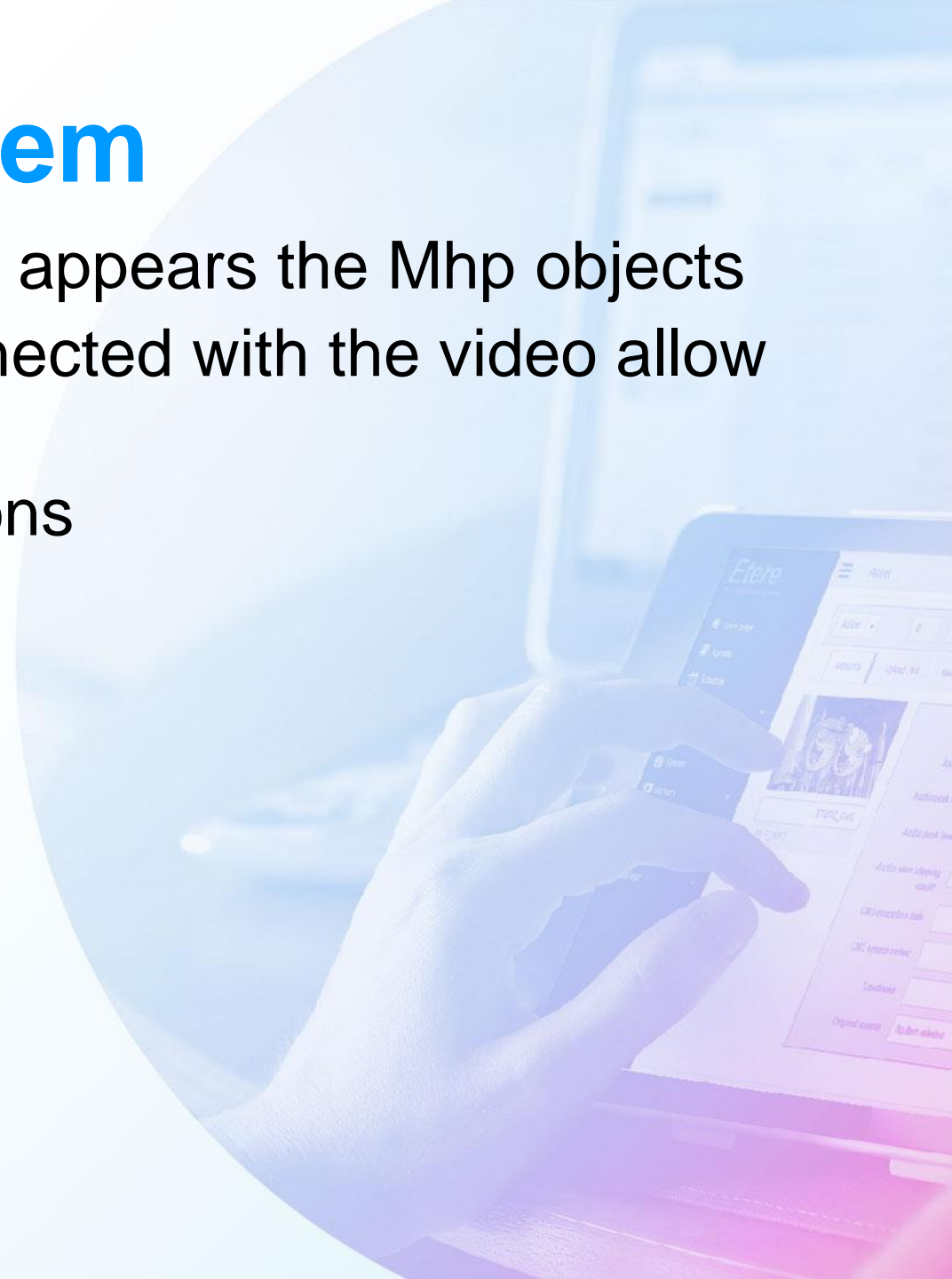


MHP EXTENSIONS



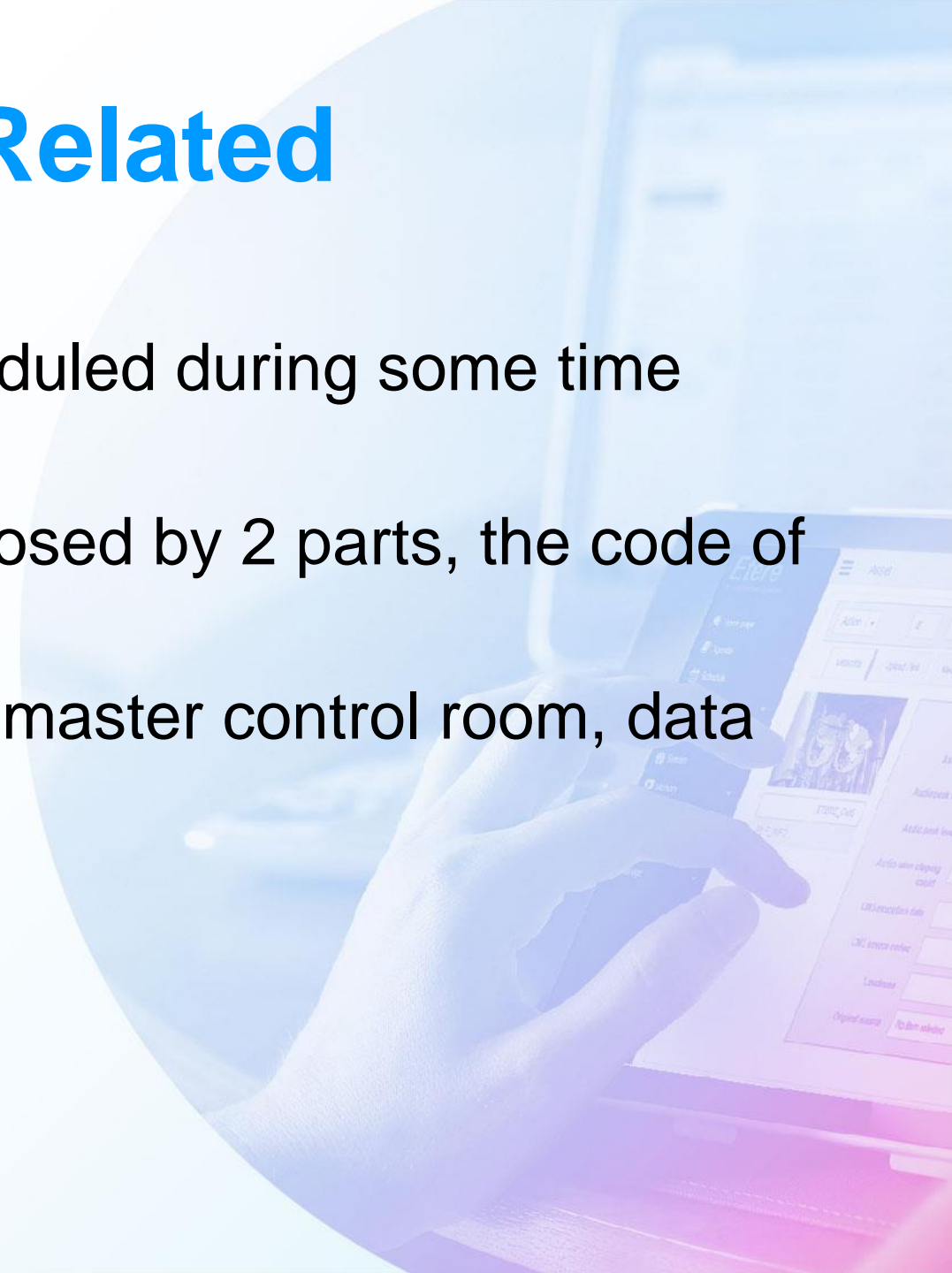
The Problem

- Now on the transmission new object appears the Mhp objects
- Those applications, sometimes connected with the video allow the user to 'interact' with the video
- There are 3 different Mhp applications
 - Not content related
 - Content related
 - Content & time code related



