

# Welcome to Wurl!

We're excited to start working with you.



Thanks for your interest in distributing your programming on Wurl's TV Channels.

## Building Your Library

Let's get going! The first thing we need to do is start building your programming library within Wurl. There are a couple of ways to do it:

- 1) **MRSS Feed.** This is the easiest way for us to receive your catalog. We simply connect to the feed and pull all the videos and metadata we need. Voila!
- 2) **File Delivery.** If an MRSS feed is not the easiest option, you can send us video files, along with a little metadata. Some delivery options include:
  - a) S3 bucket transfer
  - b) Dropbox or Google Drive
  - c) Aspera, Signiant or similar
  - d) Hard Drive
  - e) Other? We'll figure it out with you!

We want this first step to be as easy as possible, so once you identify which method of delivery is best for you, we'll coordinate credentials and delivery locations to make the handoff.

## Media Specs

Once we start building your programming library, we'll be on the lookout to see if your assets have these key parts:

- 1) **Media Files.** The actual video files.
- 2) **Thumbnail or Artwork Files.** The associated image files.
  - a) The image files for each video or episode
  - b) If your content is in a Series, the artwork for the Series
- 3) **Metadata.** The basic information about each video in your library.

Up Next, we have some important information about the Metadata We Need, Recommended Video Formats, and MRSS Feed Specifications. So, stay tuned for more.

# Metadata We Need

There is a basic set of metadata we need to make your programming sparkle in Wurl. We always love to get more than the minimum when it comes to metadata, so if you are using a CMS and can export additional information, let's check it out and see what we can do with it.

If you are using an MRSS feed to deliver the content to us, the metadata will be contained in the feed itself. We'll review it and coordinate any adjustments.

If you are using File Delivery, you can put the metadata into an Excel or CSV file and include it with the media files. In the Excel or CSV file, we need:

Field	Description
Title	<b>Required</b> :: the Title of the video or episode, usually displayed to the viewer on the playout platform
Description	<b>Required</b> :: the description of the video or episode, usually displayed to the viewer on the playout platform
Video Filename	<b>Required</b> :: the <b>EXACT</b> filename of the video file for the asset. Our automation uses this to link the asset components together. If it's not exactly correct, the content will fail to register with Wurl
Artwork Filename	<b>Required</b> :: the <b>EXACT</b> filename of the artwork or thumbnail file for the asset. Preferred format is JPG in a 16x9 aspect ratio at a size of 1920x1080 pixels or larger
Keywords	Optional :: used for searching for content in Wurl, may be made available to distribution platforms for use in their search tools
Series Name	Optional :: the name of the series if the video is part of a series
Season Number	Optional :: the season number if the video is part of a series
Episode Number	Optional :: the episode number if the video is part of a series
Series Artwork Filename	Optional :: the <b>EXACT</b> filename of the artwork or thumbnail file for the series if the video is part of a series. Preferred format is JPG in a 16x9 aspect ratio at a size of 1920x1080 pixels or larger

# Recommended Video Formats

Our goal is for you to have the highest quality version of your video library to work with in Wurl. We'll handle any transcoding or reformatting required to distribute your programming where it needs to go.

"Preferred" indicates our recommended formats, it's best if you meet or exceed these levels  
"Supported" indicates the minimum recommended formats and levels. Video files that do not meet these levels may have noticeable quality issues when your programming airs.

