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S T A N D A R D S

Digital Video Subcommittee

SCTE STANDARD

SCTE 236 2017

Content Metadata

SCTE 236 2017

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140 Philips Road
Exton, PA 19341

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1. Introduction

1.1. Executive Summary

This standard defines the metadata typically required when a provider delivers on demand content to a distributor.

1.2. Scope

This standard describes the grammar needed to represent information pertinent to the distribution, presentation and consumption of multimedia content. In a normal use case, the metadata originates from a provider and is distributed to operators.

A set of files referenced in this document contains the XML Schema definition that *may* be used to validate XML documents purported to conform to this specification. This specification and accompanying XML Schema documents are the Point of Authority for compliance.

1.3. Intended Audience

This standard is written for providers and consumers of content and metadata. It can be used to acquire Live to On Demand content or file based On Demand content. It can also be used for guide data information.

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

It may be useful in the future to look at other metadata standards and attempt to unify key names and definitions. Some examples include EIDR, Schema.org and Movielabs metadata standards and specifications.

2. Normative References

The following documents contain provisions, which, through reference in this text, constitute provisions of this document. At the time of Subcommittee approval, the editions indicated were valid. All documents are subject to revision; and while parties to any agreement based on this document are encouraged to investigate the possibility of applying the most recent editions of the documents listed below, they are reminded that newer editions of those documents might not be compatible with the referenced version.

2.1. SCTE References

- [SCTE 35] SCTE 35 2016, Digital Program Insertion Cueing Message for Cable, Society of Cable Telecommunications Engineers (SCTE), 2016. (Also standardized as ITU-T Recommendation J.181).

2.2. Standards from Other Organizations

- [IETF BCP 47] IETF BCP 47, Tags for Identifying Languages, 2009, Internet Engineering Task Force.
- [ISO 3166] International Organization for Standardization, ISO 3166-1:2006. Code for the representation of names of countries and their subdivisions – Part 1: Country codes.
- [ISO 4217] International Organization for Standardization, ISO 4217:2008. Codes for the representation of currencies and funds.
- [RFC 1034] IETF RFC 1034, Domain names - concepts and facilities. P.V. Mockapetris. November 1987.