
SMPTE EG 2021-3:2013

Revision of
SMPTE EG 2021-3:2012

SMPTE ENGINEERING GUIDELINE

Broadcast Exchange Format (BXF) — Use Cases



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Foreword

SMPTE (the Society of Motion Picture and Television Engineers) is an internationally-recognized standards developing organization. Headquartered and incorporated in the United States of America, SMPTE has members in over 80 countries on six continents. SMPTE's Engineering Documents, including Standards, Recommended Practices and Engineering Guidelines, are prepared by SMPTE's Technology Committees. Participation in these Committees is open to all with a bona fide interest in their work. SMPTE cooperates closely with other standards-developing organizations, including ISO, IEC and ITU.

SMPTE Engineering Documents are drafted in accordance with the rules given in Part XIII of its Operations Manual.

SMPTE EG 2021-3 was prepared by Technology Committee 34CS.

Introduction

This section is entirely informative and does not form an integral part of this Engineering Document

Broadcast Exchange Format (BXF) is a protocol for exchange of data among broadcast systems such as Traffic, Program Management, Automation, and Content Distribution. It is intended to facilitate the movement of content and its associated metadata for better management, coordination and reporting between these broadcast systems. The BXF Protocol serves as a replacement for the many proprietary interfaces in place today between vendors in these areas.

Please note that the EG2021-3:2013a Use Case XMLs ZIP file contains the actual XML files enumerated in this document.

1. Scope

Generally the Broadcast eXchange Format (BXF) defines the format and content of XML Messages for the interchange of data and metadata among professional systems, as follows:

1. Broadcast schedules, including playout and record schedules
2. As run information
3. Content metadata, such as Content ID, Title, Duration, etc.
4. Content management requests such as dub and purge requests
5. Requests for transfer of content some of which will result in the transfer of Content essence between professional systems.
6. Ports as used by TCP/IP for the exchange of messages

The primary systems envisioned as users of this standard are:

Program Management Systems
Broadcast Traffic Systems
Master Control Automation Systems
Content Distribution Systems

This particular document focuses on use cases of BXF, helping implementers to better understand how BXF may be used in a variety of scenarios.

2. Use Cases (Informative)

2.1 Metadata Update

Context of Use: The program management system is a repository for program scheduling information for the broadcast facility. Changes to the schedule by programming and its related metadata must be disseminated to the other stakeholders. Likewise, the traffic system maintains a list of formats that each program and/or time period uses to represent potential sales inventory. The combination of format and program schedule metadata is required to create a detailed event playlist for automation. To synchronize traffic and programming several transactions are required. This includes the process of initializing, adding, and deleting formats, programs and program schedules as well as scheduling specific title/episode information for a program.

The example below represents only one of several possible transactions. This is the updating of a traffic format structure initiated by the traffic system and sent to the programming system.

Origination System: Traffic

Destination System: Program Management

Trigger: Traffic changed the format in its system and is updating programming with the change.

Additional Stakeholders and Interests:

Traffic System – Creates format structures and needs to disseminate this data to programming when changes are made.

Program Management System – To properly time the actual length of a program, the format details are required. This tells the program department how much time must be reserved for non-programming content. Programming may need to adjust the length of the program content in order to keep the total length of the scheduled program within designated parameters.

Automation User – Accurate program timings are moved further up the scheduling decision path and improve the likelihood that the program's actual aired length matches to the planned scheduled length reducing last minute changes by the engineering staff.

QC staff – Reduces the number of last minute program changes that require additional approval by QC staff. If programming has accurate timings during the scheduling process they can avoid program modifications that might affect a program's QC status.

Preconditions: A session has been established.

Main Success Scenario:

Format Change or Update:

1. Traffic changes a format in their system and sends Programming the change that is the complete format structure including the changes made.
2. Programming accepts the format change and updates its records and replies back to track with a reply indicating that the update was successful.

