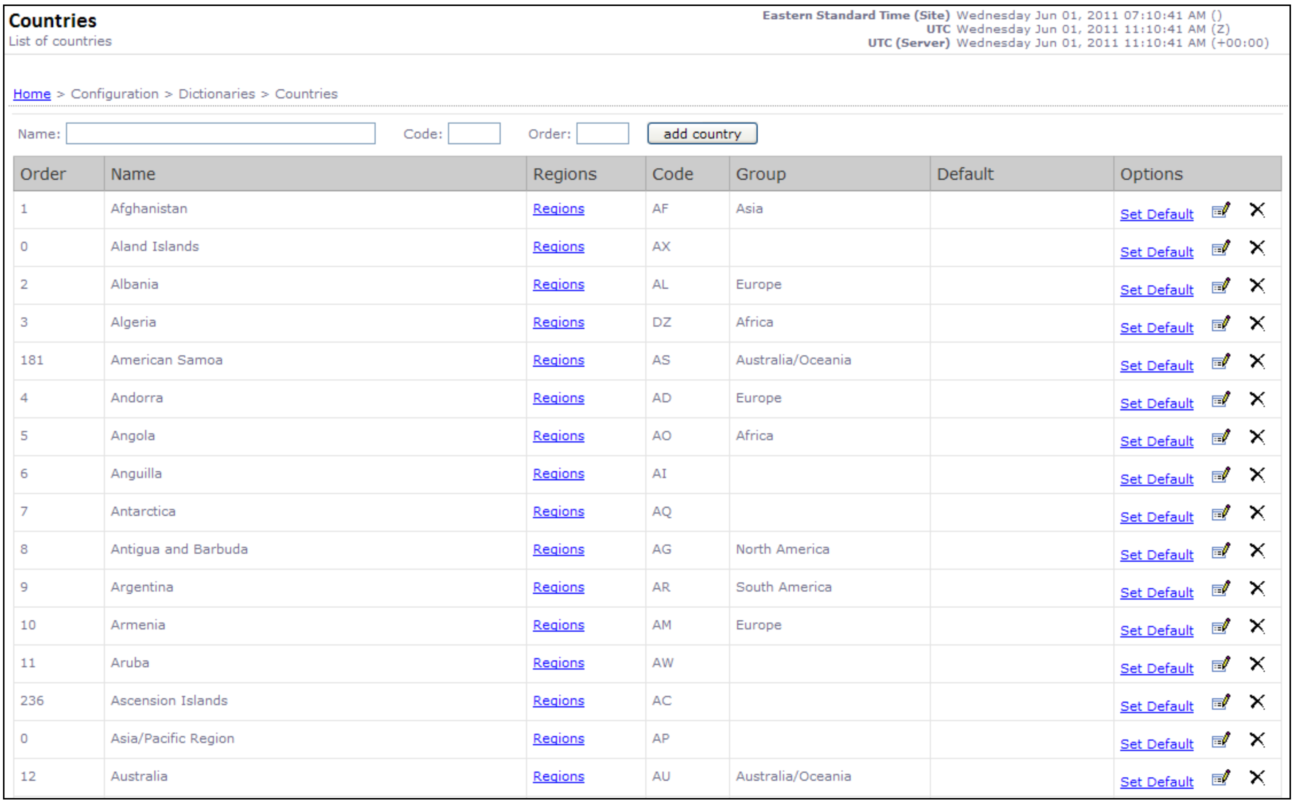
Managing Countries

You can view the list of defined countries, add or delete countries from the list, or edit the definitions of a country. The practical implications of a country appearing in the list are:

- In the RayV Dashboard, the country will appear in the countries list of the Geo Filtering Rule screen (Figure 7) and Registration Geo Filtering screen (Figure 106).
- In the TV Website, the country will appear in the list presented to the end-user during registration and during ordering.

To view the list of defined countries:

1. Select **Configuration → Dictionaries → Countries**. The Countries screen appears.



Countries
List of countries

Eastern Standard Time (Site) Wednesday Jun 01, 2011 07:10:41 AM ()
UTC Wednesday Jun 01, 2011 11:10:41 AM (Z)
UTC (Server) Wednesday Jun 01, 2011 11:10:41 AM (+00:00)

Home > Configuration > Dictionaries > Countries

Name: Code: Order: add country

Order	Name	Regions	Code	Group	Default	Options
1	Afghanistan	Regions	AF	Asia		Set Default
0	Aland Islands	Regions	AX			Set Default
2	Albania	Regions	AL	Europe		Set Default
3	Algeria	Regions	DZ	Africa		Set Default
181	American Samoa	Regions	AS	Australia/Oceania		Set Default
4	Andorra	Regions	AD	Europe		Set Default
5	Angola	Regions	AO	Africa		Set Default
6	Anguilla	Regions	AI			Set Default
7	Antarctica	Regions	AQ			Set Default
8	Antigua and Barbuda	Regions	AG	North America		Set Default
9	Argentina	Regions	AR	South America		Set Default
10	Armenia	Regions	AM	Europe		Set Default
11	Aruba	Regions	AW			Set Default
236	Ascension Islands	Regions	AC			Set Default
0	Asia/Pacific Region	Regions	AP			Set Default
12	Australia	Regions	AU	Australia/Oceania		Set Default

Figure 96: Countries Screen

The list provides the following information about each country:

Table 43: Countries Screen – Description of Information

Column	Description
Order	The order of appearance of this country in the list of countries displayed in Geo Restriction screens and TV Website screens.
Name	The name of the country.
Regions	A link to the Regions screen, in which you can view and edit the regions associated with this country. For more information, refer to *Managing Regions* on page 153.
Code	The code of the country.
Group	The country group with which this country is associated.

Column	Description
Default	Indicates whether this country was defined as the default country for end-users registering at the site. If a country is specified as the default, that country appears preselected in the Country field of the registration form presented to an end-user when registering at the TV Website.

To edit the settings of a country:

1. Select **Configuration → Dictionaries → Countries**. The Countries screen appears (Figure 96).
2. Click in the Options column. The fields defining the country become editable.
3. Edit the fields as desired. For an explanation of the fields, refer to Table 43.
4. Click in the Options column.

To create a country:

1. Select **Configuration → Dictionaries → Countries**. The Countries screen appears (Figure 96).
2. Locate the section for adding a country (Figure 95) that appears above the list of countries.

Figure 97: Add a Country

3. Enter values into the fields. For an explanation of the fields, refer to Table 43.
4. Click add country.

To set a country as the default country:

You can set a country to be the default country of end-users. If you specify a default country, that country appears preselected in the Country field of the registration form presented to an end-user when he/she registers at the TV Website.

1. Select **Configuration → Dictionaries → Countries**. The Countries screen appears (Figure 96).
2. Click **Set Default** in the Options column of the country you wish to define as the default country.

To delete a country:

1. Select **Configuration → Dictionaries → Countries**. The Countries screen appears (Figure 96).
2. Click in the Options column of the country you wish to delete.

   The country is deleted from the list. In practical terms, this means that the country does not appear anymore in the following:

   - In the RayV Dashboard, the country does not appear in the countries list of the Geo Filtering Rule screen (Figure 7)
   - In the TV Website, the country does not appear in the list presented to the end-user during registration and during ordering.

MANAGING REGIONS

Regions are the states within a country (such as the states of the Unites States). You can define, edit or delete regions. The practical implications of defining regions for a country are that in the TV Website, they will be presented to the end-user during registration and during ordering.

