



Universal Search Search Brand Set Up

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Introduction

This document describes the information needed to set up your Search Brands with Apple's Universal Search offering. It outlines the data and assets iTunes will collect at initial setup and the format and process for delivery.

Search Brand Data Explanation

Your Search Brand Data will consist of Search Brands and VOD Services as defined below in the Search Brand Data Requirements.

Example:

SEARCH BRAND	VOD SERVICES
Acme TV	Acme US Acme Canada
Acme Sports	Acme Sports US

Search Brand Data Requirements

Provide values for all of the metadata attributes below in English. If you wish to provide localizations, please discuss with your technical contact.

Search Brand

A Search Brand is a set of VOD Services that can be grouped under a single marketing entity. The following metadata attributes will be collected for each Search Brand:

Attribute	Description
Search Brand Name*	This is the name of the Search Brand as it should appear to end users. Commonly this is the same as the name of the App available on iOS or Apple TV. Example: Acme TV
Search Brand ID	The Search ID is your company's unique identifier for a Search Brand. This value is left to your discretion but must be limited to 100 characters. Example: 'com.searchBrand.acmeTV'

Attribute	Description
Team Identifier	The Team Identifier is the unique ID provided to your organization upon enrollment in the Developer Program. The Team Identifier can be found by clicking on your organization name in the upper left of the Developer Portal.
Application Apple ID	The Apple ID for the iOS/AppleTV application that should be launched to play content associated with this Search Brand.
Available on AppleTV	Will this Search Brand service be available on the Apple TV. Yes/No.
Available on iOS	Will this Search Brand service be available on iOS. Yes/No.
Available on MacOS X	Will this Search Brand service be accessible via an internet browser. Yes/No
Search Brand Logo	Image file to be provided. See specifications below.

* These values are fully localizable. Please work with Apple directly to supply localizations for these fields.

Catalog

A Catalog is a list of content items and accompanying metadata that is ingested by Apple's Universal Search function. Catalog data is combined with a Search Brand's VOD Service availability data (see below) to provide a complete representation of a Search Brand's offering.

The following metadata attributes will be collected for each Catalog that you supply:

Attribute	Description
Catalog Name*	<p>This is the name of the Catalog as it should appear to end users.</p> <p>Example: 'Acme Catalog'</p> <p>Note: This name will be used to identify your Catalog in communications with teams at Apple. This name will not be presented to customers.</p>

Attribute	Description
Catalog ID	<p>The Catalog ID is your company's unique identifier for a VOD Service. This value is left to your discretion but must be limited to 100 characters.</p> <p>Example: 'com.searchBrand.acmeTV.catalog'</p> <p>Note: Your Catalog ID will be used along with your Team Identifier to deliver your content schedule in accordance with the Catalog Data Interface Spec.</p>
Catalog URL	<p>The URL for the Catalog's Data feed as defined in the UMC Catalog Data Interface Spec.</p>
Refresh Interval	<p>A guideline for the time between data refreshes of the Catalog feed. Apple will retrieve a new feed periodically based on this value.</p> <p>Example: every 60 mins (i.e. one per hour)</p>

VOD Service

A VOD Service identifies a library of Video On-Demand content that can be made available to customers who are authorized within your service. All VOD Services belong to a single Search Brand. If your Search Brand requires multiple VOD Services (as defined below) the content will be represented to customers by the name and art defined for the Search Brand.

Each VOD service must be associated with one or more countries where it will be made available. A single VOD Service represents one distinct library. If your library is always the same across two countries, for example US and Canada, then a single VOD Service can be used. If the catalog is different, then two VOD Services will be required.

The following metadata attributes will be collected for each VOD Service in your Search Brand offering:

Attribute	Description
VOD Service Name*	<p>This is the name of the VOD Service as it should appear to end users.</p> <p>Example: 'Acme US'</p> <p>Note: This name will be used to identify your service in communications with teams at Apple. This name will not be presented to customers.</p>

Attribute	Description
VOD Service ID	<p>The Service ID is your company's unique identifier for a VOD Service. This value is left to your discretion but must be limited to 100 characters.</p> <p>Example: 'com.searchBrand.acmeTV.vod'</p> <p>Note: Your Service ID will be used along with your Team Identifier to deliver your content schedule in accordance with the Availability Data Interface Spec.</p>
Search Brand ID	<p>The Search Brand ID identifies which Search Brand a given VOD Service should be associated with. Note that a VOD Service can only be associated with a single Search Brand.</p>
Team Identifier	<p>The Team Identifier is the unique ID provided to your organization upon enrollment in the developer program. The Team Identifier can be found by clicking on your organization name in the upper left of the Developer Portal.</p>
Countries	<p>The country or countries where the VOD Service is available. Please use ISO 31661-1 alpha-2 country codes (https://en.wikipedia.org/wiki/ISO_3166-1_alpha-2).</p>
Availability URL	<p>The URL for the VOD Service's Availability feed as defined in the UMC Availability Data Interface Spec. This feed identifies which content is available to the customer at a given time.</p>
Refresh Interval	<p>A guideline for the time between data refreshes of the Catalog feed. Apple will retrieve a new feed periodically based on this value.</p> <p>Example: every 60 mins (i.e. one per hour)</p>

* These values are fully localizable. Please work with Apple directly to supply localizations for these fields.

Search Brand Data Delivery Format

Search Brand data will be collected by completing the form below. If more than one Search Brand is required please duplicate the form and complete.

Note that if your VOD Service is available in multiple countries or should be associated with multiple iOS applications, please provide a comma separated list within the cell for that data attribute.

Search Brand Art Specification

Search Brand Logo

The Search Brand Logo may be used to represent your search brand on the Apple TV user interface. It is specially designed to be legible at extremely small sizes and can be overlaid on busy backgrounds while still maintaining its clarity. The minimum thickness of visual elements should be increased to prevent detail loss at small sizes. The logo asset can be an alternate abbreviated brand format that can be identifiable when scaled to small sizes. The logo should be rendered with a single opaque color with levels of transparency used for anti-aliasing only. Gradients should be avoided.

The logo must be vertically and horizontally centered within a transparent background. The bounding box around the logo should fit into the masked area of a provided template PSD. Your technical contact can provide the PSD template.

Dimensions: 960x540

Aspect Ratio: 16:9

File Format: PNG, uncompressed

DPI: 72 dpi

Color Space: RGB

Template: SearchBrandLogoTemplate.psd

Example:



Example of correct application of mask:



Search Brand Set Up Form

Please complete one form per Search Brand:

Search Brand Attribute	Value
Search Brand Name	
Search Brand ID	
Team Identifier	
Application Apple ID	
Available on:	tvOS: iOS: Mac OS X:
Search Brand Logo	

Catalog Attribute	Value
Catalog Name	
Catalog ID	
Catalog URL	
Refresh Interval	

VOD Service Attribute	Value
VOD Service Name	
VOD Service ID	
Search Brand ID	as above
Team Identifier	as above
Countries	
Availability URL	
Refresh Interval	

If an additional Search Brand, Catalog or VOD Service is needed please supply multiple tables.