Failure or other issues:

3. The format may already be in use on the schedule and changes to the format do not automatically get applied to all future dates. It is up to the scheduling or traffic system to cast the format change onto the schedule and send the schedule changes that this generates. If programming does not recognize the format in its system, then it can respond that the format was not updated or it can assume it needs to add the format as a new record. This would result in a different reply to the traffic system.
4. Use Case ends.

Example: Traffic changes an existing Format and sends the Program Management System the changes.

```
<?xml version="1.0" encoding="UTF-8"?>
<BxfMessage id="urn:uuid:ABCCDDDD-6000-11D3-8CFE-0050048383C9" dateTime="2006-08-16T20:44:43.16"
messageType="Information" origin="Traffic System" originType="Traffic" destination="Program Management" userName="Traffic
System User" xmlns="http://smpte-ra.org/schemas/2021/2013/BXF" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://smpte-ra.org/schemas/2021/2013/BXF BxfSchema.xsd">
  <BxfData action="update">
    <Format action="update">
      <FormatId>urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391D9</FormatId>
      <FormatLength>
        <SmpteDuration>
          <SmpteTimeCode>00:30:00:00</SmpteTimeCode>
        </SmpteDuration>
      </FormatLength>
      <FormatName>SampleFormat_PrimeTime_Sitcom</FormatName>
      <FormatStructure>
        <FormatElements>
          <PrimaryElementId>urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391D1</PrimaryElementId>
          <FormatElementType>Break</FormatElementType>
          <PrimaryOffset>
            <SmpteTimeCode>00:00:00:00</SmpteTimeCode>
          </PrimaryOffset>
          <PrimaryDuration variable="false">
            <SmpteDuration>
              <SmpteTimeCode>00:00:30:00</SmpteTimeCode>
            </SmpteDuration>
          </PrimaryDuration>
        </FormatElements>
        <FormatElements>
          <PrimaryElementId>urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391D2</PrimaryElementId>
          <FormatElementType>Segment</FormatElementType>
          <PrimaryOffset>
            <SmpteTimeCode>00:00:30:00</SmpteTimeCode>
          </PrimaryOffset>
        </FormatElements>
      </FormatStructure>
    </Format>
  </BxfData>
</BxfMessage>
```

```

    <PrimaryDuration variable="true">
      <SmpteDuration>
        <SmpteTimeCode>00:09:00:00</SmpteTimeCode>
      </SmpteDuration>
    </PrimaryDuration>
    <NonPrimaryElements>
      <NonPrimaryElementId>urn:uuid:ABCCDDDD-1111-22E3-9AFF-
0038338391D2</NonPrimaryElementId>
      <NonPrimaryOffset>
        <OffsetTime>
          <SmpteTimeCode>00:00:00:00</SmpteTimeCode>
        </OffsetTime>
      </NonPrimaryOffset>
      <NonPrimaryDuration>
        <SmpteDuration>
          <SmpteTimeCode>00:00:10:00</SmpteTimeCode>
        </SmpteDuration>
      </NonPrimaryDuration>
      <NonPrimaryDescription>Station ID Bug</NonPrimaryDescription>
    </NonPrimaryElements>
  </FormatElements>
  <FormatElements>
    <PrimaryElementId>urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391D3</PrimaryElementId>
    <FormatElementType>Break</FormatElementType>
    <PrimaryOffset>
      <SmpteTimeCode>00:09:30:00</SmpteTimeCode>
    </PrimaryOffset>
    <PrimaryDuration variable="false">
      <SmpteDuration>
        <SmpteTimeCode>00:00:30:00</SmpteTimeCode>
      </SmpteDuration>
    </PrimaryDuration>
  </FormatElements>
  <FormatElements>
    <PrimaryElementId>urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391D4</PrimaryElementId>
    <FormatElementType>Segment</FormatElementType>
    <PrimaryOffset>
      <SmpteTimeCode>00:10:00:00</SmpteTimeCode>
    </PrimaryOffset>
    <PrimaryDuration variable="true">
      <SmpteDuration>
        <SmpteTimeCode>00:09:00:00</SmpteTimeCode>
      </SmpteDuration>
    </PrimaryDuration>
    <NonPrimaryElements>
      <NonPrimaryElementId>urn:uuid:ABCCDDDD-1111-22E3-9AFF-
0038338391D4</NonPrimaryElementId>
      <NonPrimaryOffset>
        <OffsetTime>
          <SmpteTimeCode>00:00:00:00</SmpteTimeCode>
        </OffsetTime>
      </NonPrimaryOffset>
      <NonPrimaryDuration>
        <SmpteDuration>
          <SmpteTimeCode>00:00:10:00</SmpteTimeCode>
        </SmpteDuration>
      </NonPrimaryDuration>
      <NonPrimaryDescription>Station ID Bug for segment 2</NonPrimaryDescription>
    </NonPrimaryElements>
  </FormatElements>
  <FormatElements>
    <PrimaryElementId>urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391D5</PrimaryElementId>
    <FormatElementType>Break</FormatElementType>
    <PrimaryOffset>