To view the list of defined regions:

1. Select **Configuration → Dictionaries → Regions**. The Regions screen appears.

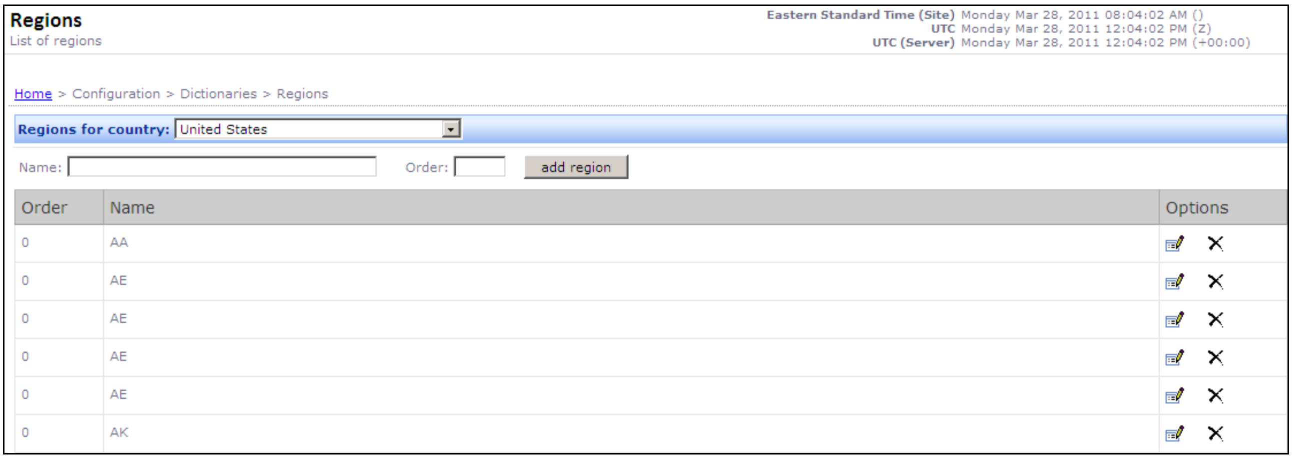


Figure 98: Regions Screen

2. In the **Regions for country** drop-down list, select the country whose regions you wish to view or edit.

The page refreshes to list all the regions defined for the selected country. The list provides the following information about each region:

Table 44: Regions Screen – Description of Information

Column	Description
Order	The order of appearance of this region in the list of regions displayed in TV Website screens.
Name	The name of the region.

To edit the settings of a region:

1. Select **Configuration → Dictionaries → Regions**. The Regions screen appears (Figure 98).
2. Click in the Options column. The fields defining the region become editable.
3. Edit the fields as desired. For an explanation of the fields, refer to (Table 44).
4. Click in the Options column.

To create a region:

1. Select **Configuration → Dictionaries → Regions**. The Regions screen appears (Figure 98).
2. Locate the section for adding a region (Figure 95) that appears above the list of regions.

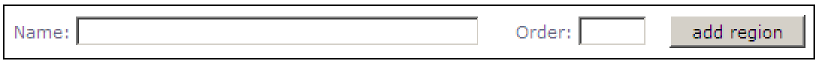


Figure 99: Add a Region

3. Enter values into the fields. For an explanation of the fields, refer to Table 44.
4. Click add region.

To delete a region:

1. Select **Configuration → Dictionaries → Regions**. The Regions screen appears (Figure 98).
2. Click in the Options column of the region you wish to delete.

The region is deleted from the list. In practical terms, this means that the region does not appear anymore in the TV Website (neither during registration nor during ordering).

Managing Geo Filtering Roles

A geo filtering role is a grouping of geographical entities. You can use geo filtering roles as shortcuts when specifying geo restrictions.

Creating a Geo Filtering Role

You can create a geo filtering role.

To create a geo filtering role:

1. Select **Configuration → Dictionaries → New GEO filtering role**. The Geo Filtering Roles screen appears.

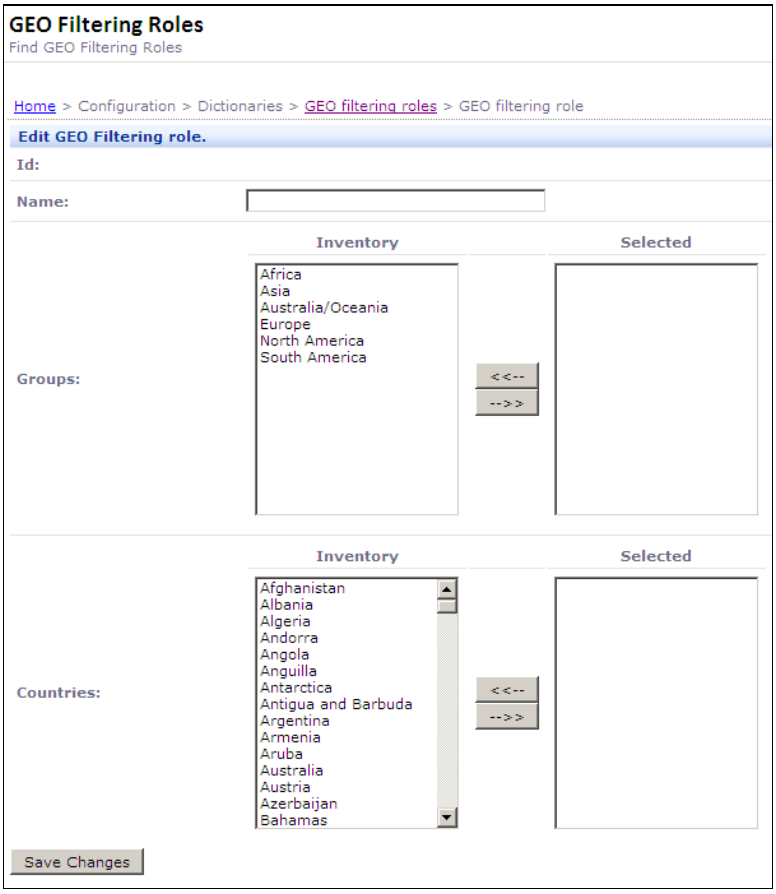


Figure 100: Geo Filtering Roles

2. Enter a name for the new geo filtering role.

3. Specify the geographical entities which constitute this geo filtering role. There are two types of geographical entities which can participate in a geo filtering role:

   - **Groups** – Groups of countries (for more information, refer to *Managing Countries* on page 150)
   - **Countries** – Specific countries (for more information, refer to *Managing Country Groups* on page 148).

   For each geographical entity you wish to include in the role, select the entity in the **Inventory** box and click -->>.

   To remove a geographical entity from the role, select the entity in the **Selected** box and click <<--.

4. Click **Save Changes**.

VIEWING THE LIST OF GEO FILTERING ROLES

To view the list of geo filtering roles:

1. Select **Configuration → Dictionaries → Geo filtering roles**. The Geo Filtering Roles screen appears.

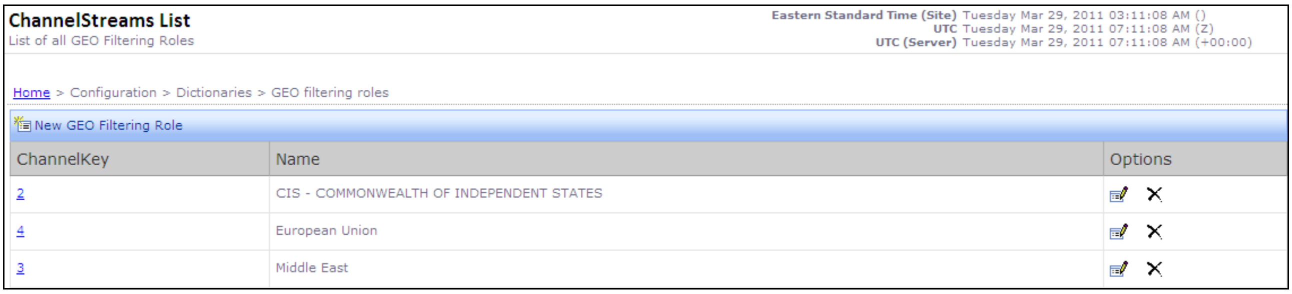


Figure 101: Geo Filtering Roles Screen

The screen lists all the geo filtering roles defined in the system. The **ChannelKey** column shows the role ID automatically assigned by the system to each role.

Editing a Geo Filtering Role

To edit a geo filtering role:

1. Select **Configuration → Dictionaries → Geo filtering roles**. The Geo Filtering Roles screen appears (Figure 101).
2. Click a geo filtering role in the Name column. The Geo Filtering Role screen appears (Figure 100), displaying the countries and country groups included in the geo filtering role.
3. Edit the definitions as desired. For an explanation of the various parameters, refer to the explanations in *Creating a Geo Filtering Role* on page 155.

Deleting a Geo Filtering Role

To edit a geo filtering role:

1. Select **Configuration → Dictionaries → Geo filtering roles**. The Geo Filtering Roles screen appears (Figure 101).
2. To delete a geo filtering role, click ✕ in its **Options** column.

Managing Languages

You can define in which languages the TV Website is available.