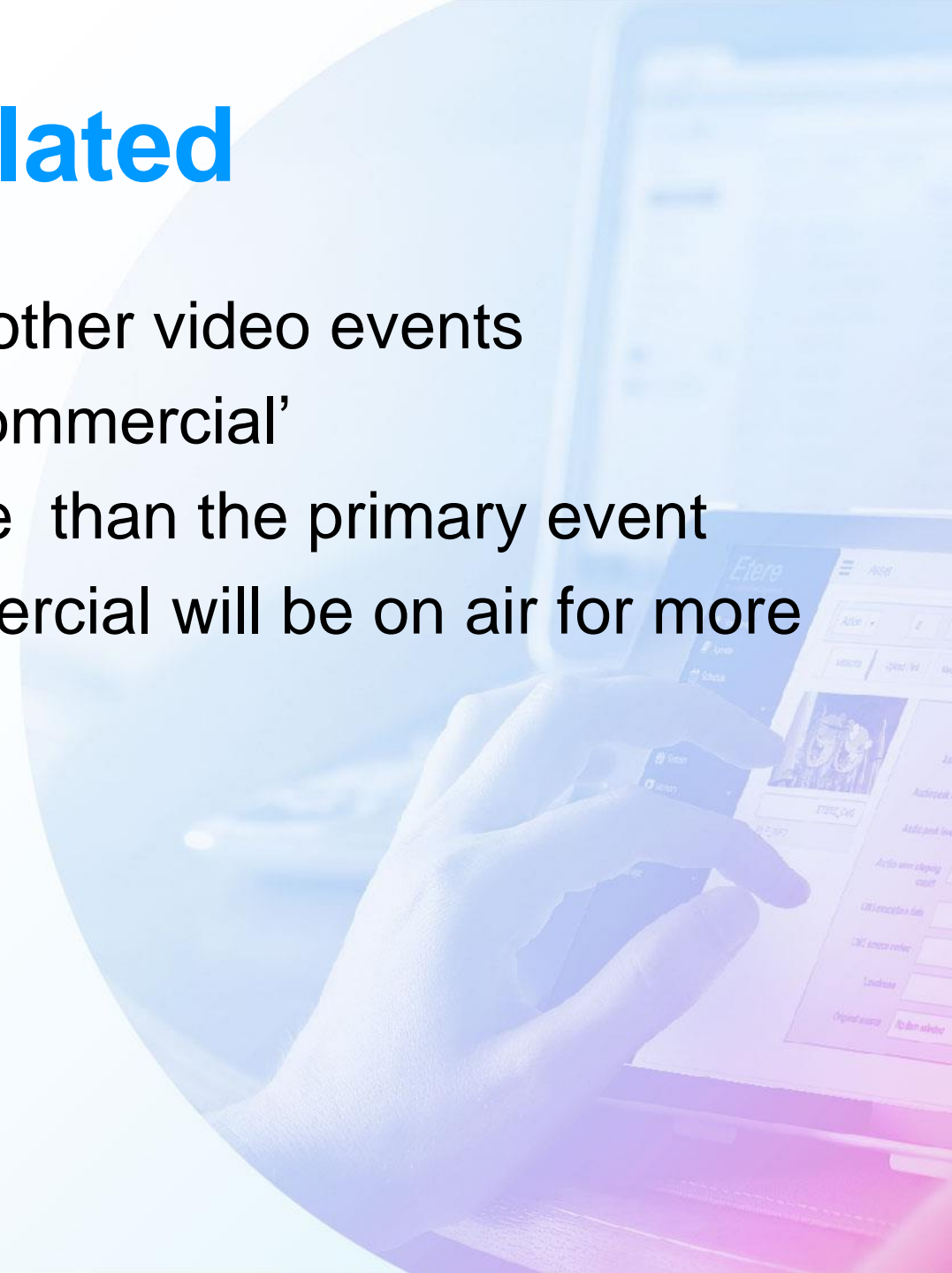
Not Content Related

- Those are similar to the teletext
- There are always scheduled or scheduled during some time frame
- Usually those applications are composed by 2 parts, the code of the application itself, and data
- While Code is broadcasted from the master control room, data arrive from 'outside'



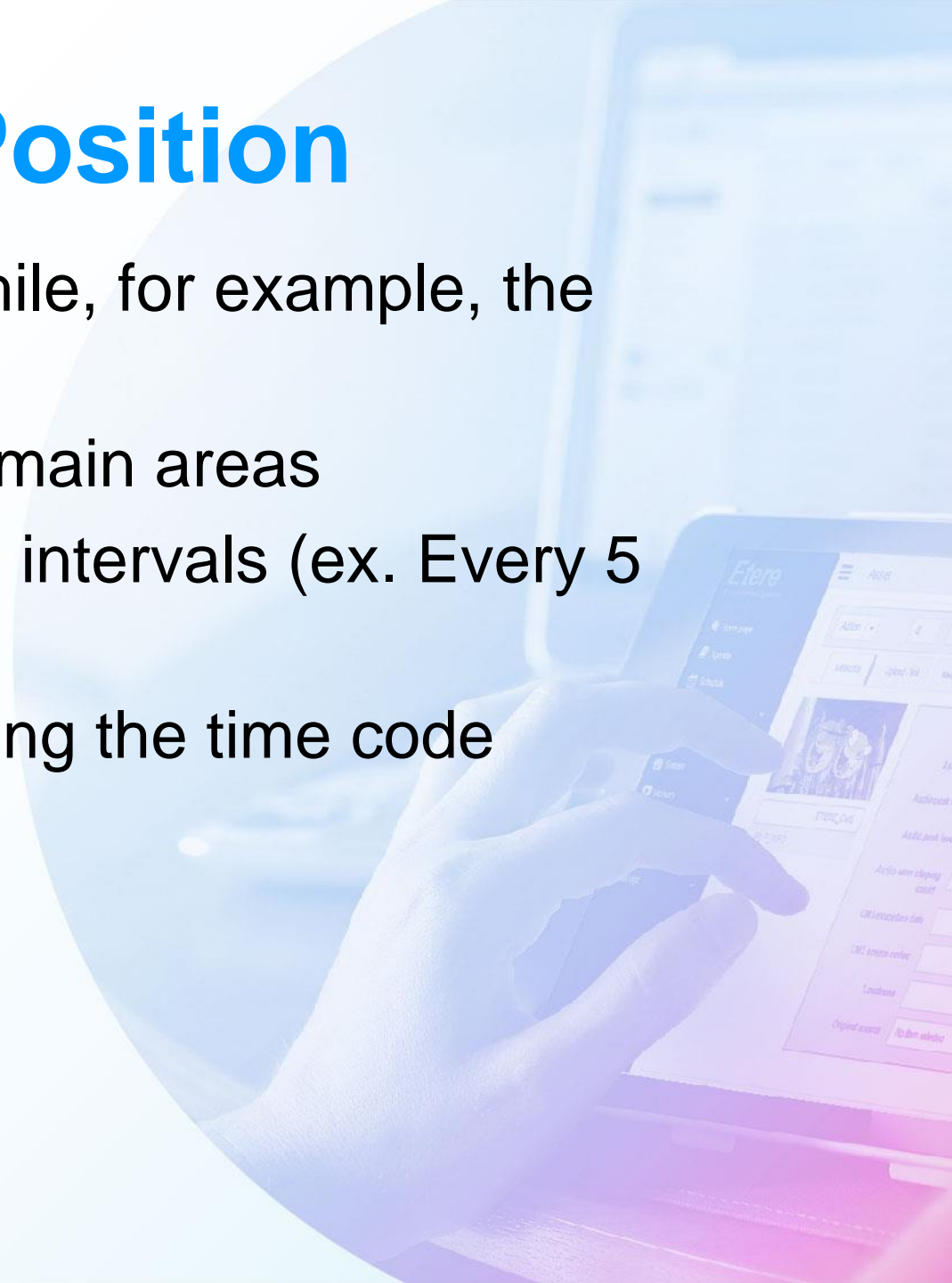
Content Related

- Those events start synchronous with other video events
- A typical example is the ‘interactive commercial’
- But usually they end in a different time than the primary event
 - EX. The interactive part of a commercial will be on air for more than 30 sec



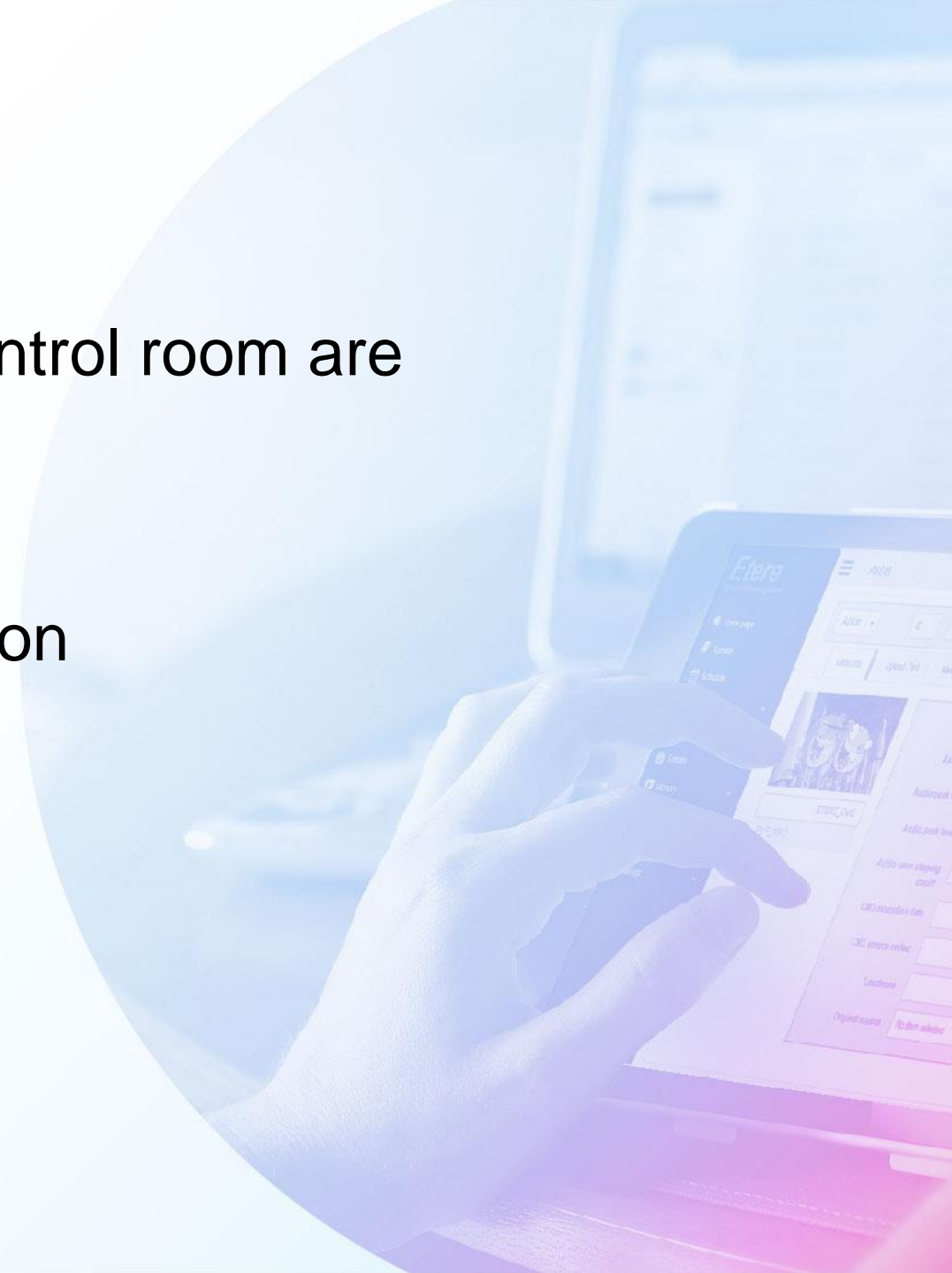
Context and Position

- These are the interactive programs while, for example, the viewers can 'vote' or gamble for a prize
- Those application can be divided in 2 main areas
 - The interactive part change at fixed intervals (ex. Every 5 minutes)
 - The interactive part change according the time code