Content Format	Description
Video	MP4 or MOV container  Preferred: HD 1080p, h.264, High profile, 4.1 Supported: HD 720p, h.264, Main profile, 3.0  * No Edit Lists * Closed GOP, 1 second long * Chroma subsampling: 4:2:0
Aspect Ratio (16:9)	Preferred: 16:9, 1920x1080 Supported: 16:9, 1280x720  * Wurl distributes to 16:9 aspect ratio players. Other aspect ratios will be processed and black bars will be added on the left/right (pillar boxes) or at the top/bottom (letter boxes) to make a 16:9 ratio on playout
Video Frame Rate	Preferred: 29.97 fps or 30 fps Supported: 24, 25, 30, 48, 50, 60fps  * Keep the frame rate in the format in which it was recorded * Interlaced content should be deinterlaced if possible
Video Bit Rate	Preferred: 1080p at 15 Mbps (or higher) Supported: 720p at 3 Mbps, 1080p at 6Mbps
Audio	Preferred: AAC, AAC-LC Supported: Mpeg Audio, PCM 16-bit
Audio Setting	2-channel stereo
Audio Sample Rate	48 Khz, 44.1 Khz
Audio Bit Rate	Preferred: Stereo at 384kbps Supported: Stereo at 128kbps (or higher)
Audio Level	Keep your audio below 0db. Overall audio level should normalized between -10db to -20db.

# MRSS Feed Specifications

The easiest way to start building your program library within the Wurl Platform is by delivering videos via an MRSS feed. You can send either one feed per series or one feed with all the videos that you would like to program, what we like to call a “firehose feed.” As they are pulled into the Wurl Platform, we will transcode your videos so that they’re available to schedule.

It’s best to validate your feed using a tool like [feedvalidator.org](http://feedvalidator.org) before sending it to us. That will help ensure that it will work as we expect .

Here are the technical details on our recommended MRSS feed structure:

Elements in `<channel>` section of your syndication feed:

Element	Description
<code>&lt;title&gt;</code>	<b>Required.</b> Title of your video series. Recommended length 50 characters or less.
<code>&lt;description&gt;</code>	<b>Required.</b> Brief description of your video series. Recommended length 200 characters or less.
<code>&lt;link&gt;</code>	<b>Required.</b> URL of your website or app. (Required for feed validation, but not used by Wurl)
<code>&lt;pubDate&gt;</code>	<b>Required.</b> Date and time of last feed update in RFC-822 date-time format.
<code>&lt;media:keywords&gt;</code>	<b>Required.</b> Highly relevant keywords describing your feed with typically a maximum of 10 words. The keywords and phrases should be comma-delimited. Keywords are used by Wurl search APIs.
<code>&lt;image&gt;</code>	<b>Optional.</b> URL of a thumbnail image (or “cover art”) to be associated with your video series or movie. See the Metadata We Need page.

The `<channel>` section of the feed should contain multiple `<item>` groups, one for each video.

Elements in `<item>` section of feed:

Element	Description
<code>&lt;title&gt;</code> or <code>&lt;media:title&gt;</code>	<b>Required.</b> Title of the video. Recommended length 50 characters or less.
<code>&lt;description&gt;</code> or <code>&lt;media:description&gt;</code>	<b>Required.</b> Brief description of your video. Recommended length 200 characters or less.
<code>&lt;pubDate&gt;</code>	<b>Required.</b> Your video's release date and time in RFC-822 date-time format.
<code>&lt;media:content&gt;</code>	<b>Required.</b> The URL of a high-quality encoding of your video asset. See the Recommended Content Formats page.  Include your video's duration in seconds and as much metadata about the video you have available using the attributes described in the MRSS specification.
<code>&lt;media:keywords&gt;</code>	<b>Required.</b> Highly relevant keywords describing the video. Recommended limit of 10 keywords or phrases. The keywords and phrases should be comma-delimited. Keywords are used to search and find content within Wurl and may be sent to distribution partners for search or display within their platforms.
<code>&lt;media:thumbnail&gt;</code>	<b>Optional.</b> URL of a thumbnail image to be associated with your video. See the Metadata We Need page.
<code>&lt;guid&gt;</code>	A string that uniquely identifies the item, may be an alphanumeric string or a URL.
<code>&lt;media:category scheme="urn:iab:categories"&gt;</code>	Specify a category for your video using the IAB Content Category taxonomy. The categories are documented in the <a href="#">IAB's OPENRTB API Specification Version 2.1</a> .
<code>&lt;media:credit&gt;</code>	Notable entity that contributed to the creation of the media object. May include actors, producers, studios, etc. <a href="#">More...</a>
<code>&lt;media:copyright&gt;</code>	Copyright information for the video. <a href="#">More...</a>