Viewing the List of Available Languages

To view the list of languages in which the TV Website is available:

1. Select **Configuration → Dictionaries → Languages**. The Languages screen appears.

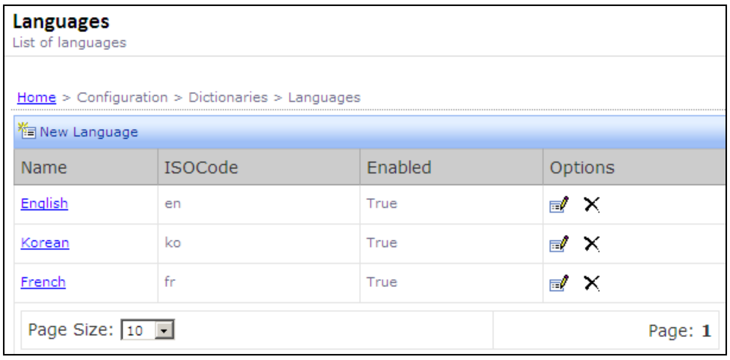


Figure 102: Languages Screen

The screen lists all the available languages, their ISO code, and whether they are currently enabled in the TV Website.

Adding a Language to the TV Website

To add a language to the list of languages in which the TV Website is available:

1. Select **Configuration → Dictionaries → New language**. The Language Edit screen appears.

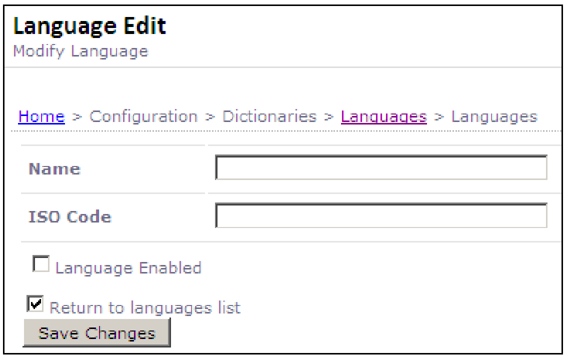


Figure 103: Language Edit

2. Enter a name for the language.
3. Enter an ISO code for the language.
4. Specify whether to enable the language.
5. Click **Save Changes**.

The language is added to the TV Website. However, in order to make the TV Website truly available in the added language, you need to create a version of the TV Website in the added language. To do so, you must:

- Translate the resources (text snippets) that appear in the skeleton of the TV Website, into the added language. For more information, refer to *Managing Text Resources* on page 18. Alternatively, you can import a CSV file with translations of the resources (for information, refer to *Exporting and Importing Resources* on page 20).
- Translate each of the content pages into the added language. To do so, edit each content page in the following way (for more information, refer to *Editing a Content Page* on page 14):
  - In the **Language** drop-down list, select the added language.
  - In the **Subject** field, enter a subject name.
  - In the **Attributes** sections, define the attributes in the added language.

Managing Content Categories

Content categories are intended to aid players requesting content. Some players can request content by category (such as program, channel, or VOD).

Viewing the List of Content Categories

To view the list of defined content categories:

1. Select **Configuration → Dictionaries → Content Categories**. The Content Categories screen appears.

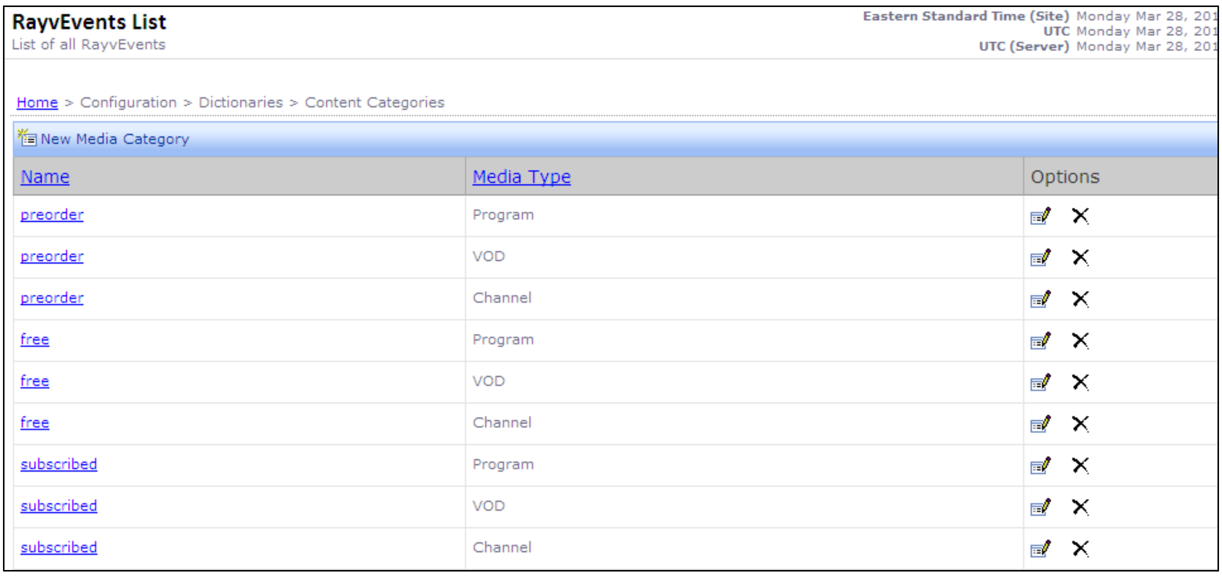


Figure 104: Content Categories Screen

The list provides the following information about each content category:

Table 45: Content Categories Screen – Description of Information

Column	Description
Name	The name of the category.
Media Type	The type of content provided in this category: program, VOD, or channel.

Creating a Content Category

To create a content category:

1. Select **Configuration → Dictionaries → New content category**. The Edit Content Category screen appears.

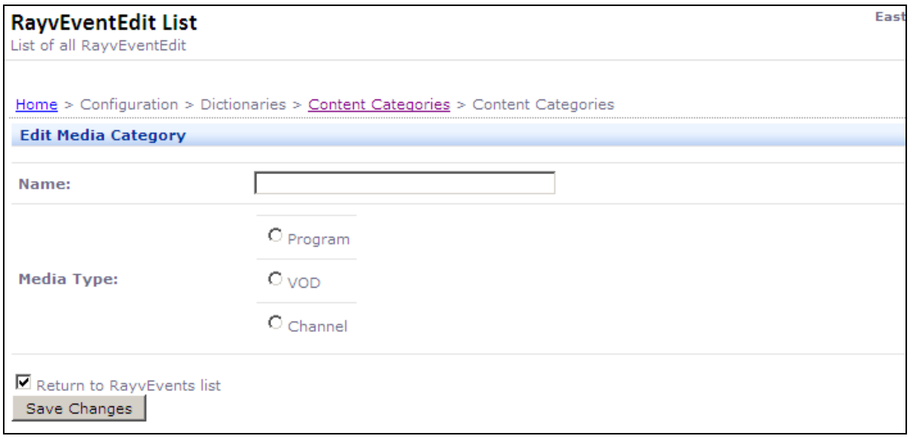


Figure 105: Edit Content Category

2. Enter information into the fields. The fields are described in Table 45.
3. Click **Save Changes**.

Editing a Content Category

To edit a content category:

1. Select **Configuration → Dictionaries → Content Categories**. The Content Categories screen appears (Figure 104).
2. Click a content category in the **Name** column. The Edit Content Category screen

appears (Figure 105), displaying the definitions of the content category.

3. Edit the definitions as desired. For explanations, refer to Table 45.

DELETING A CONTENT CATEGORY

To delete a content category:

1. Select **Configuration → Dictionaries → Content Categories**. The Content Categories screen appears (Figure 104).
2. Click ✕ in the Options column of the content category you wish to delete.

10

Managing TV Website GEO Restrictions

You can restrict an end-user’s access to TV Website pages, to specific site content, or to specific site products, based on the geographical location of the end-user. The geographical location is derived from the end-user’s IP address.

You can also override these restrictions for specific IP addresses or ZIP codes.

Configuring Registration GEO Filtering

You can restrict access to the TV Website based on the geographical location of the end-user. The geographical location is derived from the end-user’s IP address. This type of restriction is termed *registration geo filtering*.

