

CMORE



TELLA



BOXER

We are June.

Experts on information logistics  
for the Media industry.

# Public Schedule

[john.brander@june.se](mailto:john.brander@june.se)

# Why Public Schedule (PS)?

- Created some 7 years ago by media houses TV4-gruppen (largest commercial broadcaster in Sweden) and SVT (Swedish Public Service)
- Created due to the lack of standard for EPGs demanding richer content
- TV-landscape started to change quickly and needed an agile data exchange format
- TV Anytime was evaluated but was deemed to be not suitable

# What is Public Schedule

- XML-based data exchange format
- Specifically designed for exchanging data between a broadcaster and a distributor
- Supports both linear and on demand operations
- Also supports use as internal data carrier in-house of a broadcaster or distributor
- The latest release adds Custom Properties to enable development and quick tests without going to the standardization group

# What is Public Schedule

- Free to use for all
- Free to participate in the development
- Agile approach, developed on demand

# How?

- Late 2015 changes were made on how to take PS further
- The founders suggested that PS should be better off held by an independent party, and asked June to take that role
- Now a community chaired by John Brander, June
- Last year saw 4 releases from the new community:  
4.1.0, 4.1.1, 4.1.2 & 4.2.0
- 4.2.1 will soon be drafted
- Development accessible for all on GitHub –  
<https://github.com/june-ab/public-schedule4/releases>

# Who supports PS?

- Broadcasters and content providers
  - TV4 Group
  - C More
  - SBS Discovery (Sweden)
  - SVT
  - Turner Nordics and Baltics
  - MTV (Finland)
  - MTG
  - Cirkus
- Distributors
  - TeliaSonera
  - TeracomBoxer
  - Canal Digital
  - Anvia
- Metadata, Service and Platform providers
  - June
  - Universum
  - TT
  - Bebanjo
  - Ericsson / Red Bee
  - TV.nu

# Who?

- Participants
  - TV4 Group
  - C More
  - SBS Discovery (Sweden)
  - SVT
  - MTG
  - TeliaSonera
  - TeracomBoxer
  - Canal Digital
  - ComHem
  - June
- Interested to participate
  - HBO Nordic
  - MTV (Finland)
  - PTS (Swedish Post and Telecom Authority)



# Pros and Cons

- Pros

- Specifically designed by developers at broadcasters, matching the datastructure usually found in the source systems (planning systems or similar)
- Therefore easy(ier) to implement and understand
- Agile and quick development in the commity (usually about two weeks from draft to release)
- Have enough momentum to become de facto standard in the Nordics
- Some data fields are specifically not defined by the standard, to widen the possibilites/flexibility (this does not exclude the possibility that we make a Nordig dialect which is more locked down)

- Cons

- Not a perfect structure, has some redundancy regarding duplication of series data
- Lacks some documentation
- Some data fields are specifically not defined by the standard, to widen the possibilites of agreement between sender and receiver

# History

## ■ 2015/2016 releases

- ratingList (reviews)
- userByte added to dvbGenre
- more than one sportsCategory
- nextEpisode
- specify that an event is of specific importance (highLightList)
- CheckSum is possible to supply for all delivered files, i.e. images, video and subtitles.
- more types of subtitles
- download rights (offline viewing)
- language code on the category/treeNode element
- Custom Attributes - All three main elements (content, event and material) now has support for custom attributes, meaning you can supply values in a more flexible structure than the current main elements.

# Future

- 4.2.1 release draft (Q4 2016)
  - Studio (rights owner)
    - To enable business logic based on very specific restrictions or wider rights based on who is the owner of a program (for example Warner Bros)
  - Stream source and landing pages
    - To enable link to a specific URL as stream source (valid for a specific time)
    - Landing page (URL) for a program (possibly also where the program could be streamed). PS currently supports an external reference, but this feature should probably be valid for a specific time, which means it probably belongs in the rights section.
  - More "roles" (for cast and credits)
  - Format (probably something similar as defined in the TV Anytime)

# Operations & Elements

- Two types of Operations
  - "Schedule" for linear broadcasts  
(may include catchup on demand rights)
  - "Publish" for xVOD (TVOD and SVOD) content
- Three data elements
  - Content
  - Event
  - Material

# Operations & Elements

- Content element
  - Traditional metadata for the program, such as title, synopsis, genres images etc. Content is used for both linear broadcasts and xVOD publishing
- Material
  - Material have technical metadata such as resolution, filename, available subtitling, audio tracks etc. Material also contains rights elements. Material is used for both linear broadcasts and xVOD publishing.
- Event element
  - Data for linear transmissions, such as when the program will be transmitted and on which channel. Event is not used for xVOD publishing.

Questions?