```

```

        <SmpteTimeCode>00:19:00:00</SmpteTimeCode>
      </PrimaryOffset>
      <PrimaryDuration variable="true">
        <SmpteDuration>
          <SmpteTimeCode>00:00:45:00</SmpteTimeCode>
        </SmpteDuration>
      </PrimaryDuration>
    </FormatElements>
  </FormatElements>
  <PrimaryElementId>urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391D6</PrimaryElementId>
  <FormatElementType>Segment</FormatElementType>
  <PrimaryOffset>
    <SmpteTimeCode>00:19:45:00</SmpteTimeCode>
  </PrimaryOffset>
  <PrimaryDuration variable="true">
    <SmpteDuration>
      <SmpteTimeCode>00:10:00:00</SmpteTimeCode>
    </SmpteDuration>
  </PrimaryDuration>
  <NonPrimaryElements>
    <NonPrimaryElementId>urn:uuid:ABCCDDDD-1111-22E3-9AFF-
0038338391D6</NonPrimaryElementId>
    <NonPrimaryOffset>
      <OffsetTime>
        <SmpteTimeCode>00:00:00:00</SmpteTimeCode>
      </OffsetTime>
    </NonPrimaryOffset>
    <NonPrimaryDuration>
      <SmpteDuration>
        <SmpteTimeCode>00:00:10:00</SmpteTimeCode>
      </SmpteDuration>
    </NonPrimaryDuration>
    <NonPrimaryDescription>Station ID Bug for segment 3</NonPrimaryDescription>
  </NonPrimaryElements>
</FormatElements>
</FormatElements>
  <PrimaryElementId>urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391D7</PrimaryElementId>
  <FormatElementType>Break</FormatElementType>
  <PrimaryOffset>
    <SmpteTimeCode>00:29:45:00</SmpteTimeCode>
  </PrimaryOffset>
  <PrimaryDuration variable="false">
    <SmpteDuration>
      <SmpteTimeCode>00:00:15:00</SmpteTimeCode>
    </SmpteDuration>
  </PrimaryDuration>
</FormatElements>
</FormatStructure>
</Format>
</BxfData>
</BxfMessage>

```

2.2 Schedule

Context of Use: After the preparation of the daily log, events (which typically include programming, commercials, promos/PSAs and other interstitial material) are sent to the automation system. Further processing is needed in many cases to prepare these events for airing through the automation system. This processing prepares the events to be automation-ready which can be executed for playout. A single or a group of events can be sent at one time. This use cases exemplifies the process to accept new or updated events.

Origination System: Traffic

Destination System: Automation

Trigger: Events submitted from the traffic system.

Additional Stakeholders and Interests:

Traffic System: Creates the completed schedule and submits it to the automation system for execution.