To define registration geo filtering:

1. Select **Geo Restrictions → Registration Geo Filtering**. The Registration Geo Filtering screen appears.

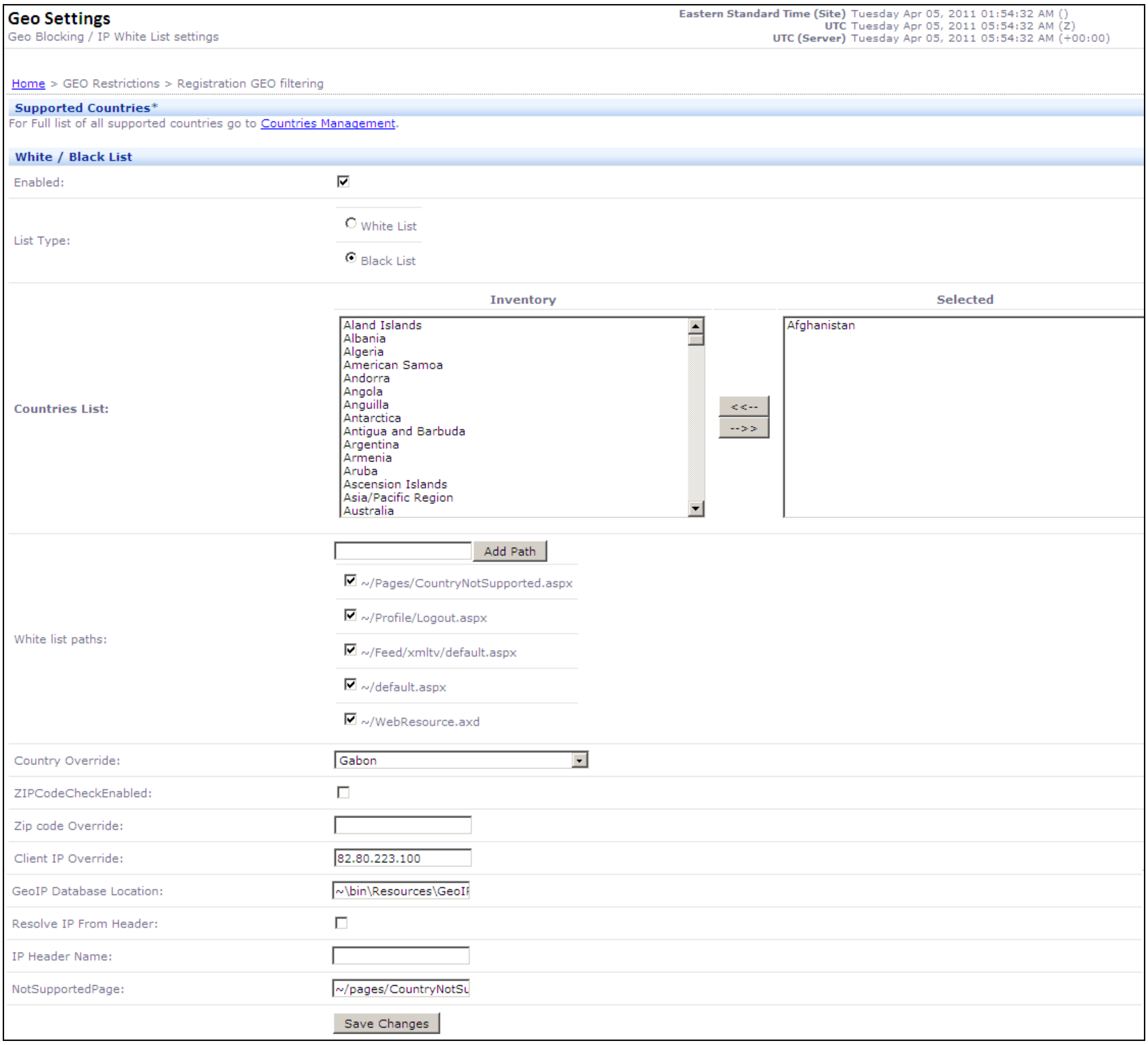


Figure 106: Registration Geo Filtering

2. Enter information into the fields. The fields are described in the following table.

Table 46: Registration Geo Filtering – Description of Fields

Parameter	Description
Supported Countries	Provides a link to the Countries screen (Figure 96) to enable adding or removing countries from the list of defined countries. Only defined countries appear in this screen and other Geo Restriction screens.
White/Black List	
Enabled	Specifies whether to apply the defined white list or black list.

Parameter	Description
List Type	Specifies whether the defined list is a: ▪ **White list**, which allows access to the TV Website only to end-users located in the defined countries. OR ▪ **Black list**, which forbids access to the TV Website only for end-users located in the defined countries.
Countries List	The countries in the **Selected** box are the countries to which the white list/black list applies. Click -->> to move countries from the **Inventory** box into the **Selected** box. Click <<-- to remove countries from the **Selected** box.
White list paths	Specifies which content pages can always be viewed in the TV Website, even by end-users restricted from accessing the site. Check the path of the content pages that can be viewed by any end-user. You can add a new content page by entering its path in the box adjacent to **Add Path**, and clicking **Add Path**.
Country Override	Enables overriding all automatic derivations of end-users' location from their IP addresses. When you select a country in this list, the TV Website treats any end-user as if the end-user is from the selected country. This option is useful for testing purposes.
Zip Code Check Enabled	Specifies whether to check if the ZIP code associated with the end-user's IP address is allowed access to the TV Website (relevant only for end-users located in the United States).
Zip Code Override	Enables overriding all end-users' ZIP codes (learned from the IP addresses of users located in the United States). If you enter a ZIP code in this box, the TV Website treats any end-user as if the end-user is from the specified ZIP code. This option is useful for testing purposes.
Client IP Override	Enables overriding all end-users' IP addresses. If you enter an IP address in this box, the TV Website treats any end-user as if the end-user is from the specified IP address. This option is useful for testing purposes.
Geo IP Database Location Resolve IP from Header IP Header Name	Do not change the current settings.

Parameter	Description
Not Supported Page	The path to the content page that is presented to any end-user restricted from access to the TV Website, when the user browses to the TV Website.

3. Click **Save Changes**.

Managing Purchase GEO Filtering

The RayV Dashboard enables you to restrict end-users from viewing and purchasing specific products (bundles and SKUs), based on the geographical location of the end-user. The rules defining which geographical locations are allowed, or denied, permission to view and purchase bundles or SKUs are termed *purchase geo filtering rules*.

You can apply at most a single geo filtering rule to each bundle or SKU. In addition, applying a geo filtering rule to a bundle automatically creates the same rule for each of the SKU s associated with the bundle. The common workflow is therefore to create a geo restriction for a bundle, and then optionally edit the geo filtering role in some of its associated SKUs.

Note that purchase geo filtering rules can be defined in *two* places: in the Purchase Geo Filtering Rule definitions, and also in the individual bundle/SKU definitions. Any change in one screen will automatically appear in the other screen.

Creating a Purchase GEO Filtering Rule

To define a purchase geo filtering rule:

1. Select **Geo Restrictions → Purchase Geo Filtering**, and then select either **New SKU rule**, or **New Bundle rule**. The GEO Filtering Rules Edit screen appears.