Media

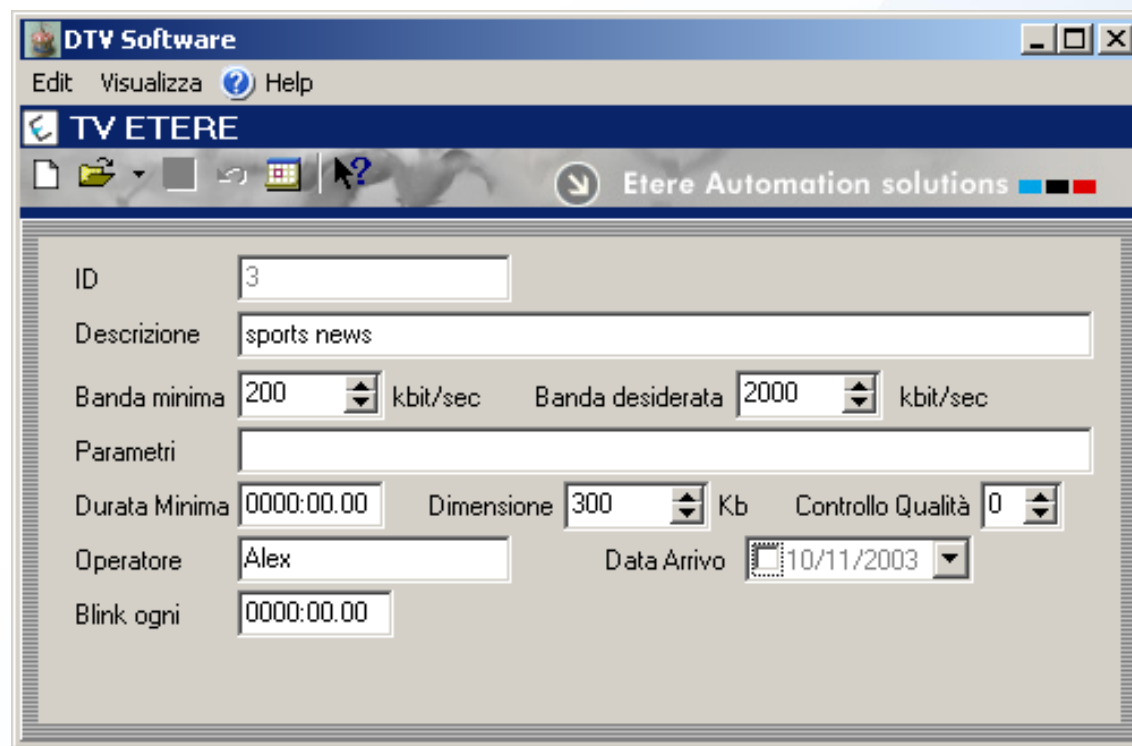
- Today the media that arrives on a control room are
 - A videotape
 - A floppy disk for subtitling
- Now you have also the Mhp application



Mhp Application

- Is composed by multiple files, and multiple parameters
- The Mhp provider has to give you a zip file with all the files and a xml file with all the parameters
- You ingest the file as you normally do with subtitling
- Etere will take care about sending it to the carousel and run it

Mhp Application Archive

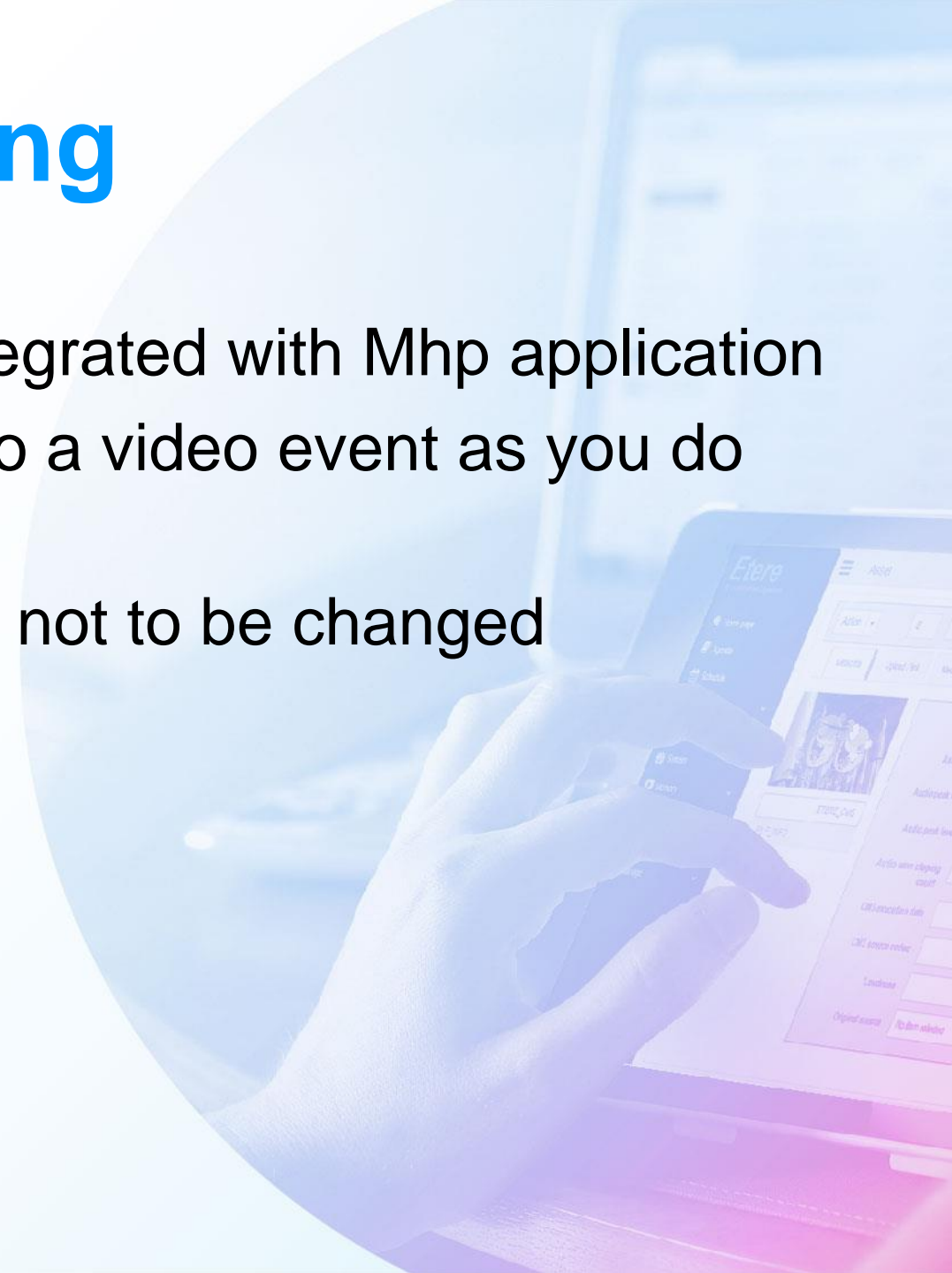


The screenshot shows a Windows-style application window titled "DTV Software". The menu bar includes "Edit", "Visualizza", and "Help". Below the menu is a toolbar with icons for file operations and a status bar that reads "Etere Automation solutions". The main area is titled "TV ETERE" and contains the following configuration fields:

ID	3		
Descrizione	sports news		
Banda minima	200 kbit/sec	Banda desiderata	2000 kbit/sec
Parametri			
Durata Minima	0000:00.00	Dimensione	300 Kb
		Controllo Qualità	0
Operatore	Alex	Data Arrivo	10/11/2003
Blink ogni	0000:00.00		

Scheduling

- The scheduling can be seamless integrated with Mhp application
- You can connect an application file to a video event as you do today for teletext events
- Your scheduling and traffic work has not to be changed



Integrated Scheduling

Mhp application
present

Presentation Editor TV ETERE Year:

Editor Functions Utility Show Help

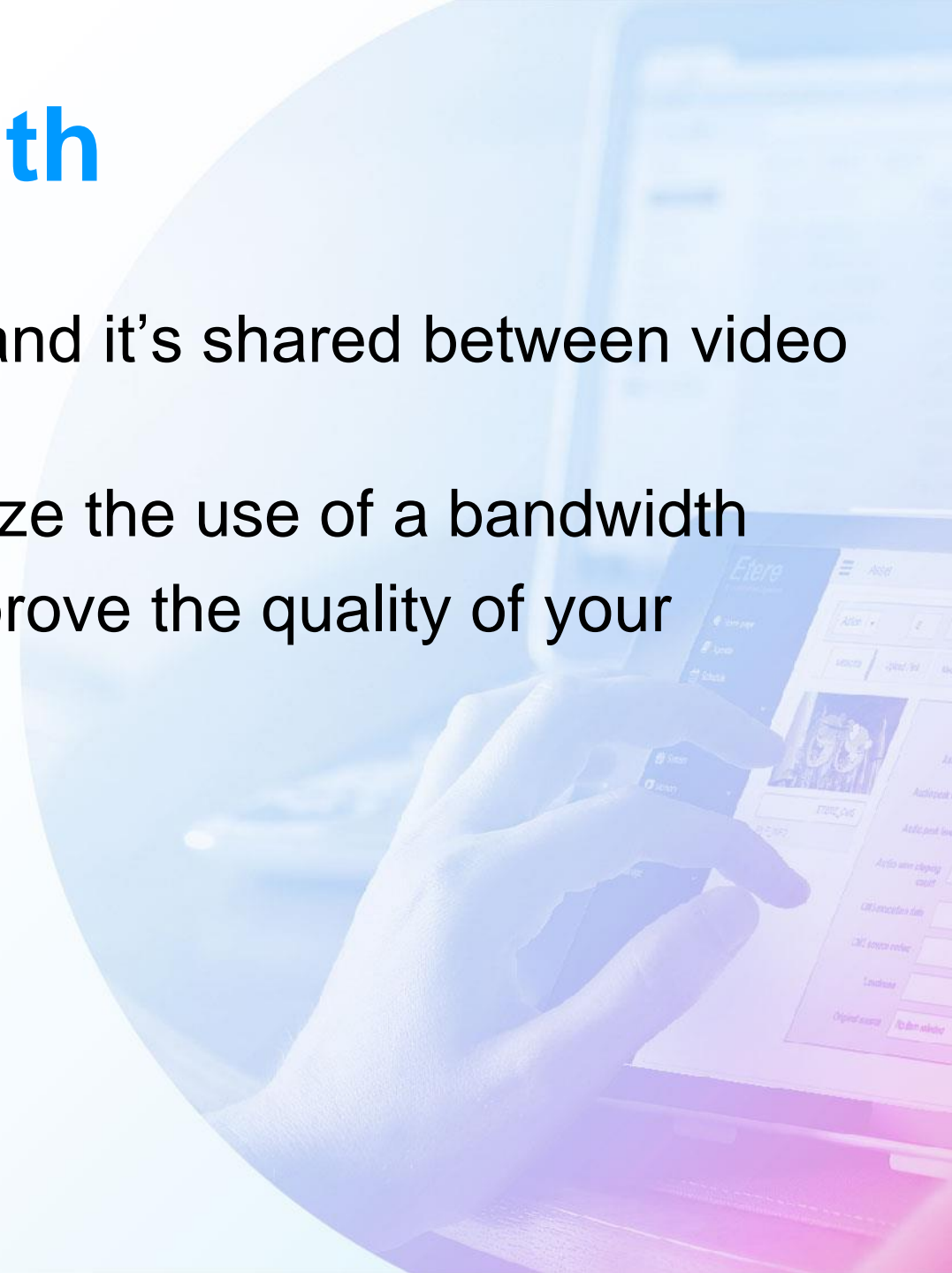
Editor Parameters Television Parameters Options Commercials Events in Schedule

Wednesday 26 January Search ?

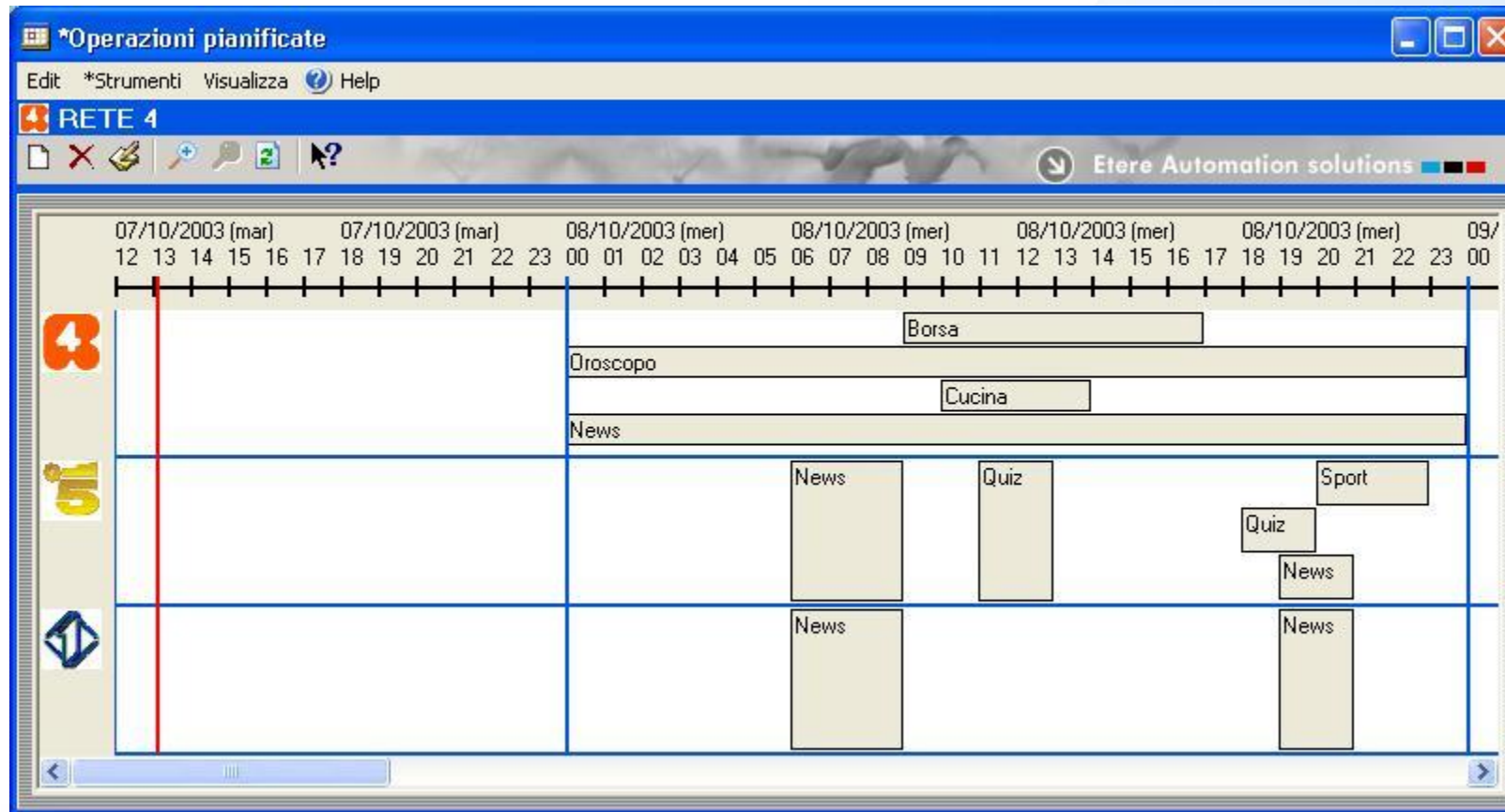
Working year	2005	START TIME	DATE	DURATION	CODE	OB...	DESCRIPTION	SOM	EOM	PROPERTIES	MEDIA
2005 - Presentation Editor											
January											
From 01 to 02											
From 03 to 09											
From 10 to 16											
From 17 to 23											
From 24 to 30											
24 Monday											
25 Tuesday											
26 Wednesday											
27 Thursday											
28 Friday											
29 Saturday											
30 Sunday											
From 31 to 31											
February											
		06.00.00.00	26/01/2005	0000.00.00	*****		EMPTY***** START *****	00.00.00.00	00.00.00.00		
		06.00.00.00	26/01/2005	0003.11.03	SHAKIRA	MUSIC	WHENEVER - SHAKIRA	00.00.00.00	00.03.15.02		ONULL SH
		06.03.11.03	26/01/2005	0133.26.00	2001	FILM	2001 SPACE ODYSSEY	00.00.00.00	02.13.27.00		ONULL OC
		08.16.37.03	26/01/2005	0003.19.12	SINGER	KIDS P	CALL ME NOW - SINGER	00.00.00.00	00.03.19.12		ONULL SI
		08.19.56.15	26/01/2005	0000.12.11	SMASH	MUSIC	PACIFIC COAST PARTY -	00.00.00.00	00.00.16.10		ONULL SM
		08.20.09.01	26/01/2005	0000.15.20	REEL	Cluster	REEL of time 06.06	00.00.00.00	00.00.00.00		
		08.20.24.21	26/01/2005	0002.16.24	SMASH	MUSIC	PACIFIC COAST PARTY -	00.00.16.10	00.02.37.08		ONULL SM
		08.22.41.20	26/01/2005	0000.09.00	SMASH	MUSIC	PACIFIC COAST PARTY -	00.02.44.23	00.02.57.22		ONULL SM

Bandwidth

- Bandwidth is an important resource and it's shared between video and applications
- The Mhp application needs to minimize the use of a bandwidth
- A good bandwidth administration improve the quality of your transmission