Automation System: Accepts and validates the schedule received from traffic, and executes said schedule at the appropriate time.

Preconditions: Events are available for playout.

Main Success Scenario:

Traffic System:

1. Traffic user selects a single or series of traffic events to be sent to the automation system.
2. Traffic user submits traffic events to the automation system.

Automation System:

3. Traffic events are accepted in automation system.
4. Traffic events are converted to automation events.
5. Automation database populates fields needed to execute playout (playout information includes timing, media, device, format, etc.)
6. Automation submits updated events (schedule and timing) information to the traffic database.
7. Use Case ends.

Example: A Playlist schedule for the Evening News on Network Affiliate WXXX with two local breaks.

```
<?xml version="1.0" encoding="UTF-8"?>
<BxfMessage id="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391F2" dateTime="2006-09-05T13:38:26.28"
messageType="Information" origin="Traffic System" originType="Traffic" userName="Traffic System User" destination="Automation"
xmlns="http://smpte-ra.org/schemas/2021/2013/BXF" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://smpte-ra.org/schemas/2021/2013/BXF BxfSchema.xsd"
xmlns:pmcp="http://www.atsc.org/XMLSchemas/pmcp/2007/3.1"
pmcp:schemaLocation="http://www.atsc.org/XMLSchemas/pmcp/2007/3.1/pmcp31.xsd">
  <BxfData action="add">
    <Schedule type="Primary" scheduleId="urn:uuid:00000000-0000-0000-0000-0038338391E0" scheduleName="WXXX Ch 6-1"
scheduleStart="2006-06-21T17:30:00.00" scheduleEnd="2006-06-21T17:30:00.00">
      <Channel channelNumber="6-1" status="active" type="digital_television" ca="false" shortName="WXXX-DT"
outOfBand="true">
        <pmcp:Name lang="eng">WXXX-DT Ch 6-1</pmcp:Name>
        <Channel>
          <ScheduledEvent>
            <ScheduleElements>
              <EventData eventType="Primary-ProgramHeader">
                <EventId>
                  <EventId>urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391F1</EventId>
                </EventId>
                <PrimaryEvent>
                  <ProgramEvent>
                    <SegmentNumber>1</SegmentNumber>
                    <ProgramName>Evening News</ProgramName>
                  </ProgramEvent>
                </PrimaryEvent>
              </EventData>
            </ScheduleElements>
          </ScheduledEvent>
        </Channel>
      </Schedule>
    </BxfData>
  </BxfMessage>
```



```

        </ProgramEvent>
    </PrimaryEvent>
    <StartDateTime nominalFlag="false">
        <SmpteDateTime broadcastDate="2006-10-01">
            <SmpteTimeCode>15:30:00:00</SmpteTimeCode>
        </SmpteDateTime>
    </StartDateTime>
    <LengthOption>
        <Duration>
            <SmpteDuration>
                <SmpteTimeCode>00:12:00:00</SmpteTimeCode>
            </SmpteDuration>
        </Duration>
    </LengthOption>
    <StartMode>Fixed</StartMode>
    <EndMode>Duration</EndMode>
</EventData>
<Content>
    <ContentId>
        <HouseNumber>Network-1</HouseNumber>
    </ContentId>
    <Name>Evening News Segment-1</Name>
    <Media>
        <BaseBand/>
        <MediaLocation>
            <Location>
                <RouterSource>
                    <Name>NEWS</Name>
                    <CrossPoint>PCL</CrossPoint>
                </RouterSource>
            </Location>
            <SOM>
                <SmpteTimeCode>00:00:00:00</SmpteTimeCode>
            </SOM>
            <Duration>
                <SmpteDuration>
                    <SmpteTimeCode>00:12:00:00</SmpteTimeCode>
                </SmpteDuration>
            </Duration>
        </MediaLocation>
    </Media>
</Content>
</ScheduleElements>
<ScheduleElements>
    <EventData eventType="Primary-BreakHeader">
        <EventId>
            <EventId>urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391F2</EventId>
        </EventId>
        <PrimaryEvent>
            <NonProgramEvent>
                <Details>
                    <AdType>General</AdType>
                    <SpotType>Standard</SpotType>
                    <Advertiser>
                        <AdvertiserName>Johnson Ford Motors</AdvertiserName>
                    </Advertiser>
                    <Product>
                        <Name>Car Sales Event</Name>
                    </Product>
                </Details>
            </NonProgramEvent>
        </PrimaryEvent>
        <StartDateTime nominalFlag="false">
            <SmpteDateTime broadcastDate="2006-10-01">