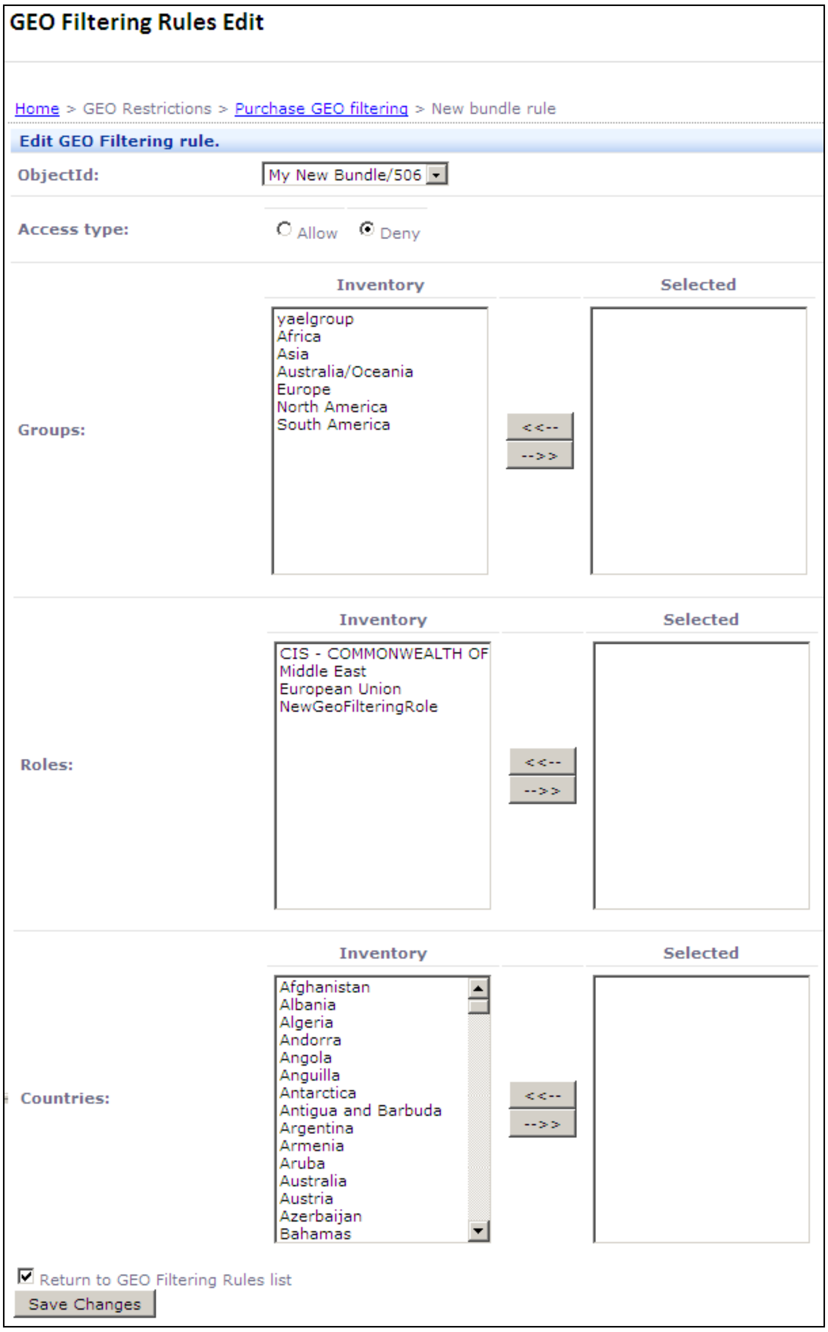


Figure 107: Purchase GEO Filtering Rule Edit

2. In the **ObjectId** drop-down list, select the bundle or SKU for which you are defining a purchase geo restriction rule.

3. In **Access type**, specify whether the geographical entities you are selecting are allowed or denied access to the bundle or SKU.

4. Specify the geographical entities to which the geo restriction applies. There are three types of geographical entities to which you can apply a geo restriction:

- **Groups** – Groups of countries. For information on configuring country groups, refer to *Managing Country Groups* on page 148.
- **Roles** – Geographical roles. For information on configuring geographical roles, refer to *Managing Geo Filtering Roles* on page 155.
- **Countries** – Specific countries. For information on configuring countries, refer to *Managing Countries* on page 150.

For each geographical entity you wish to specify, select the entity in the **Inventory** box and click -->>.

To remove a geographical entity from the rule, select the entity in the **Selected** box and click <<--.

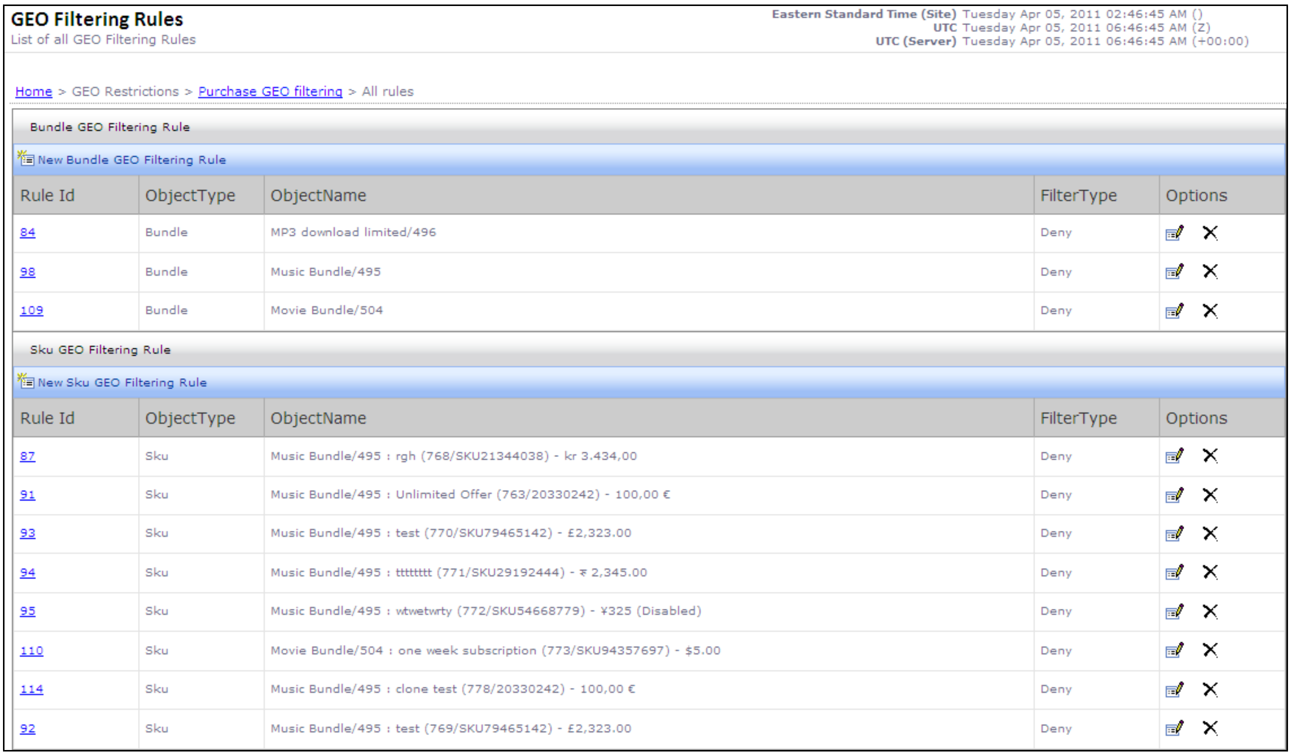
5. Click **Save Changes**.

Editing a Purchase Geo Filtering Rule

You can edit the definitions of an existing purchase geo filtering rule.

To edit a purchase geo filtering rule:

1. Select **Geo Restrictions → Purchase Geo Filtering → All rules**. The Purchase Geo Filtering Rules screen appears.


GEO Filtering Rules
List of all GEO Filtering Rules

Eastern Standard Time (Site) Tuesday Apr 05, 2011 02:46:45 AM ()
UTC Tuesday Apr 05, 2011 06:46:45 AM (Z)
UTC (Server) Tuesday Apr 05, 2011 06:46:45 AM (+00:00)

Home > GEO Restrictions > Purchase GEO filtering > All rules

Bundle GEO Filtering Rule

New Bundle GEO Filtering Rule

Rule Id	ObjectType	ObjectName	FilterType	Options
84	Bundle	MP3 download limited/496	Deny	
98	Bundle	Music Bundle/495	Deny	
109	Bundle	Movie Bundle/504	Deny	

Sku GEO Filtering Rule

New Sku GEO Filtering Rule

Rule Id	ObjectType	ObjectName	FilterType	Options
87	Sku	Music Bundle/495 : rgh (768/SKU21344038) - kr 3.434,00	Deny	
91	Sku	Music Bundle/495 : Unlimited Offer (763/20330242) - 100,00 €	Deny	
93	Sku	Music Bundle/495 : test (770/SKU79465142) - £2,323.00	Deny	
94	Sku	Music Bundle/495 : tttttttt (771/SKU29192444) - ₹ 2,345.00	Deny	
95	Sku	Music Bundle/495 : wtwetwrty (772/SKU54668779) - ¥325 (Disabled)	Deny	
110	Sku	Movie Bundle/504 : one week subscription (773/SKU94357697) - $5.00	Deny	
114	Sku	Music Bundle/495 : clone test (778/20330242) - 100,00 €	Deny	
92	Sku	Music Bundle/495 : test (769/SKU79465142) - £2,323.00	Deny	

Figure 108: Purchase Geo Filtering Rules

For every defined purchase geo filtering rule, the following is displayed:

- **Rule Id** – An ID automatically assigned by the system to this rule.
- **Object Type** – Indicates whether this rule applies to a bundle or to an SKU.
- **Object Name** – The name of the bundle or SKU to which this rule applies.
- **Filter Type** – Indicates whether the rule allows or denies access to this bundle or SKU.

2. Click a rule in the **Rule Id** column, or click in its **Options** column. The Purchase Geo Filtering Rule Edit screen appears (Figure 107), displaying the definitions of the rule.

3. Edit the definitions as desired. For an explanation of the various parameters, refer to the explanations in *Creating a Purchase GEO Filtering Rule* on page 166.

