

Second Screen

An Application of Timed Metadata



Why did we connect 'subtitles' and 'timed metadata'?

Subtitles (captions in the USA) are a targeted form of 'Timed Metadata' - In fact, subtitles in their simplest form contain text which is timed to video.

So, subtitle preparation and management tools are very suitable for preparing metadata other than subtitles which needs to have an association to media time.

In this POC, we have used XML snippets in place of the subtitle text.

Second Screen Proof of Concept

The demonstration shows the application of Screen's product suite to a generic end-to-end Second Screen Proof of Concept .

Products used include:

- WinCAPS Quantum for Timed Metadata preparation
- Polistream for Timed Metadata playout
- Plasma Gold for Metadata transform
- Plasma Gold for Content management
- Plasma Gold for Content Publishing

The demo highlights just one possible application of these products in the Timed Metadata domain; there are many other applications...imagine the possibilities!

'now' information

`<content type="now" prog="NewYork3"/>`

This metadata tag triggers the change of the left hand panel Plasma Gold script moves previous content down

'advert' information

`<content type="advert" product="MediaMate"/>`

This metadata tag triggers the change of the bottom panel

Second Screen - POC Description - Output



'bio' information

`<content type="bio" name="NewYork3b"/>`

This metadata tag triggers the change of main panel

'text' information

`<content type="text" >`

Fifty People New york poses the question 'Before the end of the today, what would you wish to happen' `</content>`

This metadata tag triggers the change of the text below the main panel

POC description - Inputs

For the POC we are using a Cinegy Air playout engine (big thank you to Cinegy for the loan) to playout Video/Audio content as DVB over IP, and to automate Polistream. The demonstration is a looping fully scheduled channel consisting of 10 programme parts separated by simulated 'advert' breaks.

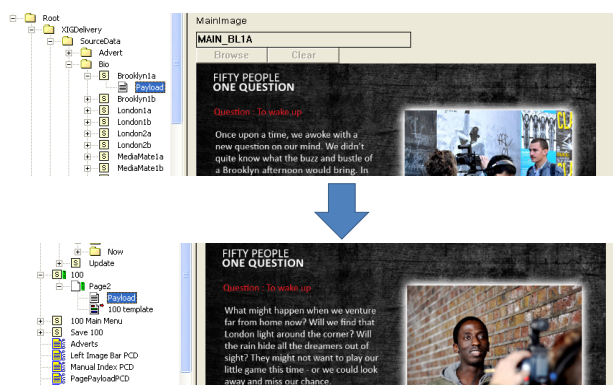
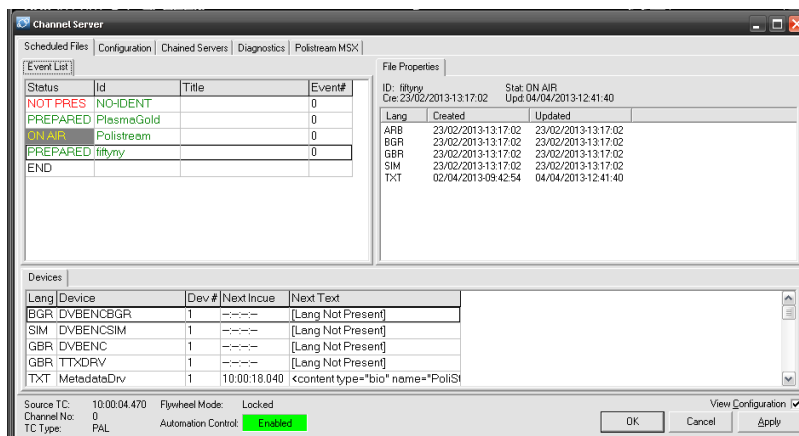
For each programme part and advert, web content was prepared (in this case sets of images), and put into Plasma Gold.

For each programme part and advert, a timed metadata file was prepared using WinCAPS Quantum (as a subtitle file).

Example metadata content:

```
<content type="now" prog="Brooklyn1"/>
<content type="bio" name="Brooklyn1a"/>
<content type="text">
Fifty People Brooklyn places the
question 'Where would you wish to
wake up tomorrow'
</content>
<content type="bio" name="Brooklyn1b"/>
```

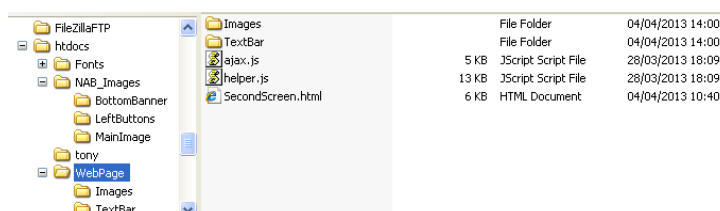
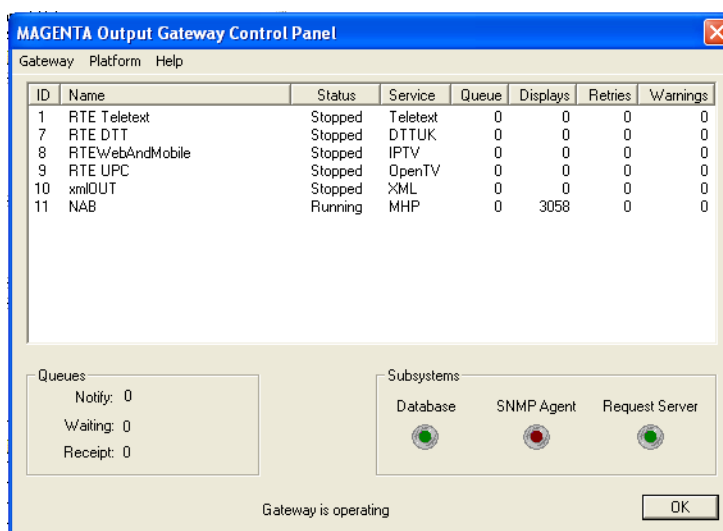
Playout



Publishing

The XML provided to Gold, along with the script, copies relevant content from pre-prepared content slots in Gold, into an 'onair' slot in Gold.

This results in the new content being published on the output, which could be Web Output, HBBTV, XML, MHEG-5, MHP, Mobile web, teletext, Open TV, or other publishing schemes.



Client

For the POC, the output is a simple web page. This is designed for display on tablets, but works equally well in PC browsers.

The browser is polling a very small file on the web page every 2 seconds to trigger updates in this simplistic scenario.