```

```

        <SmpteTimeCode>15:42:00:00</SmpteTimeCode>
    </SmpteDateTime>
</StartDateTime>
<LengthOption>
    <Duration>
        <SmpteDuration>
            <SmpteTimeCode>00:00:30:00</SmpteTimeCode>
        </SmpteDuration>
    </Duration>
</LengthOption>
<StartMode>Follow</StartMode>
<EndMode>Duration</EndMode>
</EventData>
<Content>
    <ContentId>
        <HouseNumber>JFMC1201</HouseNumber>
        <AlternateId idType="ISCI" authoritativeSource="AAAA">JFMC1201</AlternateId>
    </ContentId>
    <Name>Johnson Motors Super Sales Event</Name>
    <Media>
        <BaseBand/>
        <MediaLocation>
            <Location>
                <AssetServer fileTransferAllowed="true" playoutAllowed="true">
                    <PathName>C:\MediaFiles\Commercials</PathName>
                </AssetServer>
            </Location>
            <SOM>
                <SmpteTimeCode>00:00:00:00</SmpteTimeCode>
            </SOM>
            <Duration>
                <SmpteDuration>
                    <SmpteTimeCode>00:00:30:00</SmpteTimeCode>
                </SmpteDuration>
            </Duration>
        </MediaLocation>
    </Media>
</Content>
</ScheduleElements>
<ScheduleElements>
    <EventData eventType="Primary-ProgramHeader">
        <EventId>
            <EventId>urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391F3</EventId>
        </EventId>
        <PrimaryEvent>
            <ProgramEvent>
                <SegmentNumber>2</SegmentNumber>
                <ProgramName>Evening News</ProgramName>
            </ProgramEvent>
        </PrimaryEvent>
        <StartDateTime nominalFlag="false">
            <SmpteDateTime broadcastDate="2006-10-01">
                <SmpteTimeCode>15:42:30:00</SmpteTimeCode>
            </SmpteDateTime>
        </StartDateTime>
        <LengthOption>
            <Duration>
                <SmpteDuration>
                    <SmpteTimeCode>00:10:00:00</SmpteTimeCode>
                </SmpteDuration>
            </Duration>
        </LengthOption>
        <StartMode>Fixed</StartMode>
        <EndMode>Duration</EndMode>
    </EventData>

