Welcome to
NorDig metadata Workshop:

"NorDig common EPG/Event exchange file format and Rights management cross networks and platforms"

30th. November 2017
Copenhagen
by
NorDig EPG/Event metadata Group

1. **Welcome and presentation of participants**

2. **Why a NorDig common EPG/Event metadata exchange file format** / Peter Mølsted, Chairman
    > Background for the work in NorDig, the intension with a common exchange file format and the specification process

3. **The TVAnytime standard including NorDig requirements** / Jean-Pierre Evian, EBU - TVAnytime expert.
    > The concept of TVAnytime, structure and logic. Rights managements for live and On demand

4. **NorDig EPG/Event common metadata file format specifications** / Randi Volle, NRK
    > Reviewing NorDig guidelines, XML example files and Termslist

Lunch brake

5. **SVTs planned work regarding TVAnytime format** / Per-Håkan Wistrand, SVT
    > Challenges and benefits for a Broadcaster by implementing the NorDig metadata exchange format

6. **Implementation of TVAnytime as distributor** / Alex Jørgensen, Stofa
    > Challenges and benefits for a Distributor by implementing the NorDig metadata exchange format

7. **Questions and follow-up actions**

Workshop about TVAnytime (new updated version)
as
first NorDig common EPG/Event exchange metadata format,
supporting
NorDig requirement including rights management and cross platform distribution
for Live TV and VOD

- **Purpose of the Workshop** is to enable the industry to implement the TVAnytime format as NorDig metadata exchange format

- **It is the intension** that the NorDig / TVAnytime standard to be used widely between Nordic and Irish Content Providers and Media Operators/Network Providers and others worldwide

- **The Workshop is mean to help stakeholders** in the whole distribution chain, and are focusing on implementation of TVAnytime as NorDig common EPG/Event exchange file format

- **The NorDig EPG/Event metadata Group** will be able to help and support with expertise and know-how also in the future, as the NorDig will take care of maintenance and coming updates of the specification

The work with a NorDig common EPG/Event exchange metadata format was set in initiate based on an increased need for a common standard what should be possible to use both for classical broadcast linear TV service as well for OTT streaming services, catch-up and other non-linear content.

Basic criteria for a common NorDig metadata exchange format:

- It shall meet NorDig requirement of today and near future for EPG/Event metadata exchange for live and on demand services, both for broadcast and online distribution

- It shall cover both "free to air" services and program rights management

- To be either a standard format already used by the parties in the distribution chain / stakeholders or a format that is very simple to map up to

- It should not require significant changes in internal systems for the companies

- It should be an immediate benefit for all stakeholders to use

Work done, Comparison and Evaluation of the various solutions and candidates:

- Studied the various exchange formats used today in the NorDig countries and Ireland and what potential could work as a future NorDig exchange metadata format

- Studied the status on common EPG / Event metadata exchange formats in Europe, at DTG and EBU

- Terms and requirement list with the different used terms descriptions and field names developed to be able to compare and evaluate the metadata formats
  (Broadcaster and distributors currently use different names and terms)

- Functional requirements list describing basic requirements for a B2B Common EPG / Event interchange delivery file format

- Evaluated the Right management requirements from broadcasters and content providers today

- The candidates for a NorDig exchange format, TV-Anytime, PS4, XMLTV and EBUCore was compared and evaluated on 30 different items and functionalities

- XML examples / schema´s made of each of the candidate formats to compare the standards and functionality in detail to see if the standards covers all requirements listed in the comparison and evaluation document (eg. series, program image, right)

Metadata exchange formats used today in the Nordic countries and Ireland:

- TV-Anytime in different versions used to a large extent

- Public Schedule is widely used in Sweden (almost de facto standard)

- EBUCore are used for program exchange between Nordic public service broadcasters

- XMLTV are used by EPG / TV guide providers

- and there are used some own developed proprietary formats

Status for metadata exchange formats in Europe and activities at EBU:

- DTG / UK due not have a common metadata exchange format, but TV-Anytime are widely used

- German public services broadcaster and other are using the BMF format developed by IRT, and / or TV-Anytime

- EBU refer to EBUCore / Nordif3 and TV-Anytime

Comparison and Evaluation of the various solutions / candidates for a NorDig exchange format

- The candidates for a NorDig exchange format, TV-Anytime, Public Schedule, XMLTV and EBUCore was compared and evaluated on 30 different items and functionalities

- **EBUCore** is taken out as it is primarily an archive and program exchange standard for use by broadcasters
    - It is possible to meet the requirement using EBUCore but it will cost a lot of development

- **XMLTV** is taken out as is too pure a format to meet the requirements
    - Lacks structure for handling rights for lines and on demand and distribution to different devices
    - No formal organization behind XMLTV that can ensure a stable standard

- **Pro / con**, rating and evaluations of TV-Anytime and Public Schedule

TV-Anytime was agreed as NorDig metadata exchange format,
under the condition that TV-Anytime specification will be updated followering NorDig requirement including:
- rights management and
- distribution blocking
  (blocking: if no right for distribution on a platform eg. mobil)

Main arguments for choosing TV-Anytime and <u>not</u> Public Schedule:

- TV-Anytime is a ETSI standard well-established known and used internationally
- TV-Anytime CRID structure is a well-functioning system
- and TV-Anytime is complete documented

What and When:

- **NorDigT EPG/Event metadata subgroup started up 26.11.2015**
  The members of the subgroup represents the entire chain of stakeholders, broadcasters, distributors, data aggregator and experts in metadata standards, to ensure that we cover all interests

- **NorDig EPG / Event metadata Group** has specified NorDig requirements and evaluated candidates for a NorDig common exchange file format and come to the conclusion of recommend TV-Anytime file format for NorDig metadata exchange format

- **NorDig Technical Committee support** this recommendation,
  approved at NorDigT meeting 8th Dec 2016

- **NorDig Executive Committee final approved** the recommendation by NorDig Excom 9th. March 2017

- **NorDig EPG / Event metadata Group finalize** specification of NorDig TVAnytime updates including Rights management ready for the further process and approval in ETSI.

- **21th. September 2017 ETSI approved** (with no comments) the TV-Anytime new version updated with the NorDig requirements including program rights, and published it on the ETSI website and published at EBU TVAnytime website with information about the new updated version

- **NorDig metadata exchange format** specification v.1. expected to be realest start 2018

Extra slide

NorDig metadata exchange format - Comparison and evaluation list

No.	Item	No.	Item
1	Open standard	16	Device rights
2	Licence cost	17	Block Transmission
3	Maintenance of standard	18	Next Episode
4	Organisation	19	DVB genre
5	Documentation	20	Series
6	NorDig access	21	Episode
7	Implementation	22	Season
8	Handling update events	23	Link more information
9	Global identifier	24	Program image
10	NorDig EPG requirements	25	Season image
11	Broadcast services	26	Series image
12	Live tv, non broadcast	27	Series synopsis
13	VOD / On demand	28	Season synopsis
14	Download rights	29	Episode synopsis
15	Catch Up rights	30	Split programs