



ANNEX

REQUIREMENTS FOR THE INCORPORATION OF THE CONTENT CATALOG INFORMATION IN MOVISTAR+

The incorporation of the content catalog in the Movistar+ VOD service has been structured based on the detailed information of the contents. This information will be associated with the promotional graphic material and the footage link its publication on the platform.

1) Contents information

In order to inform about the VOD content catalogue, TAD has designed a tool for the exchange of information, an XML file format. The editor will implement the tool structure and composition and will load all the information from the content catalogue to Nube, the TAD Content Management System.

The tool includes all the necessary metadata to manage the catalogue. It connects the description from the editorial areas of the content with the information about rights and validity, available video formats and data that link the content with the footage for its publication/broadcasting.

a) Metadata Content Information

NUBE contains the editorial information of each content in order to identify each event uniquely. To do this, there is a metadata relationship that allows an exhaustive description of each content.

The metadata list about a editorial content includes:

- Original title.
- Complete Spanish title .
- Genre / subgenre, following the TAD classification.
- Length (hh:mm format).
- Age classification, following the current classification at that time.
- Production year.
- Nationality.
- Director (if fiction).
- Interpreters (if fiction).
- Other resources (host, guests, director, composer, producer, etc.).



- Short content description (around 150 words) in Spanish. In case of serial content for Series, Season and Episode.
- Long content description (around 500 words) in Spanish. In case of serial content for Series, Season and Episode.
- Chapter/episode number (in case of serial content).
- Chapter/episode title (in case of serial content).
- Season (in case of serial content).
- Available languages (if the event contains one or more languages different from Spanish).
- Sound (mono, stereo, dolby 5.1 etc.).
- Subtitles (whether analog, electronic or for auditory disabled).
- Tags (keywords that describe exactly the content, in the sense of categorization, classification, semantic note or reference).

b) Rights and validity about Metadata Content Information

- Start date/time of the catalog validity.
- End date/time of the catalog validity.
- Definitive end date for output of catalog content.
- Video length.
- Version.
- Video format.
- Audio 1.
- Audio 2.
- Subtitle 1.
- Subtitle 2.
- Media Id / Video file.
- Original versión.
- Source video format.

2) Content promotional artwork

The editor will provide quality graphic material well documented and identified of every catalog content. In particular, in the case of SERIES, the editor must provide representative images of each SEASON and each EPISODE.

Images must comply with the following format specifications:

- Horizontal cover:	1920 x 1080 JPG
- Vertical cover:	1200 x 1800 JPG
- Horizontal fanart tv:	3840 x 2160 JPG (2-3Mb max)
- Mobile fanart:	1440 x 2986 JPG (3Mb max)



The images quality will be also attended, not only for the required formats but also for the appropriate artistic and/or aesthetic parameters in order to ensure the correct content identification.

The covers must have the Title of the Content in Spanish.

All graphic material provided shall be valid for royalty-free reproduction and must be perfectly documented to avoid any confusion about its content (editor name, program title; editorial identification).

On the other hand, any mention about copyrights to be respected by TAD and/or TELEFÓNICA must be duly identified.

The nomenclature of the files must have the following structure:

CO_TIPO_FOTO	TIPO	ORIENTACIÓN	CONTENIDO	NOMENCLATURA FICHERO
P	Cover	V	Feature	ExternalCode\$\$cod_tipo_foto.Jpg
H	Cover	H	Feature	ExternalCode\$\$cod_tipo_foto.Jpg
M	Fanart Móvil	V	Feature	ExternalCode\$\$cod_tipo_foto.Jpg
F	Fanart	H	Feature	ExternalCode\$\$cod_tipo_foto.Jpg
P	Cover	V	Season	ExternalCodeTemporada\$\$cod_tipo_foto.Jpg
H	Cover	H	Season	ExternalCodeTemporada\$\$cod_tipo_foto.Jpg
M	Fanart Móvil	V	Season	ExternalCodeTemporada\$\$cod_tipo_foto.Jpg
F	Fanart	H	Season	ExternalCodeTemporada\$\$cod_tipo_foto.Jpg
P	Episode	V	Episode	ExternalCodeEp\$\$ExternalCodeT\$\$cod_tipo_foto.Jpg
H	Episode	H	Episode	ExternalCodeEp\$\$ExternalCodeT\$\$cod_tipo_foto.Jpg

Additionally, the code of the Content region may be added at the end of the nomenclature:

ExternalCodEp\$\$ExternalCodT\$\$Cod_tipo_foto\$\$es-ES
ExternalCodEp\$\$ExternalCodT\$\$Cod_tipo_foto\$\$en-US

3) Extra material (VAM)

Additional material such as Trailer, Preview and/or Extras must be associated with the Content.

See the corresponding section in Technical Specifications for xml.



4) Interlocution and delivery dates

TAD's Central Information Unit/Metadata Area shall be in charge of the dialogue with the editor about all matters related to the content information.

The editor must send all the above-described information to TAD in electronic format and by the means indicated by the interlocutor. It shall be sent to the following address:

MovistarPlus.Central-Info@telefonica.com

a) Metadata delivery dates

The XML file with the information or metadata about the catalog content, its incorporation rights to the VOD service and its association with the corresponding footage, must be delivered fifteen (15) days prior to the incorporation of the content to the catalog.

In the event that the delivery date is a holiday, it shall be delivered on the preceding business day.

The files admit modifications and updates of their content, especially with regard to the information linked to the broadcast/publication material. The files must be linked to the material in order to ensure the correct loading to the catalog.

The update and potential file changes must be delivered, as a deadline, three (3) days prior to the incorporation of the content into the catalog.

b) Graphic material delivery dates:

Artwork must be delivered at least fifteen (15) days prior to the inclusion of content to the catalog.

Any modification about contents must be reflected in the necessary replacement of the corresponding promotional material.