```

```

</EventData>
<Content>
  <ContentId>
    <HouseNumber>Network-1</HouseNumber>
  </ContentId>
  <Name>Evening News Segment-2</Name>
  <Media>
    <BaseBand/>
    <MediaLocation>
      <Location>
        <RouterSource>
          <Name>NEWS</Name>
          <CrossPoint>PCL</CrossPoint>
        </RouterSource>
      </Location>
      <SOM>
        <SmpteTimeCode>00:00:00:00</SmpteTimeCode>
      </SOM>
      <Duration>
        <SmpteDuration>
          <SmpteTimeCode>00:10:00:00</SmpteTimeCode>
        </SmpteDuration>
      </Duration>
    </MediaLocation>
  </Media>
</Content>
</ScheduleElements>
<ScheduleElements>
  <EventData eventType="Primary-BreakHeader">
    <EventId>
      <EventId>urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391F4</EventId>
    </EventId>
    <PrimaryEvent>
      <NonProgramEvent>
        <Details>
          <AdType>General</AdType>
          <SpotType>Standard</SpotType>
          <Advertiser>
            <AdvertiserName>Fortified Banks</AdvertiserName>
          </Advertiser>
          <Product>
            <Name>Discount Mortgage Promotion</Name>
          </Product>
        </Details>
      </NonProgramEvent>
    </PrimaryEvent>
    <StartDateTime nominalFlag="false">
      <SmpteDateTime broadcastDate="2006-10-01">
        <SmpteTimeCode>15:52:30:00</SmpteTimeCode>
      </SmpteDateTime>
    </StartDateTime>
    <LengthOption>
      <Duration>
        <SmpteDuration>
          <SmpteTimeCode>00:00:30:00</SmpteTimeCode>
        </SmpteDuration>
      </Duration>
    </LengthOption>
    <StartMode>Follow</StartMode>
    <EndMode>Duration</EndMode>
  </EventData>
  <Content>
    <ContentId>
      <HouseNumber>FBIN0901</HouseNumber>
    </ContentId>
  </Content>
</ScheduleElements>

```

```

        <AlternateId idType="ISCI" authoritativeSource="AAAA">FBIN0901</AlternateId>
    </ContentId>
    <Name>Discount Mortgage Promotion</Name>
    <Media>
        <BaseBand/>
        <MediaLocation>
            <Location>
                <AssetServer fileTransferAllowed="true" playoutAllowed="true">
                    <PathName>C:\MediaFiles\Commercials</PathName>
                </AssetServer>
            </Location>
            <SOM>
                <SmpteTimeCode>00:00:00:00</SmpteTimeCode>
            </SOM>
            <Duration>
                <SmpteDuration>
                    <SmpteTimeCode>00:00:30:00</SmpteTimeCode>
                </SmpteDuration>
            </Duration>
        </MediaLocation>
    </Media>
</Content>
</ScheduleElements>
<ScheduleElements>
    <EventData>
        <EventId>
            <EventId>urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391F5</EventId>
        </EventId>
        <PrimaryEvent>
            <ProgramEvent>
                <SegmentNumber>3</SegmentNumber>
                <ProgramName>Evening News</ProgramName>
            </ProgramEvent>
        </PrimaryEvent>
        <StartDateTime nominalFlag="false">
            <SmpteDateTime broadcastDate="2006-10-01">
                <SmpteTimeCode>15:53:00:00</SmpteTimeCode>
            </SmpteDateTime>
        </StartDateTime>
        <LengthOption>
            <Duration>
                <SmpteDuration>
                    <SmpteTimeCode>00:07:00:00</SmpteTimeCode>
                </SmpteDuration>
            </Duration>
        </LengthOption>
        <StartMode>Fixed</StartMode>
        <EndMode>Duration</EndMode>
    </EventData>
    <Content>
        <ContentId>
            <HouseNumber>Network-1</HouseNumber>
        </ContentId>
        <Name>Evening News Segment-3</Name>
        <Media>
            <BaseBand/>
            <MediaLocation>
                <Location>
                    <RouterSource>
                        <Name>NEWS</Name>
                        <CrossPoint>PCL</CrossPoint>
                    </RouterSource>
                </Location>
                <SOM>

```

```
        <SmpteTimeCode>00:00:00:00</SmpteTimeCode>
      </SOM>
    <Duration>
      <SmpteDuration>
        <SmpteTimeCode>00:07:00:00</SmpteTimeCode>
      </SmpteDuration>
    </Duration>
  </MediaLocation>
</Media>
</Content>
</ScheduleElements>
</ScheduledEvent>
</Schedule>
</BxfData>
</BxfMessage>
```

2.3 Dub Order

Context of Use: Content is inventoried in traffic systems as the control point for the appropriate use of the material. Because the traffic system is the repository for the disposition of the information the dub process helps to administer the external content inventory. The dub process communicates the need for the content to be dubbed onto a medium (i.e. server, cart, etc.) for convenient playback.

