

Hollywood apps

Hollywood Target

Graphic User Interfaces

LocalMediaAssistant - GUI Application that assists a user to loading Graphic Ads onto their Hollywood field unit. Plans are to expand this application to load other media as well as they become better defined.

Screening Room - GUI Application that exercises the hardware in a Hollywood field unit. Normally used by Manufacturing or could be used by the Headend Tech for diagnostics. This application is also used to set the Hollywood field unit into a "ship mode".

Processes

Hollywood - An NT Service that runs on the Hollywood platform. Based on the Style and Layout (created by Storyboard) and the promotional philosophy (X52), can be any number of service or products offered. Currently the plan is to utilize this technology to create a new TV Guide Channel and Sneak Channel.

RxPod - An NT Service that runs on the Hollywood platform that receives network traffic from TxPod and which performs operations and saves files which it assembles from the network data.

SpotlightAgent - An NT Service that runs on the Hollywood platform which provides a means for monitoring other Hollywood components (Hollywood, RxPod, etc.) and transfers this information to a Backoffice Server through the backhaul using RAS.

UVLoggerService - An NT Service which provides a means for stored procedures in SQLServer to log messages to the NT Event Log. Used both on the target and on the BackOffice servers.

UVsetpas - A command line application that runs on the Hollywood platform which provides a means for changing passwords for user accounts and NT services.

Databases

now_showing - The primary database that the display engine uses for the TVG Channel. It is de-normalized and localized to the particular customer. Tour bus (step3) processing does a backup of on_stage and restore to now_showing.

on_location - Tour bus (step1) processes populate/update this normalized database with incoming tourist data from tour_stop. It is a repository that contains all the data needed to create a functional now showing.

on_stage - Tour bus (step2) processes populate this de-normalized database with localized information from on_location. This structure is identical to the now_showing

database. Once loading is complete, tour bus (step3) processing does a backup and restores as now_showing.

persistent_data - A persistent storage of information. This database never gets dropped or restored over. Customers Graphic Ads and incremental screenplay generation metadata are types of data stored in this database.

process - Contains critical tour bus processing. This is where it all starts (key_grip, usp_bus_arrives, and the bus_queue table).

spotlight - Collection of information for backhaul into home-site server. Event logging and media inventory are examples of information that is stored for RAS transmission to the backoffice.

tour_stop - Initial landing place for all buses. This database arrives via notification from RxPod and is restored as tour_stop. Tourists on board are contained within a passenger list that is processed as they exit the bus.

Directory Information

d:\incoming - Directory where all incoming file transmissions are placed until all of the file has arrived. They will then be moved to their destination. If only a partial file is received, there will be a .frags file there as well as the original file.

d:\medialaudio - TVGuide source audio files for local audio playback. Includes audio for graphic ads.

d:\medialcustomerimages - Customer supplied graphic ad inventory.

d:\medialimages - TVGuide sourced images that are used by the Hollywood display engine. Includes media used by Storyboard for defining the look and co-branded logo's, etc.

d:\medialvideo - TVGuide sourced video files for local video playback. Includes default video files.

d:\memstatfiles - Memory statistics file for Hollywood. HW_MemStat.txt

d:\mssql\backup - Upon successful reception, RxPod places tour bus files here for local processing. They are processed and removed from the file system.

d:\tools - Command files and other utilities. Includes fixras.cmd

Hollywood BackOffice

Graphic User Interfaces

Curtain Call - GUI application that allows one to remotely diagnose and fix problems on a Hollywood Target. With it, you can run queries against the target's databases, control

the services, map network drives, view event logs, edit the registry, and even reboot the target in extreme circumstances. The program requires RAS to be installed as well as a modem on the user's PC. Dial up numbers as well as other supporting information is read from entries made in the Studio application.

Regional Ads - GUI application that supports the creation of national ads with regional tagging. Information can be loaded from an existing spreadsheet that greatly simplifies the process.

Storyboard - GUI application that defines the look (Style and Layout) of a service (Channel, Sneak, etc.) running on a Hollywood platform.

Studio - GUI application that contains two primary functions. The Configuration editor is used to maintain customer-requested configuration settings for the TVG Channel. Examples include local avail options, scroll speed, and data view settings. The Tour Console and Transmission Monitor are used for data delivery and communication to the field unit. It manages things as the daily "blast off" and software updates.

Vault - GUI application that provides a single interface for the entry and maintenance of media related information. It supports multiple products, file formats, and customized task flow. It stores data relating to video, audio, images, raw media, encoded, digital files, etc. The actual media is stored on the HSM.