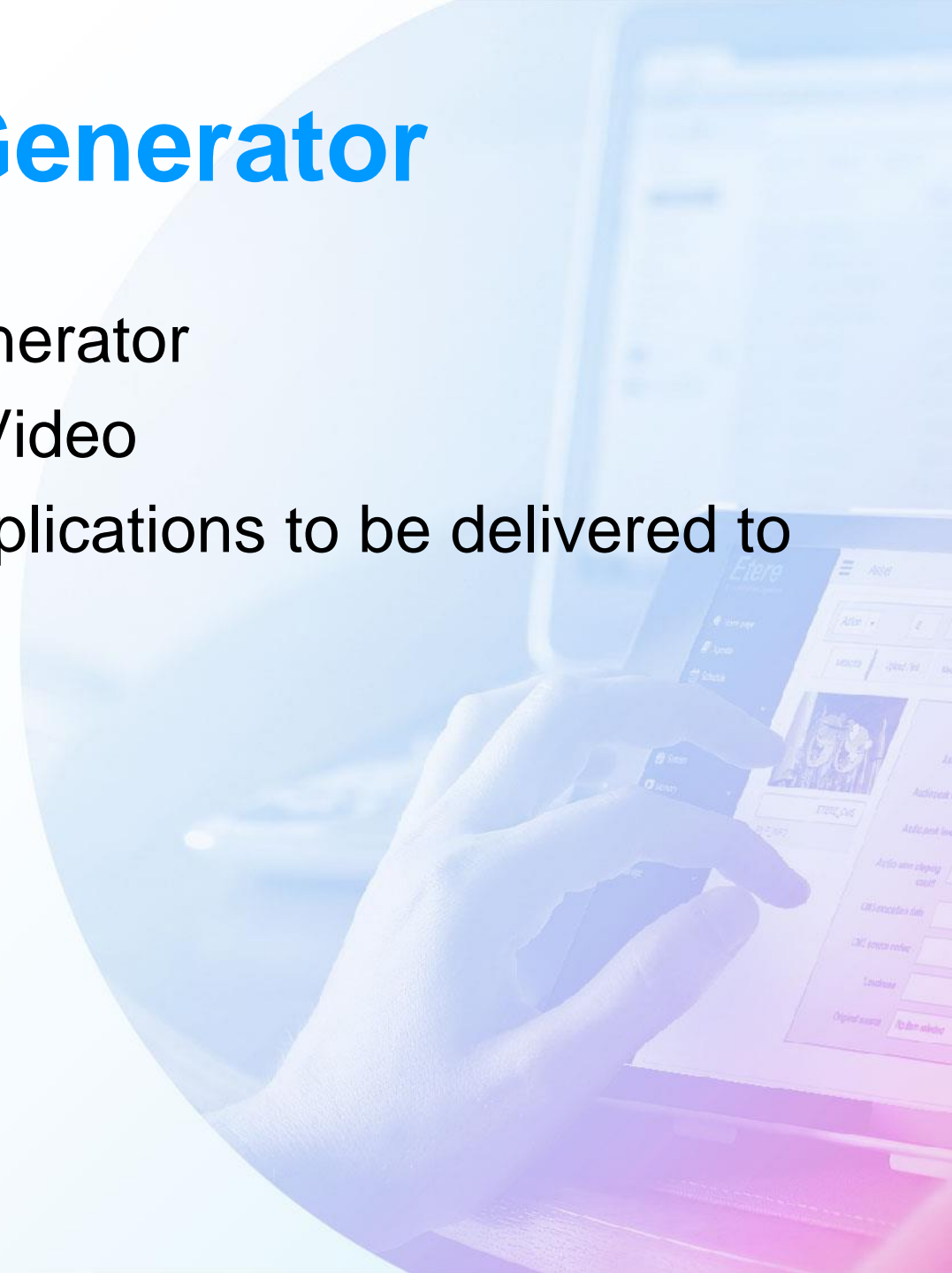


Multichannel Bandwidth Control

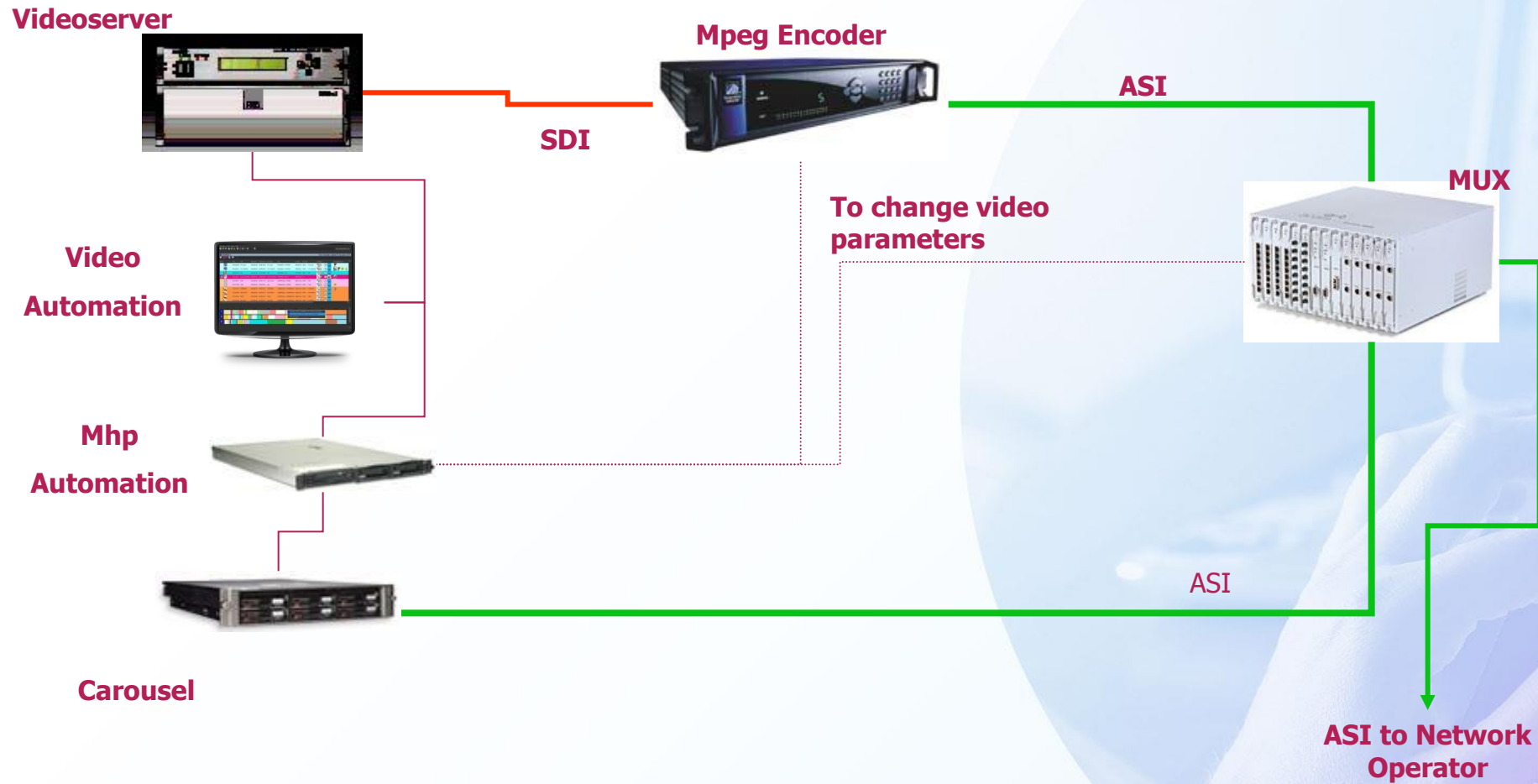


The Carousel Generator

- In Mhp you can find the carousel generator
- This is the same as video server in Video
- It allows the broadcasting of Mhp applications to be delivered to the final user

