

# HOW VIDEO SELECTION WORKS ON PREVUE

The purpose of this document is to:

- \* provide understanding of why we want certain features and how to make it occur.
- \* provide understanding so that customer complains and problems can be fixed easily.

## **VIDEO SELECTION FEATURES on 4.1:** 6 situations

### **1 \* Pre-promote specific networks** (HBO, CNN etc.)

This is stuff we have been doing for a long time. The traffic coordinator selects a code for the network (HBO\* for instance) and the video is available to all the boxes that have a string match of that source (HBOE01, HBOW01)

### **2 \* Pre-promotion of special big events**

The traffic coordinator selects the SBP\* (Special big promotion) code and the video is available to all the boxes that have a string match of that source. Operations gives each box that is to see that promotion a dummy source in their lineup that allows the source to match. The source is masked out of the scroll and serves only to capture the SBP videos.

### **3 \* Pre-promotion of titles for pay-per-view movies**

Pre-promotion of pay-per-view titles is handled in exactly the same way as regular network pre-promotions. A source has to match the string the traffic coordinator uses. For example Y\* matches YR1001,YRC001&YV1001. Because the box only holds current data, the box has no way of knowing if a 'cherry picker' is going to receive a given title. Therefore 'cherry pickers' **CAN NOT** get pre-promoted unless their source name is used explicitly.

### **4 \* Day-of promotion of network titles**

They will work just as they do now, except all day-of promotions are required to have a title string match sometime during the day. This means that any promotion that is date specific going to a box with a channel lineup but no program strings will not show.

### **5 \* Day-of promotion of titles for pay-per-view movies**

4.1 will allow the traffic coordinator to use the special PPV code. No source string matches are required. The box knows which sources are available by the source type (the PPV bit). This means that the PPV code can access the sources YR1001,YRC001,PLB003, or 185994 (cherry picker source) and if there is a title match anytime during that day the video will be available.

### **6 \* Day-of promotion of titles for pay-per-view special events**

4.1 will allow the traffic coordinator to use the special SBE code. No source string matches are required. The box knows which sources are available by the source type (the PPV bit) just like the

PPV code used for regular pay-per-view titles. The only difference between this and the PPV code is that the SBE will allow the video to be available if the title has been found in a timeslot after the current one (NOT just anytime during the Julian day like the PPV code). This means that the SBE code can access the regular sources YR1001,YRC001 etc. and cherry pickers alike

**WHICH SIDE WILL SHOW?**

| Primary source available | Secondary source available | Side Shown   |
|--------------------------|----------------------------|--------------|
| No                       | No                         | Default Logo |
| No                       | Yes                        | Secondary    |
| Yes                      | No                         | Primary      |
| Yes                      | Yes                        | Primary      |

'Source available' means for the 3 pre-promotion situations (1-3) that the code the traffic coordinator uses matches a source in the boxes channel lineup (HBO\* matches HBOW01) and the video suppress flag for that source is not set.

'Source available' means for the 3 day-of promotion situations (4-6) that the source has to be available AND a title has to match. How the source matches and how the title matches is what discerns the 3 situations. In all 3 the video suppress flag for that source must not be set and the title must be present and in a timeslot that is not masked off.

'Source available' means for the day-of promotion of network titles situation (#4) that the code the traffic coordinator uses matches a source in the boxes channel lineup (HBO\* matches HBOW01) AND the title was found sometime during the Julian day

'Source available' means for the day-of promotion of pay-per-view movies situation (#5) that the traffic coordinator used the PPV code AND the box had a source of the PPV type AND the title was found sometime during the Julian day

'Source available' means for the day-of promotion of pay-per-view special events situation (#6) that the traffic coordinator used the SBE code AND the box had a source of the PPV type AND the title was found in a timeslot after the current one.

In Boolean the complete logic is:

$$\text{Avail} = !S (! (P+B)M+(P+B)V) (!E+E!D+ (!BF+Bf) EDTK)$$

where: ! = logical NOT, + = logical OR, and EDTK= E AND D AND T AND K etc. and the binary variables are:

- S = Suppress videos on top flag (The Top-exception bit) set (Operations)
- V = source type is Pay-per-view. (Operations)
- K = timeslot mask set during the time that the string is found (Operations)
- M = source match found (Both)
- P = PPV code used (traffic coordinator)
- B = SBE code used (traffic coordinator)
- E = a time dependent ^E command is used (traffic coordinator)
- D = date match of ^E command (traffic coordinator)
- T = title present (traffic coordinator)
- F = title found sometime during the Julian day (search whole day) (Both)
- f = title found (search from current slot) (Both)

The 6 situations reduce nicely to:

|     |                                                 |                    |
|-----|-------------------------------------------------|--------------------|
| 1-3 | Pre-promotion                                   | Avail = !S M       |
| 4   | Day-of promotion of network titles              | Avail = !S M F T K |
| 5   | Day-of promotion of pay-per-view movies         | Avail = !S V F T K |
| 6   | Day-of promotion of pay-per-view special events | Avail = !S V f T K |