VBatch - GUI application that creates batch files for the encoders based on a media list/prelog. Enhanced to support the vault database.

x52 - GUI application that provides an automated process for selecting promotional material to be displayed on our video-based products. A product-specific screenplay (script) is generated by selecting clips from the mediaplay (list of media available to the product) that best fits pre-defined format templates. These templates are defined within the GUI, and are commonly referred to as the "format" (hour). x52 also contains many useful reporting tools.

Processes

Golden Eye - Collects information on ancillary information for delivery and automated processing by LASER; the accounting system. It will gather information on any configuration properties in Studio that are setup for billing.

Imagine - An NT service application that reads and writes binary files into the database. This process allows database code/structure changes to happen on the target unit. The

now_showing and on_location tourists load their structure onto a bus that is going to be delivered to the targets.

Spawn - An NT service application that allows multi-threading of stored procedures. This functionality is used by a tourist to simultaneously execute many steps, decreasing the time it takes to load the passengers on the bus.

Spotlight Manager - An NT Service that runs on a Backoffice Server which monitors the backhaul database (Spotlight) and performs HP Openview traps and instigates other self correcting processes on behalf of the field units dialing in. - <redacted>, No source safe directory yet, brand new development started.

Tour Bus Delivery - BackOffice processes that consist of DTS packages, jobs, and many stored procedures that work together to deliver all data to the target machine.

TxPod - An NT Service application that runs on a Backoffice Server or dedicated transmission computer which sends data from the back office, where data has been entered and manipulated, to the field machines, where it is displayed (comparable to the data trains from the Amigas or Barker). The transmission is completely network based;

except for the immediate connections to and from the satellite components of the system. All data is in the form of network traffic.

UVLoggerService - An NT Service application that provides a means for stored procedures in SQLServer to log messages to the NT Event Log. Used both on the target and on the BackOffice servers.

XmitReplication - An NT Service application that is responsible for synchronizing the teleporter database on the backoffice server with the identical database on the transmission computer that TxPod uses for transmission.

Databases

curtain_call - Database contains tables and stored procedures to enable the remote target diagnostic functionality in the GUI application Curtain Call.

grid_stage - Grid information is staged in this database from the bridges to the source systems Prism and Apollo. This data pull is made in the Grid Tourist Update step. Upon successful completion, this data is loaded into the database studio.

local_media_assistant - This database contains the text needed for multi-lingual support in the Media Assistant GUI application that runs locally on the target. It currently supports English, Spanish, and French.

media_text - This database is used to source the Regional Ads backoffice application data. All text for national ads with regional tagging is stored here.

ncs_feed - This database is used as a feed to support the current legacy TVG Channel. Data can be input once into the vault and loaded programmatically into the NCS database.

now_showing - Contains the denormalized table structures and stored procedures that Target processes utilize. This database serves as the model for the local database. Target machine structure changes are enabled by a now_showing tourist.

persistent_data - This database servers as the model for the local database of like name. Customers Graphic Ads and incremental screenplay generation metadata are types of data stored in this database. Structure only on the backoffice server.

promo_phil - This database is used to source the promotional philosophy definition and rules that are created with the x52 GUI application.

spotlight - This database stores information that is delivered from the target machines via the backhaul process. From here analysis can be done to take automatic corrective action, provide advertising affidavit reports from the projectors, etc.

storyboard - This database is used to source the visual design, look and feel, of one or many products. Packages can be established to support different looks for the various Hollywood products.

studio - The Studio database is used to source the product specific configurations that are entered through the Studio GUI. It also contains stored procedures, tables, and jobs that enable the data gathering and submittal for transmission to the target machines.

studio_stage - This database is identical in structure to studio, but lacks the volume of data. It contains only the operational data needed to support the product. Studio_stage is populated from Studio in the stage step of each of the tourists.

teleporter - This database is used for all transmission requests. Data is replicated between the backoffice and transmission computers via the XmitReplication process.

tour_bus - This database is a template that is used for data transmission requests via the tour console in the Studio GUI application. Tourists get on the bus via the load step of each of the tourists. Tour_bus_xxx is an instance of the tour_bus template. The on_loc tourist will use the tour_bus template to get structure and stored procedure changes to the target (on_location database). Most of the stored procedures that control the tourists on the target database are contained in the tour_bus template.

vault - This database is used to source the meta data about all media items. Video, audio, and images across all products are equally supported. The actual physical files are stored on the HSM.

Production Servers

dreamworks - backoffice server in Tulsa

denverTXa - Primary transmission computer in Denver

denverTXb - Redundant transmission computer in Denver

projector_den_a - Primary projector in Denver. The national feed.

projector_den_b - Redundant projector in Denver