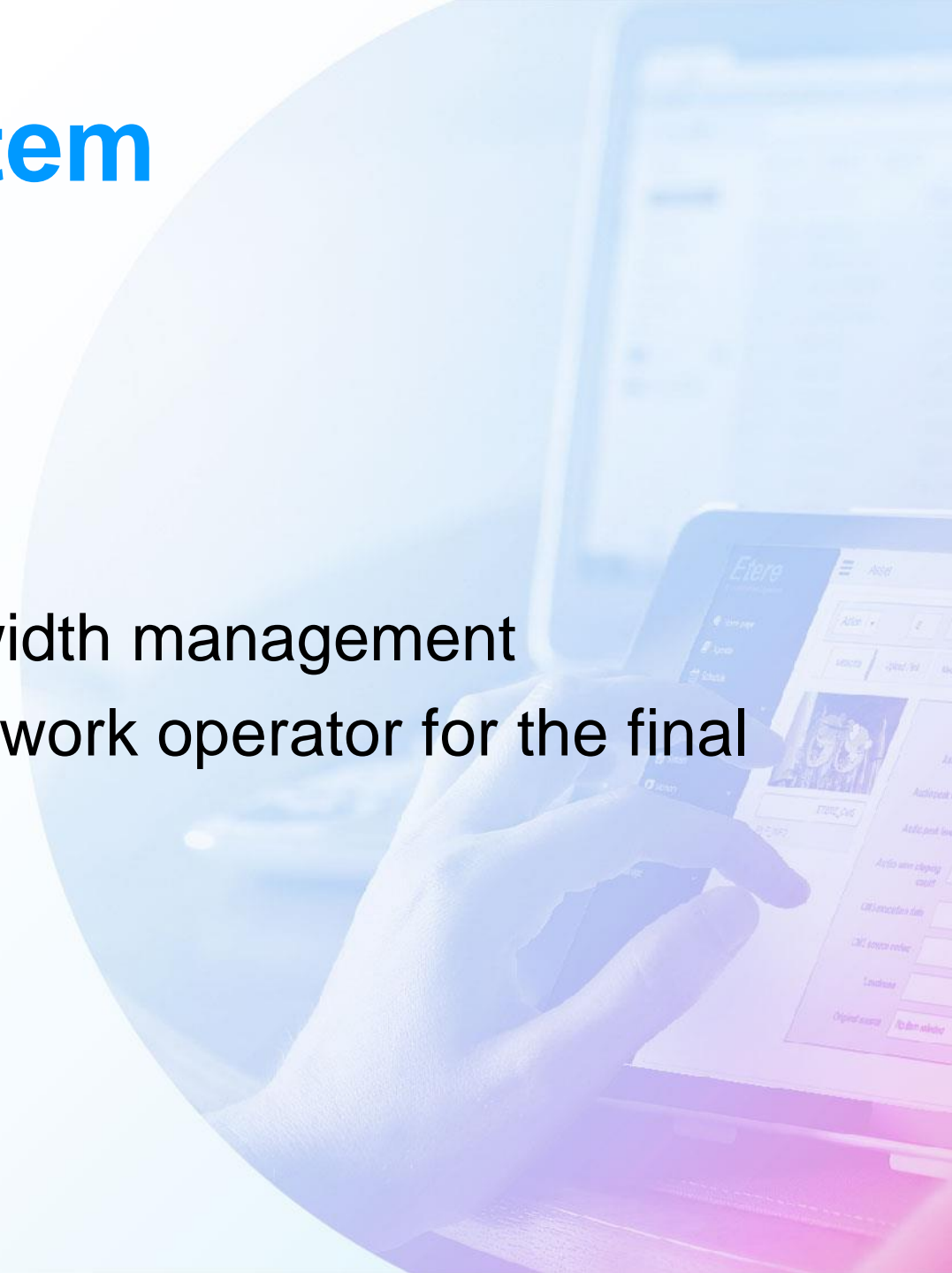


Transmission Diagram



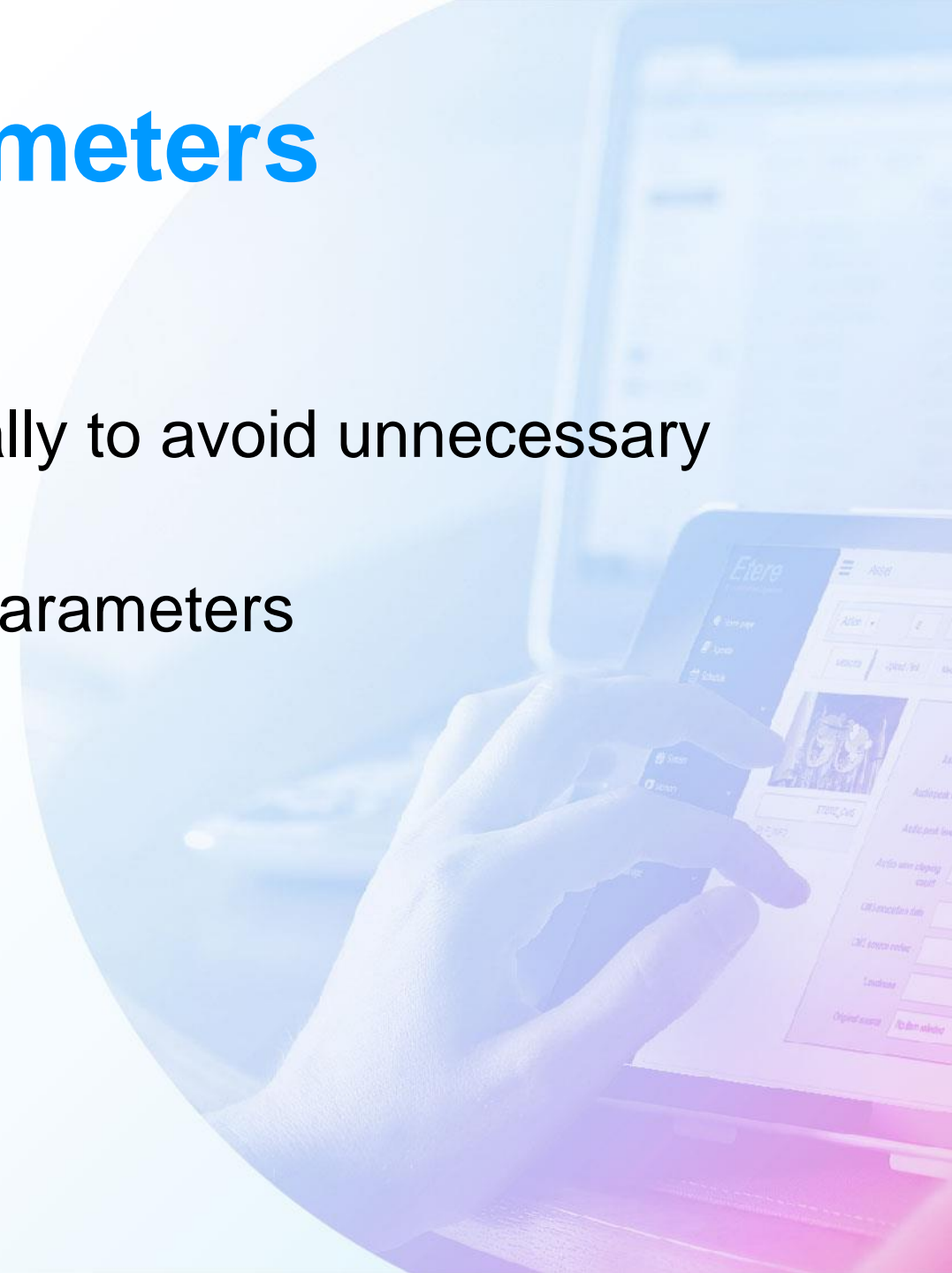
Ideal System

- Automation takes care about
 - Sdi playout
 - Carousel generator
 - Encoder & Mux for a better bandwidth management
- The ASI signal is then sent to the network operator for the final broadcasting

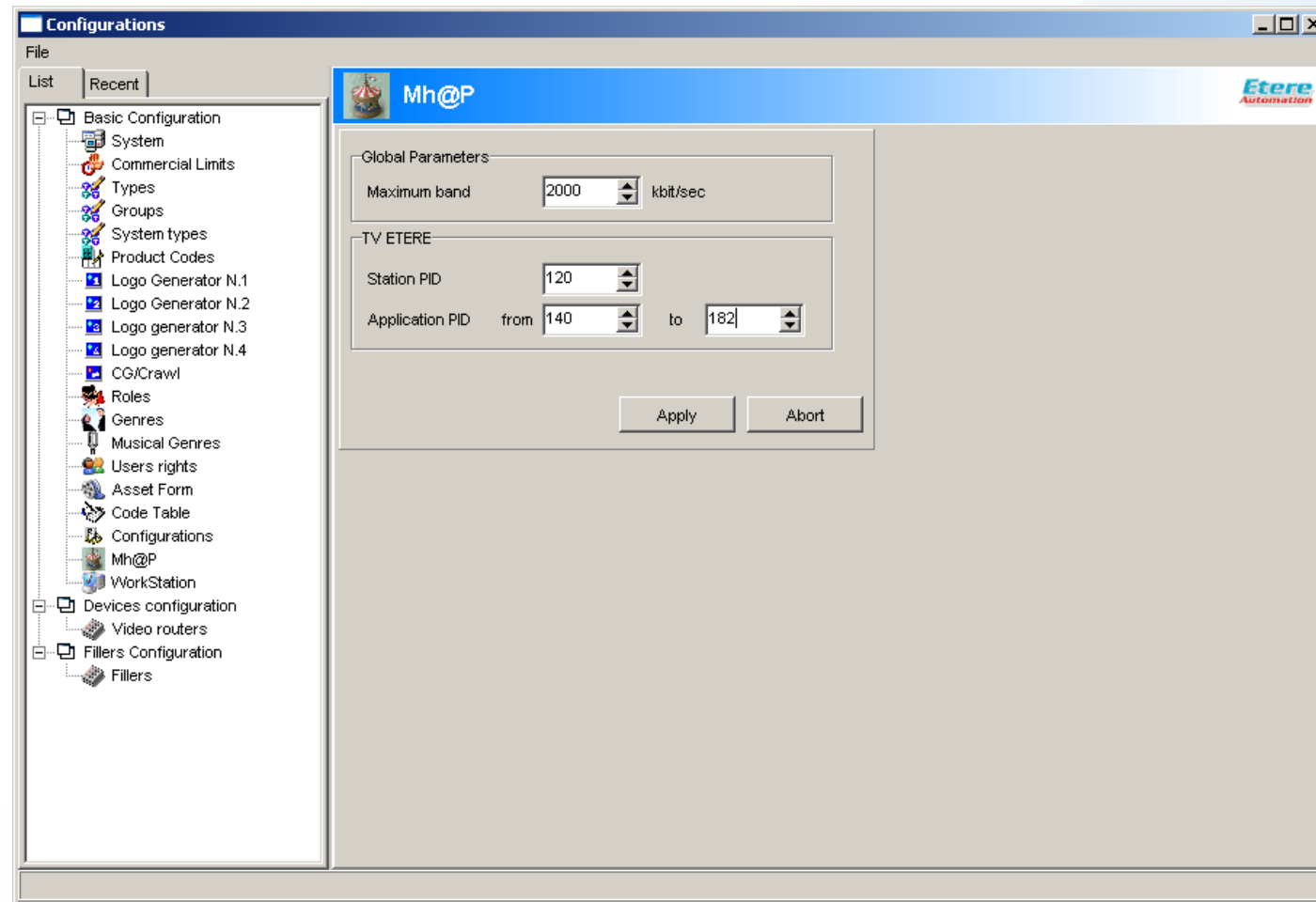


System Parameters

- Mhp needs a lot of new parameters
- Those must be managed automatically to avoid unnecessary work from the master control system
- Now a list of the main & accessory parameters

