iflix™

Content Delivery via Bulk Ingest - White Paper

WHAT IS THIS, YOU ASK?

iflix is bringing the AWESOMEST content to places across the world! We strive to provide the best viewing experience to our customers, wherever they are, they will be able to watch high quality video with best localised options - dubbed language and subtitles they understand!

To do this, we ask you to bring your A game (or content) to us!

This document will tell you what we want, in terms of technical specifications and specific requirements for bulk ingest or API integration.

For more technical details and guidelines on how to prepare the files, please reach out to us.

LET'S PLAY!

'Bulk ingest'- This is a process which enable us to consolidate multiple type of files (*video/images/metadata*), transcode and publish all the assets into our platform at once.

This is done through a CSV file. Each [CSV](#) file contain many rows which filled with all the data (*metadata, publish/expiry dates, regions , …*). The csv file have 26 columns which should be in the following order :

1. Ingest Content Fields

Column Name	Descriptions	Condition	Example
TYPE	To describe type of asset delivered *To get more details, go to point 3. 'References' at the end of this document)*	**Required**	*Short*
FILE NAMES	Name of asset file without extension. This name should be the same for video and thumbnails	**Required**	*Mr. Robot S01*
SEASON	Season number for the said asset	Optional	*S01*
EPISODE NO	Episode number for the said asset	Optional	*E01*
EPISODE TITLE	Episodic title for the said asset	Optional	*Zero Day*
SHOW DISPLAY TITLE	How the title will appear on the site after published	**Required**	*Mr. Robot S01 Zero Day*

SERIES / EPISODIC SYNOPSIS	Synopsis of the asset	**Required**	*Elliot attempts to hack Vera out of jail in order to save someone he cares about Tyrell's "game" gets crazy; and Angela digs deeper into her mother's death.*
DURATION (min)	Total duration of the asset	Optional	*55 min*
YEAR OF RELEASE	The year of the title released	Optional	*2015*
MAIN GENRE	Main genre for the asset	Optional	*Crime and Mystery*
SUB GENRE	Additional genre for the title apart from the Main Genre	Optional	Drama
SUB GENRE 2	Additional genre for the title apart from the Main Genre and Sub Genre	Optional	Thriller
RATING	Viewing discretion and age classification	Optional	TV-MA
ACTORS	Main actors for this title	Optional	Ramimalek-ChristanSlater
DIRECTOR	Director for this title	Optional	Sam Esmail

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PRODUCTION REGION	Where is this title originated from? *(To get more details, go to point 3. 'References' at the end of this document)*	Optional	WESTERN
PRODUCTION SUB REGION	Additional region where the title is originated from? *(To get more details, go to point 3. 'References' at the end of this document)*	Optional	*NORTH AMERICA*
PUBLISH DATE	Format : YYYY-MM-DD	Optional	*2018-03-26*
EXPIRY DATE	Format : YYYY-MM-DD	Optional	*2018-05-26*
PUBLISH REGION	Regions should separate with - If it's for all regions, simply enter global	Optional	*my-ph-id-bd*
KEYWORDS		Optional	
HD	Format definition of the asset	Optional	*Yes*
THUMBNAIL PATH	Path format : Name of bucket / folder in iflix S3	**Required**	*iflix-production-shorts-bulk-ingest/Images/*
VIDEO PATH	Path format : Name of bucket / folder in iflix S3	**Required**	*iflix-inhouse-inbound*
DISTRIBUTOR	Name of the distributor for the asset	Optional	*NBCU*

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FREE TIER	Regions should separate with - If it's for all regions, simply enter global	Optional	*my-ph-id-bd*

2. Accepted Media Formats

Media	Supported Format
Video	mp4
Image (Thumbnail)	jpg

3. References

TYPE
Live
Short
Movie
TV

PRODUCTION REGION
Asian
Arabic
African
Latin America
Western
Other

PRODUCTION SUB REGION
Bollywood
Levant
Khaliji
Nollywood
Super Series
Telenovela
Chinese
Bedouin
North America
Latin America
Others

RATING INFO	
Movie	G
	PG
	PG-13
	R
TV	TV-Y7
	TV-M
	TV-Y
	TV-G
	TV-PG
	TV-14
	TV-MA

GENRE	
Action and Adventure	Health and Fitness
Adult Romance	Horror
Animation	House and Home
Anime	Kids
Best of Web or Viral	Lifestyle and Fashion
	Live Events and Specials
Comedy	Music
Crime and Mystery	News
Do It Yourself (DIY)	
Documentary and Biography	Reality
Drama	Religion and Reality
Education	Romance
eSports	Sci-Fi
Extreme Sports	Soap Opera
Family	Sports
Fantasy	Thriller
Game Show	Others

NOTE :

1. **Another important condition which apply to all columns, is to NOT USE COMMA (,) in any of columns!. Since CSV file separate each column with comma, if you put comma in column, it will consider it as a new column and it will break the process. So again, don't use comma!**

2. **FILE NAMES field should be SAME for video file and thumbnails and should not have any extension included (like .jpg , .mp4) Only file name!**

   As an example, let's say we have a s3 bucket named "my-sample-bucket" and we have a video file named "my-awesome-movie.mp4" inside a folder named "my-videos" in this bucket. so for video path, what you need to provide is this :

FILE NAMES field : my-awesome-movie

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Video Path : my-sample-bucket/my-videos

For the landscape images, make sure you upload this in same folder that you upload the Main image, and it should have a _land at end of the file name, for example, let's say we have two images, the names should be like :

My-image.jpg

My-image_land.jpg

For the FILE NAMES field in this example you only provide : My-image