Metadata Feed Specification, Version 5.2 USAND LLC - 7.11.23

PURPOSE - Ingest Requirements for Roku Universal Search via USAND

To allow discovery of your content and app, USAND LLC has developed a new metadata spec which will enable your app data to be configured and delivered to the Roku platform with as little stress and time as possible. If you can provide all of the following fields, USAND can ensure that Roku will accept your app search feed.

MOVIES

The following fields are REQUIRED

- Unique ID

- Title

- Description

- Duration

- Movie rating

    - Such as, "R", "PG-13", "G"

    - "NR" for Not Rated is acceptable

- Poster Image URL

- License

    - Options: free, purchase, subscription, rental

- Quality

    - Options: SD/HD

- Deep Link (see below)

- Genre

- Release Date

The following fields are OPTIONAL

- Price (if subscription / purchase)
- Cast (see below)
- Crew (see below)
- Genres
- Keywords / Tags

TV SERIES

The following fields are REQUIRED

- Unique ID
- Title
- Description
- Duration
- Genres
- TV rating
  - Such as, "TV-MA", "TV-14", etc
  - "NR" for Not Rated is acceptable
- Title Image URL
- License
  - Options: free, subscription, purchase, rental
- Quality
  - Options: HD, SD
- Deep Link (see below)

The following fields are optional:

- Price (if subscription / purchase)
- Cast (see below)
- Crew (see below)
- Keywords / Tags

EPISODES

The following fields are REQUIRED

- Unique ID
- Series ID
  - Should match the Unique ID from the corresponding series item
  - This allows us to match up episodes with the corresponding series
- Title
- Description
- Episode Number
- Season Number
- Duration
- Genres
- TV rating

  - Such as, "TV-MA", "TV-14", "TV-G", etc
  - "NR" for Not Rated is acceptable
- Screenshot / Keyframe Image URL
- License
  - Options: free, subscription, purchase, rental
- Quality
  - Options: SD/HD
- Deep Link (see below)
- Air Date

The following fields are OPTIONAL

- Price (if subscription / purchase)
- Cast (see below)
- Crew (see below)
- Keywords / Tags

LIVE SPORTS

The following fields are REQUIRED

- Unique ID

- Title

- Description

- Duration

- Screenshot / Keyframe Image URL

- License

  - Options: free, subscription, purchase, rental

- Quality

  - Options: SD/HD

- Deep Link (see below)

- Air Date

- Team Name(s)

- Sports Type

- Availability Window

NOTE: If one of the above required fields is the same for all titles, you may omit it from your feed. For example, if all titles are streamed in HD, then you can just let us know and you do not have to include it in your data feed.

IMAGE URLs (required)

Image URLs are required by all platforms. We do not accept image *files* but instead require image URLs. You have two options:

1. Provide the entire URL to an image, e.g. http://www.coolapp.com/images/thewire.jpg
2. Provide a deterministic schema through which we can build URLs, e.g., http://www.coolapp.com/images/{show_id}.jpg

Each platform has their own requirements for image sizes and ratios, but we've found that they're flexible on this. The best way to ensure acceptance is to provide the largest, highest-resolution images possible. For the best experience, images should be in a 2:3 ratio (portrait).

Required artwork sizes:

- Movies: 2:3 vertical posters (min size: 1080x720)
- Series: square or 16:9 images (min size: 1500x1500, 1920x1080)
- Episodes: keyframe 16:9 (min size: 1920x1080)

CAST / CREW (optional)

The Cast and Crew are optional fields but very nice to have. The Cast should include the main cast, but may also contain guest stars.

Fields

- Person Name
- Role (if crew)
- Character Name (if cast)
- IMDB ID (optional)

DEEP LINK (required)

The Deep Link is simultaneously the most important and most problematic of all the required fields. The Deep Link is what takes the user from the search interface into your app. For example, if the user searches for "Terminator" and clicks it, the Deep Link would open your app and start playing the movie.

For Roku deep links, you can use the following URL for more information:

 https://sdkdocs.roku.com/display/sdkdoc/Deep+Linking

There are two ways to give us the deep link:

1. Give us the actual deep links. You would include this in your feed to us.

    Or,

2. Give us a deep link *schema*, which we can use to build the deep links on each app.
    a. Examples:
        i.   ***hbo://play/{id}***
        ii. ***hbo://play?title={id}&platform={platform}***
        iii. ***{platform}://play/movie/{id}***

The deep link schema does not have to be in the feed, but it should be built using components in the feed.