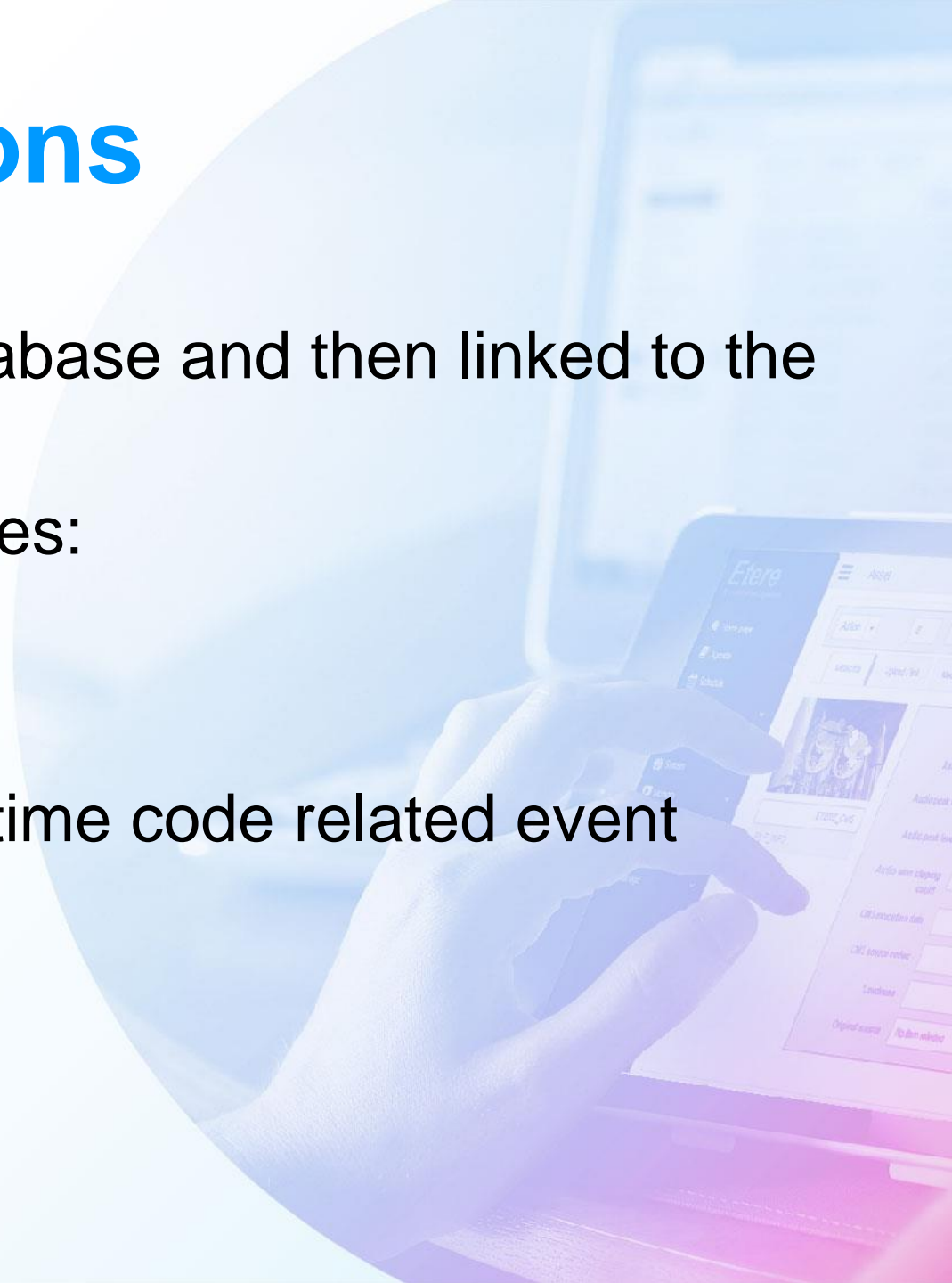


Main Parameters

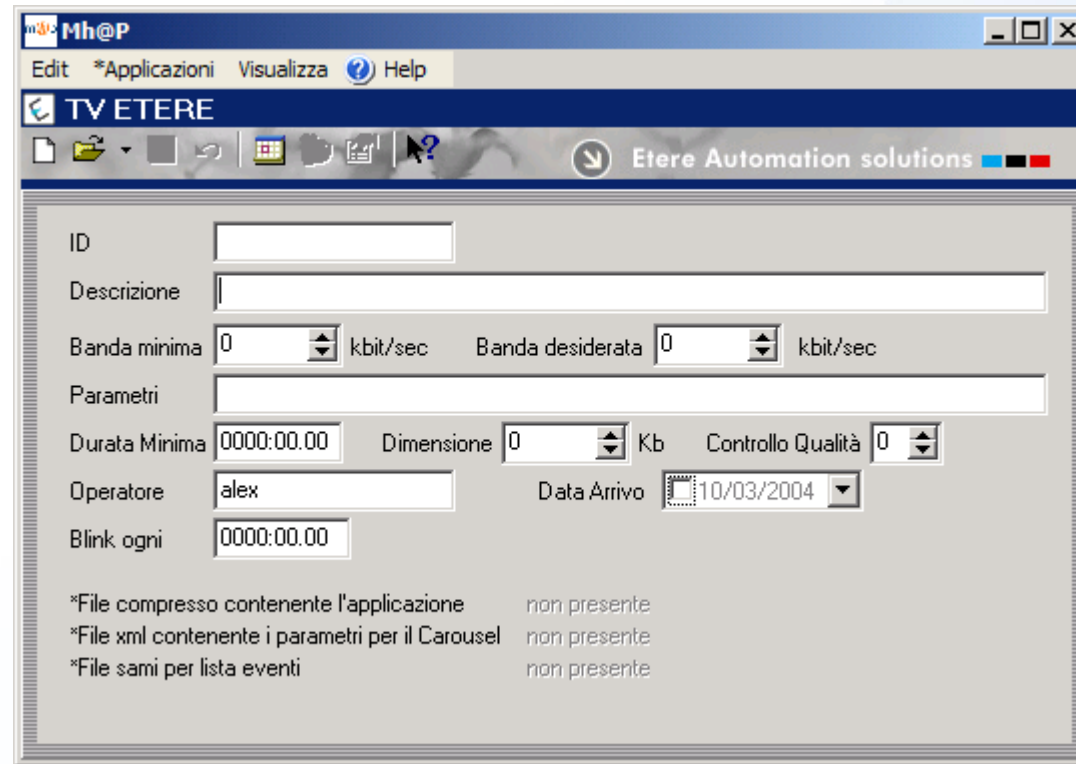


Applications

- The applications are stored on a database and then linked to the ETERE asset.
- Each application is composed of 3 files:
 - Zip file containing the application
 - Xml file containing the parameter
 - EBU or SAMI files containing the time code related event (optional)



Applications



Mh@P

Edit *Applicazioni Visualizza Help

TV ETERE

Etere Automation solutions

ID

Descrizione

Banda minima kbit/sec Banda desiderata kbit/sec

Parametri

Durata Minima Dimensione Kb Controllo Qualità

Operatore Data Arrivo

Blink ogni

*File compresso contenente l'applicazione non presente
*File xml contenente i parametri per il Carousel non presente
*File sami per lista eventi non presente

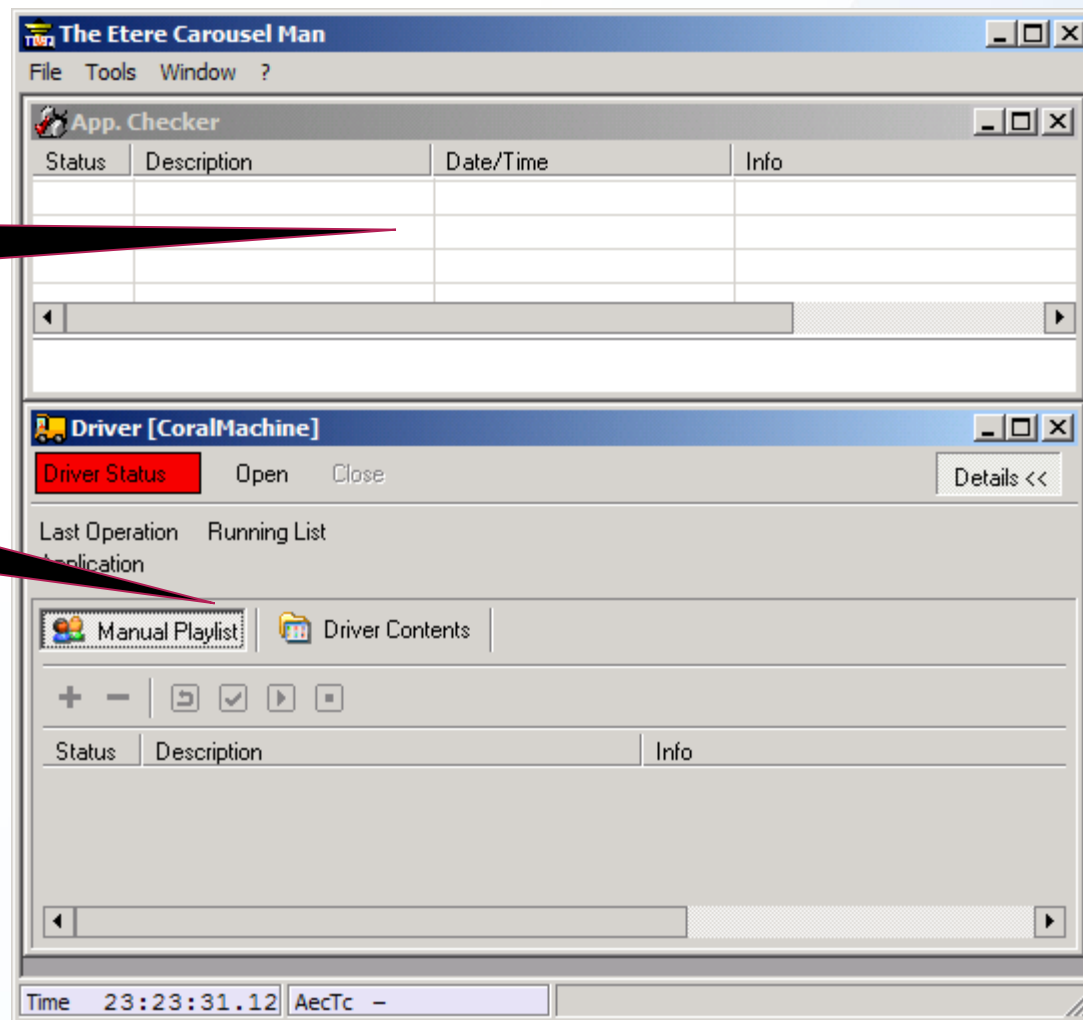
Manual Operation

- Etere Mhp automation has a manual control panel also
- It can happen that some MHP events must be activated during a live event
- Etere allows to create a playlist of Mhp object to activate manually
- Also every scheduled event can be started or stopped manually