Deleting a Purchase Geo Filtering Rule

You can delete an existing purchase geo filtering rule.

To delete a purchase geo filtering rule:

1. Select **Geo Restrictions** → **Purchase Geo Filtering** → **All rules**. The Purchase Geo Filtering Rules screen appears (Figure 108).
2. To delete a rule, click ✕ in its **Options** column.

Managing Content GEO Filtering

The RayV Dashboard enables you to restrict end-users from viewing or purchasing subscriptions to specific content (programs, channels, VODs, and content pages), based on the geographical location of the end-user. The rules defining which geographical locations are allowed, or denied, permission to access content are termed *content geo filtering rules*.

You can apply at most a single geo filtering rule to each content item.

Note that content geo filtering rules can be defined in *two* places: in the Content Geo Filtering Rule definitions, and also in the individual program/channels/VOD/content page definitions. Any change in one screen will automatically appear in the other screen.

Creating a Content GEO Filtering Rule

To define a content geo filtering rule:

1. Select **Geo Restrictions** → **Content Geo Filtering**, and then select either **New Channel rule**, **New Program rule**, **New VOD rule**, or **New Content Page rule**. The Content GEO Filtering Rules Edit screen appears.

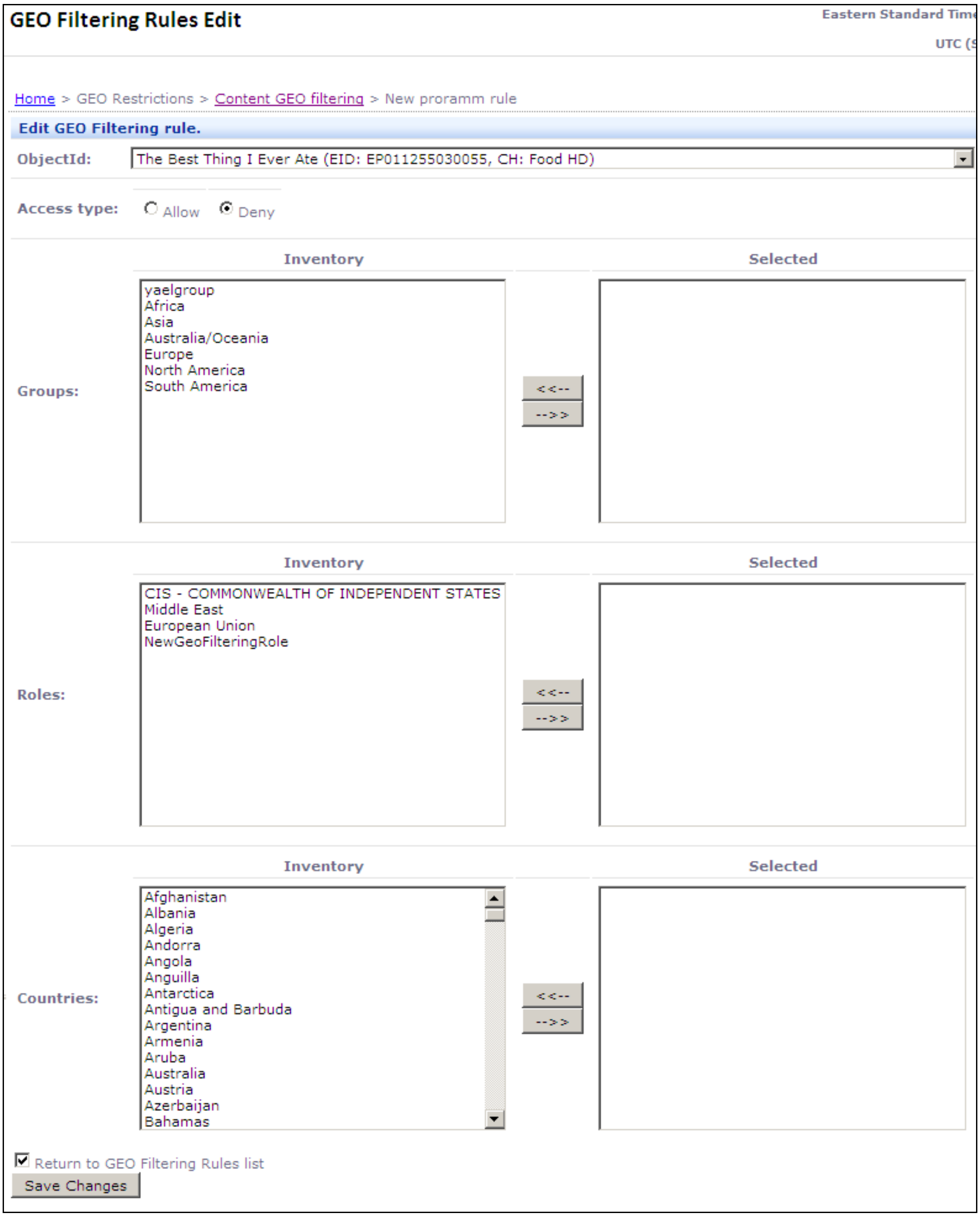


Figure 109: Content GEO Filtering Rule Edit

2. In the **ObjectId** drop-down list, select the content item for which you are defining a content geo restriction rule.

3. In **Access type**, specify whether the geographical entities you are selecting are allowed or denied access to the content item.

4. Specify the geographical entities to which the geo restriction applies. There are three types of geographical entities to which you can apply a geo restriction:

   - **Groups** – Groups of countries. For information on configuring country groups, refer to *Managing Country Groups* on page 148).
   - **Roles** – Geographical roles. For information on configuring geographical roles, refer to *Managing Geo Filtering Roles* on page 155).
   - **Countries** – Specific countries. For information on configuring countries, refer to *Managing Countries* on page 150).

   For each geographical entity you wish to specify, select the entity in the **Inventory** box and click -->>.

   To remove a geographical entity from the rule, select the entity in the **Selected** box and click <<--.

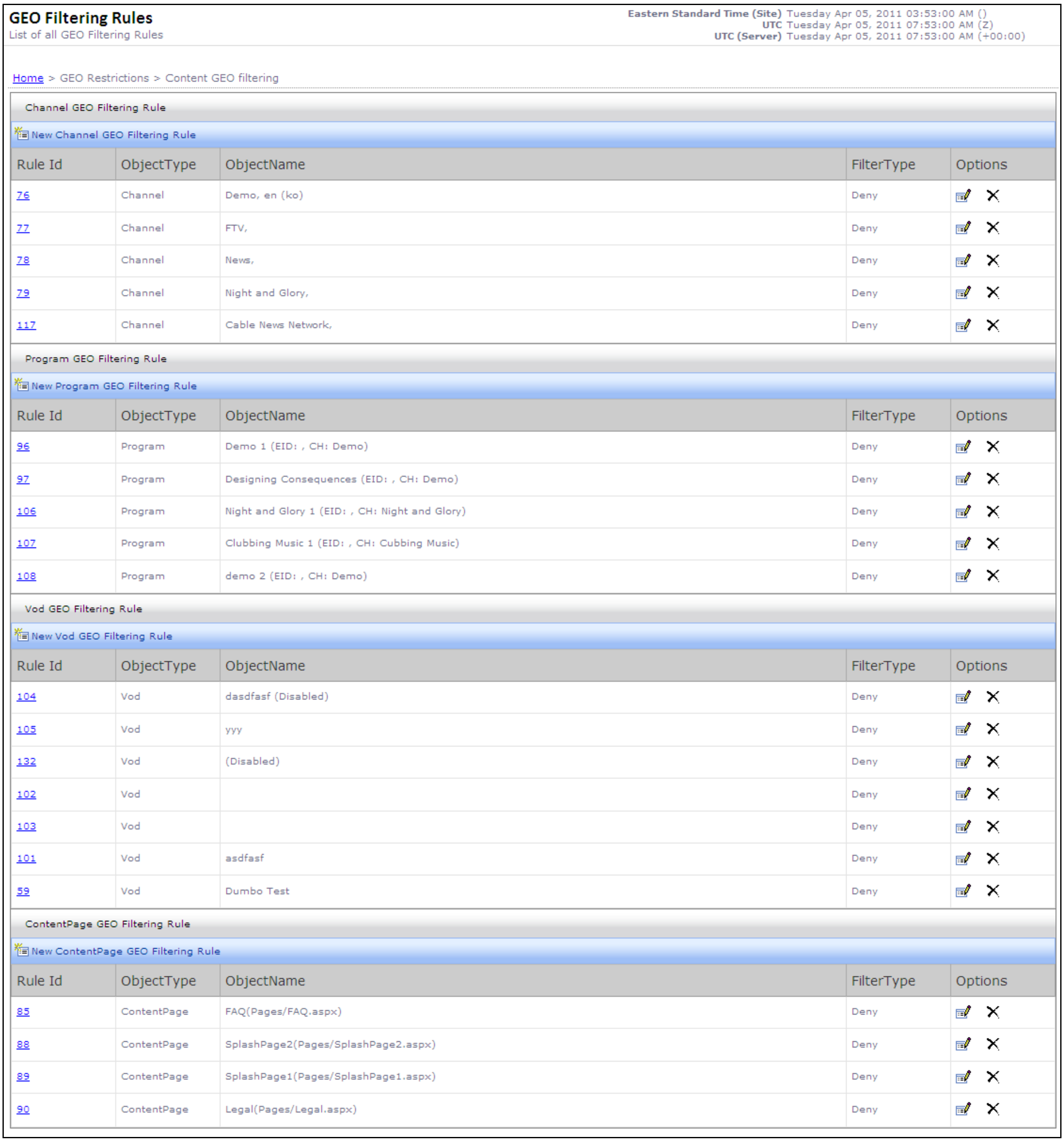
5. Click **Save Changes**.

