

# Welcome to Wurl!

We're excited to start working with you.



## 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.** We simply connect to the feed and pull all the videos and metadata we need. Voila!
- 2) **File Delivery.** You send us a list of your videos along with the media files and we ingest them into Wurl. Some delivery options include:
  - a) SFTP (preferred)
  - b) S3 bucket transfer
  - c) Hard Drive
  - d) Other? We'll figure it out with you!

Once we coordinate the delivery method, we'll send over credentials and delivery locations where we can 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) **Metadata.** The basic information about each video in your library.
- 3) **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

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

# Recommended Video Formats

Our goal is for you to have the highest quality version of your video library to work with in Wurl.

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

Content Format	Description
Video	<p>MP4 or MOV container</p> <p>Preferred: HD 1080p, h.264, High profile, 4.1 Supported: HD 720p, h.264, Main profile, 3.0</p> <p>* No Edit Lists * Closed GOP, 1 second long * Chroma subsampling: 4:2:0</p>
Aspect Ratio (16:9)	<p>Preferred: 16:9, 1920x1080 Supported: 16:9, 1280x720</p> <p>* 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</p>
Video Frame Rate	<p>Preferred: 29.97 fps or 30 fps Supported: 24, 25, 30, 48, 50, 60 fps</p> <p>* Keep the frame rate in the format in which it was recorded <b>* Interlaced content must be deinterlaced</b></p>
Video Bit Rate	<p>Preferred: 1080p at 15 mbps (or higher), 720p at 9.5 mbps (or higher) Supported: 1080p at 6 mbps, 720p at 3 mbps</p>
Audio	<p>Preferred: AAC, AAC-LC Supported: PCM 16-bit</p> <p><b>* All content must have an audio track</b></p>
Audio Setting	2-channel stereo
Audio Sample Rate	<p>Preferred: 48 Khz Supported: 44.1 Khz</p>
Audio Bit Rate	<p>Preferred: Stereo at 384kbps Supported: Stereo at 128kbps (or higher)</p>
Audio Level	<p>All audio levels must be below 0db. Overall audio level should normalized to -24db.</p>

# File Delivery

File Delivery allows you to upload video files as *packages* to Wurl. The way to think about it is that you are sending us everything we need to create an asset.

An Asset Package is a collection of components (video file, artwork, closed captions, metadata) whose relationships are defined in a CSV metadata sheet. This allows Wurl's automated workflow to create corresponding assets for each video file.

## Components of an Asset Package

- Video File (**Required**)
- Metadata File (**Required**)
- Asset Artwork (Optional)
- Series Artwork (Optional)
- Closed Caption (Optional)

## Submitting Metadata

The metadata you provide drives the ingestion process. The more precise you are with the template we provide, the quicker your content will flow through, and the sooner it will be available for you to program.

Also, the more metadata you provide, the more robust the search and programming experience becomes within the Wurl Platform. Any additional metadata you provide upon ingest allows you to expertly navigate the Platform to find exactly what you need.

The metadata must be provided in a **CSV file**. We currently don't support XLS or Google Sheet formats.

To start, download the [Wurl File Upload Metadata template](#) and complete the necessary fields as well as any additional fields as defined below:

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.  Filenames must <b>not</b> include spaces or special characters.
Artwork Filename	Optional :: 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	<b>Required</b> :: the name of the series if the video is part of a series, alternatively a category or genre of the content. This will tag the videos so that they are easily found in Wurl
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
Closed Caption File Name	Optional :: the <b>EXACT</b> filename of the closed caption file for the asset
Ad Markers	Optional :: timecodes within the video file where you wish for the content to break and an ad marker to be placed ( <i>format: 00:00:00.000</i> , separate timecodes by a comma)
Is Ad?	Optional :: indicates that the asset itself is an advertisement. If it is, mark field as "yes"

## Uploading Your Packages

Uploading your packages is done via SFTP. For this process to run properly and your assets to appear on the Wurl Platform, please double check your CSV to make sure all fields are filled out correctly and each listed filename is 100% accurate.

- 1) Download a file transfer application like FileZilla
- 2) Locate the email you received from Wurl containing your SFTP credentials: Host, Username, Password
- 3) Once connected, you'll see your "Uploads" folder appear. This folder is the bridge between your local storage and the Wurl Platform
- 4) Drag your all your asset package components (including its metadata CSV) into this folder to begin uploading your files. Upload all assets in either no folder at all or in a single folder (no folders within folders).
- 5) Be sure to upload your metadata CSV and all corresponding assets via SFTP and to include **every** asset listed in the CSV, *no more and no less*.
- 6) You're all set! So long as there are no errors, your assets will appear on the Wurl Platform within 6 hours.

Again, **all files** (video files, closed captions, CSV metadata sheet, etc) are uploaded via SFTP and **every** file listed in the CSV must be uploaded. If you'd like to send us your files some other way, we'd be happy to accommodate, simply reach out to [contentops@wurl.com](mailto:contentops@wurl.com).

# 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>

```