EtCarousel

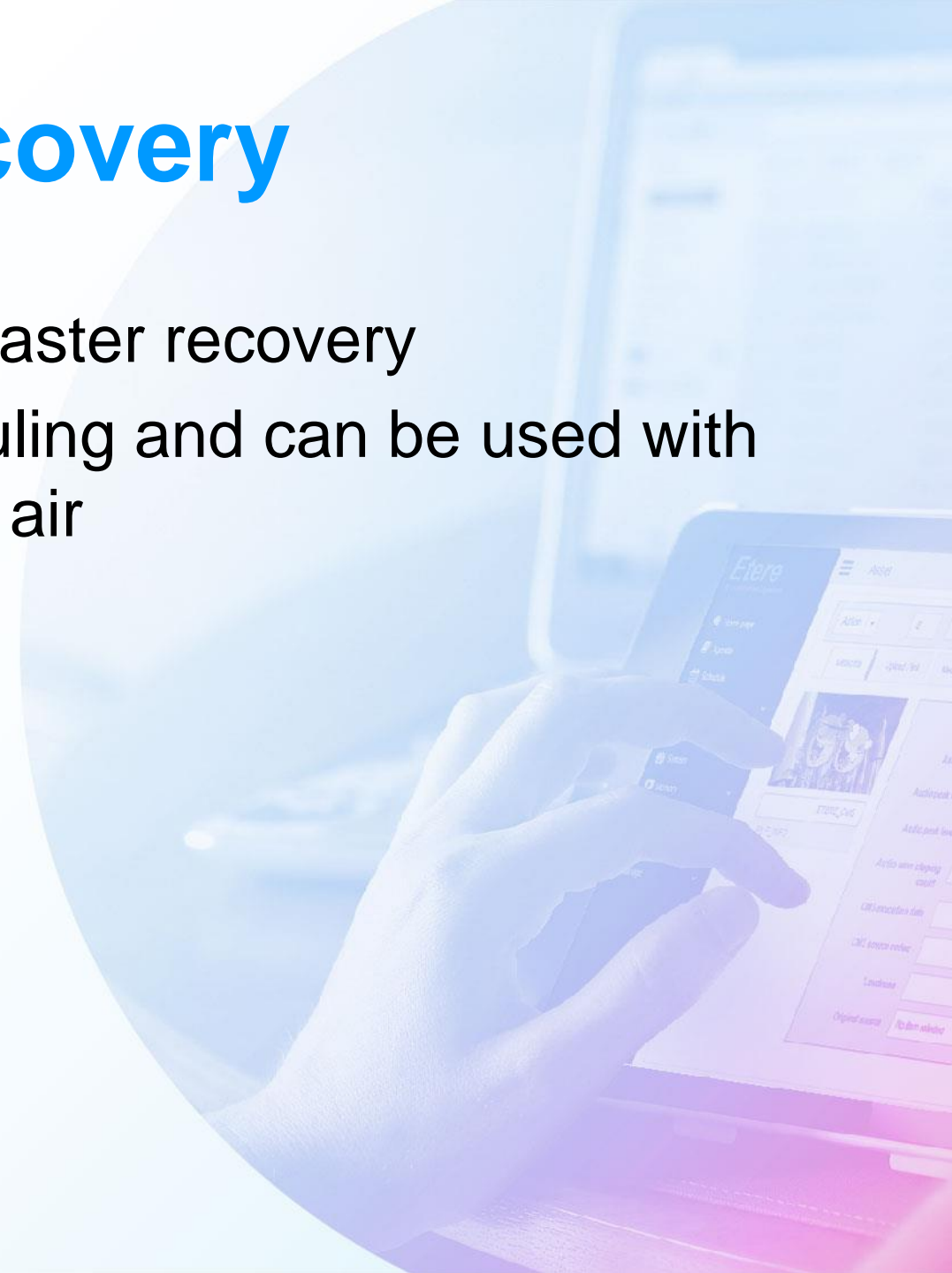
List of events
According to schedule

Manual playlist for
Live or manual events



Disaster Recovery

- Etere gives you also a Report for disaster recovery
- This is derived from the main scheduling and can be used with the carousel generator only to go on air



Report

Palinsesto per messa in onda manuale

TV ETERE

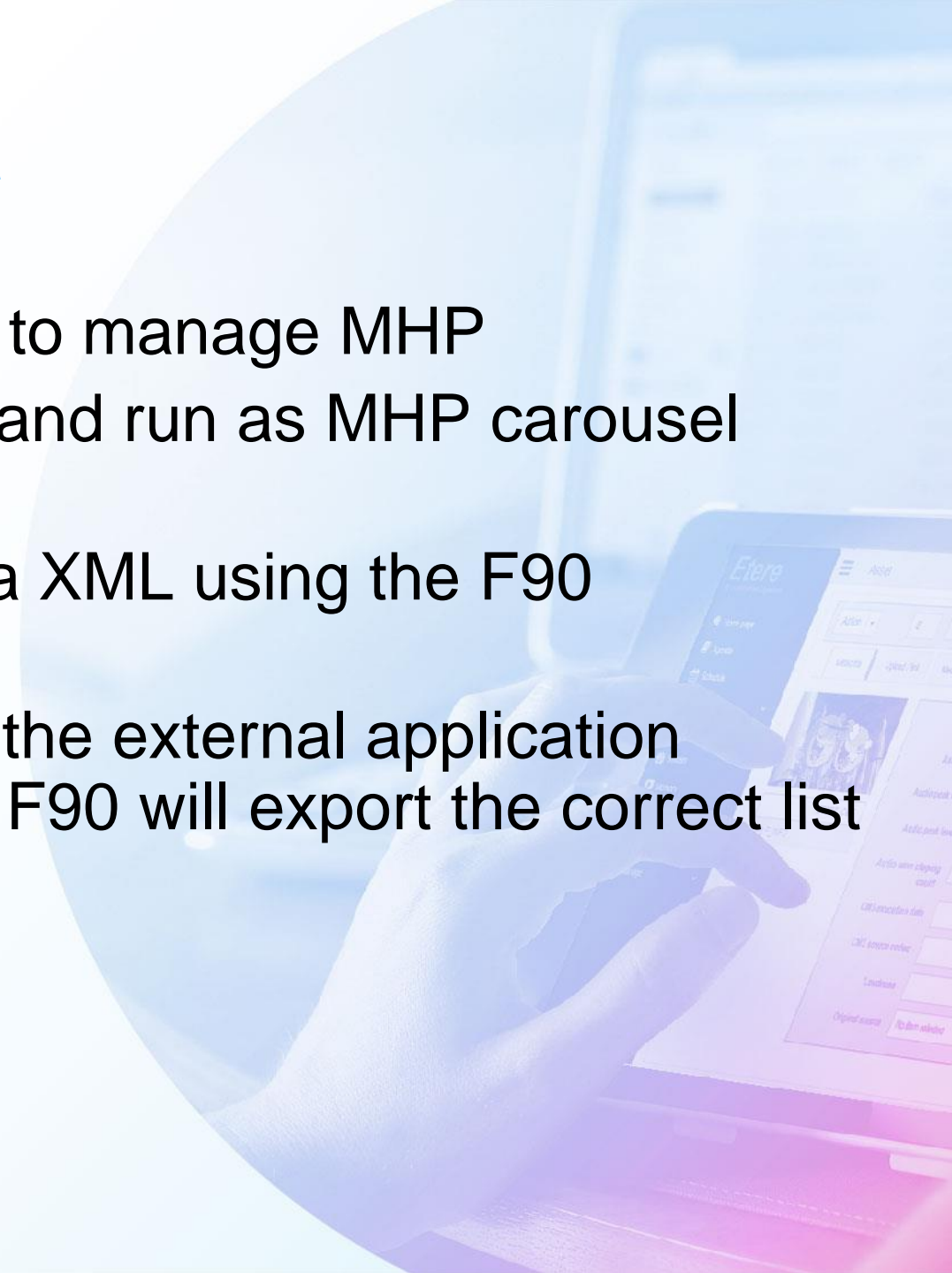
Palinsesto per messa in onda manuale

Data	Ora	Descrizione	Comando	Banda ...	Banda ...	Parametri
11/11/2003	00:00:00.00	sports news	Start			
11/11/2003	12:00:00.00	sports news	Start			
11/11/2003	16:00:00.00	sports news	Stop			
11/11/2003	16:00:00.00	sports news	Stop			
11/11/2003	18:00:00.00	sports news	Start			
11/11/2003	23:00:00.00	sports news	Stop			

0% Page 1 of 1

Export

- If your system uses another system to manage MHP
- If this system manages applications and run as MHP carousel generator
- Etere can update the host system via XML using the F90 intelligent export system
- You add in Etere database the ID of the external application related to one or multiple event, and F90 will export the correct list to the host system



F90 Mhp Export

