SCTE · ISBE

STANDARDS

## Digital Video Subcommittee

**AMERICAN NATIONAL STANDARD**

# ANSI/SCTE 224 2018r1

# Event Scheduling and Notification Interface (ESNI)

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# Introduction

## 1.1. Executive Summary

Video distribution is transitioning from Quadrature Amplitude Modulation (QAM) to delivery over Internet Protocol (IP) networks. These IP networks are delivering video content to subscribers via many distribution paths to many IP-connected devices, including mobile phones, tablets and game consoles for video content of all forms, including Video on Demand (VOD) and linear, live content.

Many QAM systems were developed to enable programmers to inform and affect the content delivery to subscribers. For example, during a regional sports blackout, a video provider may use an Integrated Receiver and Decoder (IRD) to provide alternate content to a unique geographic area serving a set of subscribers.

As distributors migrate to IP-delivered content, systems must be created to replicate the traditional functional systems in order to create a contiguous service capability between QAM and IP video delivery. Additionally, providers are also delivering single mezzanine quality feeds to the distributor. This requires the distributor to also replicate the functionality on the traditional delivery system.

## 1.2. Scope

This document defines the Event Scheduling and Notification Interface (ESNI), which is a web interface facilitating the transmission of event and policy information. ESNI provides a functional method for providers to communicate upcoming schedule or signal-based events and corresponding policy to distributors. This interface allows existing content distribution controls traditionally performed via manual control in IRD's by providers to be replaced with a programmatic interface (this standard). ESNI policy enables control of content distributed to audiences based on attributes of that audience including (but not limited to) geographic location and device type.

## 1.3. Benefits

ESNI can be used to communicate details regarding regional blackout/alternate content selection, market protection, or other content restrictions as they may relate to a defined audience. This method can also inform the distributor of other events such as advertising breaks and availability for digital ad insertion, network PVR record times and restrictions, or program information (i.e. improve accuracy of electronic program guide). Additionally, ESNI supports an audit method that allows the provider to query the status of policy execution and verify the execution result.

## 1.4. Intended Audience

Content Providers, Multi-Channel Video Program Distributors, TV Everywhere Providers/Distributors.

## 1.5. Areas for Further Investigation or to be Added in Future Versions

There are two areas for further investigation and potential future versions. One area would be providing the ability to verify the audiences accessible on the distributor execution platform. Another would be further definition, enhancement, and standardization of the metadata fields in this standard.