Editing a Content GEO Filtering Rule

You can edit the definitions of an existing content geo filtering rule.

To edit a content geo filtering rule:

1. Select **Geo Restrictions** → **Content Geo Filtering** → **All rules**. The Content Geo Filtering Rules screen appears.



GEO Filtering Rules
List of all GEO Filtering Rules

Eastern Standard Time (Site) Tuesday Apr 05, 2011 03:53:00 AM ()
UTC Tuesday Apr 05, 2011 07:53:00 AM (Z)
UTC (Server) Tuesday Apr 05, 2011 07:53:00 AM (+00:00)

Home > GEO Restrictions > Content GEO filtering

Channel GEO Filtering Rule

New Channel GEO Filtering Rule

Rule Id	ObjectType	ObjectName	FilterType	Options
76	Channel	Demo, en (ko)	Deny	
77	Channel	FTV,	Deny	
78	Channel	News,	Deny	
79	Channel	Night and Glory,	Deny	
117	Channel	Cable News Network,	Deny	

Program GEO Filtering Rule

New Program GEO Filtering Rule

Rule Id	ObjectType	ObjectName	FilterType	Options
96	Program	Demo 1 (EID: , CH: Demo)	Deny	
97	Program	Designing Consequences (EID: , CH: Demo)	Deny	
106	Program	Night and Glory 1 (EID: , CH: Night and Glory)	Deny	
107	Program	Clubbing Music 1 (EID: , CH: Cubbing Music)	Deny	
108	Program	demo 2 (EID: , CH: Demo)	Deny	

Vod GEO Filtering Rule

New Vod GEO Filtering Rule

Rule Id	ObjectType	ObjectName	FilterType	Options
104	Vod	dasdfasf (Disabled)	Deny	
105	Vod	yyy	Deny	
132	Vod	(Disabled)	Deny	
102	Vod		Deny	
103	Vod		Deny	
101	Vod	asdfasf	Deny	
59	Vod	Dumbo Test	Deny	

ContentPage GEO Filtering Rule

New ContentPage GEO Filtering Rule

Rule Id	ObjectType	ObjectName	FilterType	Options
85	ContentPage	FAQ(Pages/FAQ.aspx)	Deny	
88	ContentPage	SplashPage2(Pages/SplashPage2.aspx)	Deny	
89	ContentPage	SplashPage1(Pages/SplashPage1.aspx)	Deny	
90	ContentPage	Legal(Pages/Legal.aspx)	Deny	

Figure 110: Content GEO Filtering Rules

For every defined content geo filtering rule, the following is displayed:

- **Rule Id** – An ID automatically assigned by the system to this rule.
- **Object Type** – Indicates the type of content to which this rule applies.
- **Object Name** – The name of the content item to which this rule applies.
- **Filter Type** – Indicates whether the rule allows or denies access to the content item.

2. Click a rule in the **Rule Id** column, or click in its **Options** column. The Content Geo Filtering Rule Edit screen appears (Figure 109), displaying the definitions of the rule.

3. Edit the definitions as desired. For an explanation of the various parameters, refer to the explanations in *Creating a Content GEO Filtering Rule* on page 170.

Deleting a Content Geo Filtering Rule

You can delete an existing content geo filtering rule.

To delete a content geo filtering rule:

1. Select **Geo Restrictions → Content Geo Filtering → All rules**. The Content Geo Filtering Rules screen appears (Figure 110).

2. To delete a rule, click in its **Options** column.

Managing IP Overrides

Geo restrictions are a type of sweeping restriction, based on the countries in which end-users are located. You can define exceptions to the geo restrictions. These exceptions are termed *IP Overrides*. In an IP override, you associate a range of IP addresses with a country that is not restricted.

When an end-user complains that he/she is denied access, the typical progression of events is as follows:

1. An end-user complains that he/she is denied access to the site, its content, or its products. This complaint may have been lodged at the "NotSupportedPage" of the TV Website, which is the page displayed to users who are denied access based on a geo restriction. Complaints that are logged in the NotSupportedPage can be viewed in the RayV Dashboard, in the Geo User Requests screen (refer to *Viewing GEO User Requests* on page 177.

2. You may wish to determine the user's geographical location, based on the user's IP address. To do so, you can use the Resolving IP Location option (refer to *Resolving IP Location* on page 178).

3. You may additionally wish to view all defined geo restrictions, to determine which geo restriction(s) are blocking the end-user, and how best to override them. For instructions, refer to:
   - *Configuring Registration GEO Filtering* on page 163.
   - *Managing Purchase GEO Filtering* on page 166.
   - *Managing Content GEO Filtering* on page 170.
4. If you decide to allow the user access by overriding geo restriction(s), create an IP override for the user's IP address (*Defining an IP Override* on page 176). This is achieved by associating a range of IP addresses with a country that is not restricted.
5. The system also supports geo restrictions based on ZIP codes, although these geo restrictions are not viewable or administered in the RayV Dashboard. In a Zip override, you associate a range of IP addresses with a ZIP code that is not restricted. To create a Zip override, refer to *Defining a Zip Override* on page 179.

VIEWING ALL IP OVERRIDES

You can view all IP Overrides defined in the system. These are exceptions to geo restriction rules.

To view all defined IP overrides:

1. Select **Geo Restrictions → IP overrides → All overrides**. The Overrides List screen appears.

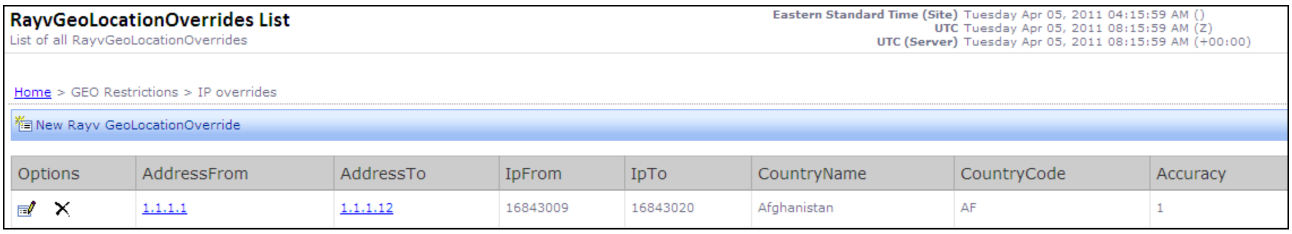


Figure 111: Overrides List

For each defined IP override, the screen provides the following information:

Table 47: Overrides List – Description of Information

Column	Description
Address From Address To	The range of IP addresses to which this exception applies.
IP From IP To	The translation of the range of IP addresses into a range of numeric IP numbers.
Country Name Country Code	The country that these IP addresses will be regarded as originating from. **Note**: *To ensure that the user's access is not restricted, make sure that this country is not denied access in the geo restriction.*
Accuracy	The order number associated with the IP override. This attribute is necessary because you can define multiple overrides for the same IP address. The system will apply the IP override with the highest Accuracy number.