## Web Series MRSS Example:

```
<?xml version="1.0" encoding="UTF-8"?>
<rss version="2.0" xmlns:media="http://search.yahoo.com/mrss/"
xmlns:atom="http://www.w3.org/2005/Atom"
xmlns:wurl="http://api.wurl.com/wurlrss/1.0">
  <channel>
    <atom:link href="http://mysite.com/rss/my-series.rss" rel="self"
type="application/rss+xml"/>
    <title>MySite: Gaming Channel</title>
    <description>Latest gaming videos from mysite.com</description>
    <link>http://www.mysite.com</link>
    <image>
      <url>http://mysite.com/thumbnails/series-1.png</url>
      <title>MySite: Gaming Channel</title>
      <link>http://www.mysite.com</link>
    </image>
    <pubDate>Mon, 18 May 2015 18:56:21 +0000</pubDate>
    <media:keywords>kitty, cat, big dog, yarn, fluffy</media:keywords>
    <wurl:series>
      <wurl:officialTitle><![CDATA[Gaming Channel]]></wurl:officialTitle>
      <wurl:startYear>2011</wurl:startYear>
      <wurl:season>
        <wurl:seasonNumber>3</wurl:seasonNumber>
        <wurl:seasonTitle>Point and Shoot</wurl:seasonTitle>
      </wurl:season>
      <wurl:studio>GamingGalore</wurl:studio>
    </wurl:series>
    <item>
      <guid>http://mysite.com/videos/456.mp4</guid>
      <title>Gaming video Y</title>
      <description>A walk-through of the new Y game</description>
      <pubDate>Mon, 18 May 2015 18:56:21 +0000</pubDate>
      <!-- duration in seconds -->
      <media:content url="http://mysite.com/videos/456.mp4" type="video/mp4"
        medium="video" duration="120" lang="en" fileSize="12216320"
        bitrate="128" framerate="25" samplingrate="44.1" channels="2"
        height="200" width="300"/>
      <media:keywords>gaming y</media:keywords>
      <media:thumbnail url="http://mysite.com/thumbnail/video-456.png"
```

```
width="320" height="180"/>
<media:category>gaming</media:category>
<media:category scheme="urn:iab:categories"
label="Video and Computer Games">IAB9-30</media:category>
<wurl:episode>
  <wurl:officialTitle><![CDATA[Gaming video Y]]></wurl:officialTitle>
  <wurl:seasonNumber>3</wurl:seasonNumber>
  <wurl:episodeNumber>2</wurl:episodeNumber>
  <wurl:firstAired>Sun, 17 Apr 2011 00:00:00 +0000</wurl:firstAired>
</wurl:episode>
<wurl:cuepoints>39,91</wurl:cuepoints>
</item>
<item>
  <guid>http://mysite.com/videos/123.mp4</guid>
  <title>Gaming video X</title>
  <description>A walk-through of the new X game</description>
  <pubDate>Wed, 1 Apr 2015 18:56:21 +0000</pubDate>
  <!-- duration in seconds -->
  <media:content url="http://mysite.com/videos/123.mp4" type="video/mp4"
medium="video" duration="120" lang="en" fileSize="12216320"
bitrate="128" framerate="25" samplingrate="44.1" channels="2"
height="200" width="300"/>
  <media:keywords>gaming x</media:keywords>
  <media:thumbnail url="http://mysite.com/thumbnail/video-123.png"
width="320" height="180"/>
  <wurl:episode>
    <wurl:officialTitle><![CDATA[Gaming video X]]></wurl:officialTitle>
    <wurl:seasonNumber>3</wurl:seasonNumber>
    <wurl:episodeNumber>1</wurl:episodeNumber>
    <wurl:firstAired>Sat, 16 Apr 2011 00:00:00 +0000</wurl:firstAired>
  </wurl:episode>
  <wurl:cuepoints>39,91</wurl:cuepoints>
</item>
</channel>
</rss>
```