Defining an IP Override

To define an IP Override:

1. Select **Geo Restrictions → IP overrides → New IP override**. The Add Geo IP Location screen appears.

Figure 112: Add Geo IP Location

2. Enter a range of IP addresses using the **From IP** and **To IP** fields.
3. Select a country in the **Country** drop-down list. This is the country that these IP addresses will be regarded as originating from.

Note: *To ensure that the user's access is indeed not restricted, make sure that the country you specify is not denied access in the geo restriction.*

---

4. Enter a number in the **Accuracy** field. This attribute is necessary because you can define multiple overrides for the same IP address. If you define multiple overrides for the same IP address, the system will apply the IP override with the highest Accuracy number.

5. *Optional* Enter a comment in the **Origin** field. Typically the comment describes the reason for creating the override.

6. Click **Save Changes**.

VIEWING GEO USER REQUESTS

Geo user requests are requests originating from end-users who were restricted from accessing the TV Website, its content, or its products, and who wish to have the restriction removed. If these requests were entered into the "NotSupportedPage" of the TV Website, you can view them in the RayV Dashboard.

To view geo user requests:

1. Select **Geo Restrictions → IP overrides → Geo User requests**. The Geo User Requests screen appears.

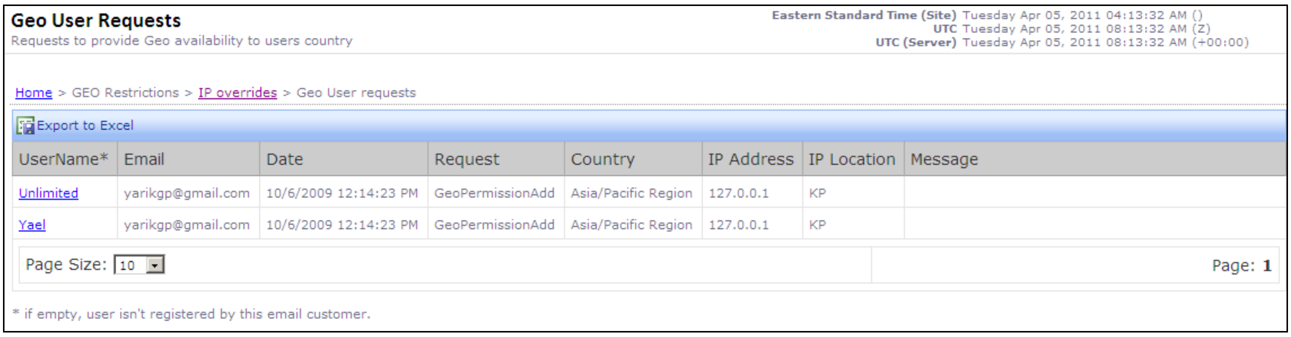


Figure 113: Geo User Requests

The list provides information about end-users requesting access. If an end-user is a registered user who is blocked from accessing certain content or products, that end-user's username is listed. You can click the username to view the end-user's details.

Resolving IP Location

The RayV Dashboard provides a mechanism for determining (also called *resolving*) a user's geographical location based on the user's IP address. For various reasons, this resolution is not always accurate. For example, the resolution may provide the location of the user's ISP and not the user's actual location. However, this resolution mechanism is a useful tool for Support personnel.

To determine a geographical location based on an IP address:

1. Select **Geo Restrictions → IP overrides → Resolve IP location**. The Find Geo IP Location screen appears.

Figure 114: Find Geo IP Location

2. Enter an IP address in the **IP Address** field.
3. Click **Search**. The screen refreshes, and provides information about the geographical location associated with the IP address (Figure 115).

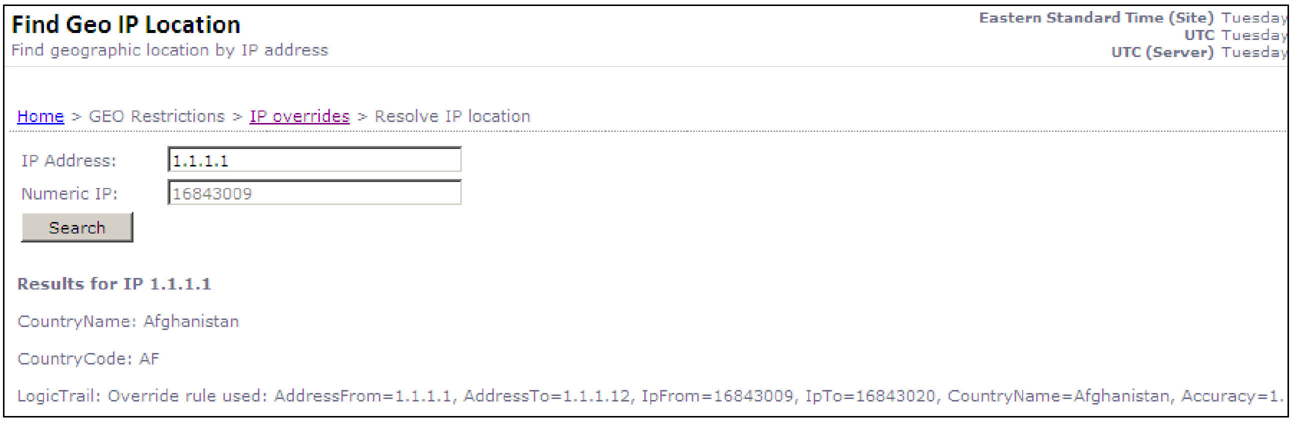


Figure 115: Find Geo IP Location – Resolving for an IP Address

Viewing Zip Overrides

The system also supports geo restrictions based on ZIP codes, although these geo restrictions are not viewable or administered in the RayV Dashboard. In the United States, each IP address is associated with a certain ZIP code. To override a geo restriction based on a ZIP code, associate a range of IP addresses with a non-restricted ZIP code.

To view all defined Zip overrides:

1. Select **Geo Restrictions → ZIP overrides → ZIP overrides**. The Zip Code Overrides List screen appears.

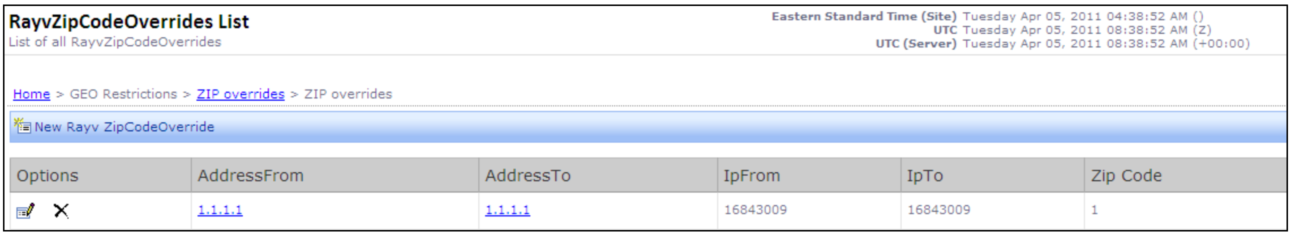


Figure 116: Zip Code Overrides List

The list shows for each Zip override, to which ZIP code you are associating a range of IP addresses.

Defining a Zip Override

To define a Zip Override:

1. Select **Geo Restrictions → ZIP overrides → New ZIP override**. The Zip Override Edit screen appears.

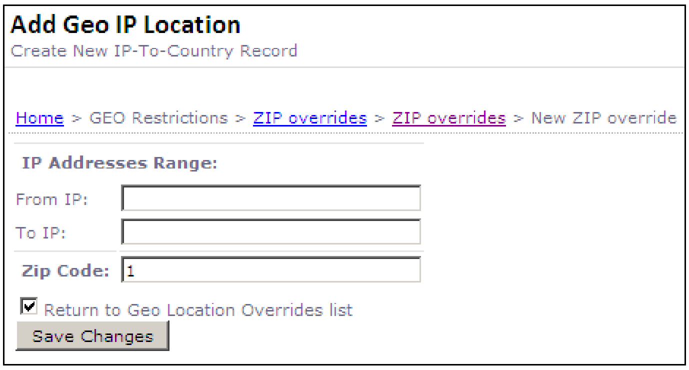


Figure 117: Zip Override Edit

2. Enter a range of IP addresses using the **From IP** and **To IP** fields.
3. Enter a ZIP code in the **Zip Code** field. This is the ZIP code that these IP addresses are regarded as originating from.

Note: *To ensure that the user's access is indeed not restricted, make sure that the ZIP code you associate with the range of IP addresses is not denied access in a geo restriction*.

MANAGING LOCAL PARTNERS

This feature is reserved for future use.