Origination System: Traffic

Destination System: Automation

Trigger: Traffic user receives new content or there is a need to convert from tape-storage to server-storage.

Additional Stakeholders and Interests:

Automation User: Executes the ingesting of material, linking the metadata received in the dub-order from traffic to the essence either already stored or due to be ingested.

Traffic User: Sends the dub order to automation, thereby sharing metadata related to the essence in question with the automation system.

Preconditions: There is a need to create an order to dub, or purge content within the facility.

Main Success Scenario:

Traffic department:

1. Traffic user request content items to be placed on a dub order.
2. Traffic user submits dub order to automation system.

Automation system:

3. Automation user acknowledges new order for dub of content.
4. Automation system submits status for dub order to the traffic system.

Traffic system:

5. Traffic system accepts status and updates its database with the information from the automation system.
6. Use Case ends.

Example: Message and metadata to dub content essence

```
<?xml version="1.0" encoding="UTF-8"?>
<BxfMessage id="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0048338391E1" messageType="Information" dateTime="2006-08-
25T13:19:41.28" origin="Traffic System" originType="Traffic" destination="Automation" userName="Traffic System User"
xmlns="http://smpte-ra.org/schemas/2021/2013/BXF" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://smpte-ra.org/schemas/2021/2013/BXF BxfSchema.xsd">
  <BxfData action="add">
    <ContentTransfer transferId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391E1" transferType="Duplication"
priority="Normal">
      <Content>
        <NonProgramContent>
          <Details>
            <AdType>Promo</AdType>
            <SpotType>Standard</SpotType>
          </Details>
          <ContentMetaData>
            <ContentId>
              <HouseNumber>ITVS_HYP</HouseNumber>
            </ContentId>
            <Name>ITVS HYPERBOLE</Name>
            <Description/>
          </ContentMetaData>
        </NonProgramContent>
      </Content>
      <Source>
        <Media>
          <BaseBand>
            <Audio>
              <DigitalAudio>
                <Ac3Audio audioId="1"/>
              </DigitalAudio>
            </Audio>
            <Video>
              <Encoding>MPEG-2</Encoding>
              <DigitalVideo>true</DigitalVideo>
              <Format>720p</Format>
              <AspectRatio>4:3</AspectRatio>
            </Video>
          </BaseBand>
          <MediaLocation>
            <Location>
              <PhysicalAsset assetName="Tape">
                <MediaReferenceName>31-109</MediaReferenceName>
              </PhysicalAsset>
            </Location>
            <SOM>
              <SmpteTimeCode>00:00:00:00</SmpteTimeCode>
            </SOM>
            <Duration>
              <SmpteDuration>
                <SmpteTimeCode>00:00:30:00</SmpteTimeCode>
              </SmpteDuration>
            </Duration>
          </MediaLocation>
        </Media>
      </Source>
      <Destination>
        <Media>
          <BaseBand/>
          <MediaLocation>
            <Location>
              <AssetServer playoutAllowed="true" fileTransferAllowed="true">
                <PathName>C:\media\commercials</PathName>
              </AssetServer>
            </Location>
          </MediaLocation>
        </Media>
      </Destination>
    </ContentTransfer>
  </BxfData>
</BxfMessage>
```

```

        <ReferenceName>AssetServerA</ReferenceName>
      </AssetServer>
    </Location>
  <SOM>
    <SmpteTimeCode>00:00:00:00</SmpteTimeCode>
  </SOM>
  <Duration>
    <SmpteDuration>
      <SmpteTimeCode>00:00:30:00</SmpteTimeCode>
    </SmpteDuration>
  </Duration>
  <ArchiveGroup>
    <ArchiveName>Interstitial</ArchiveName>
  </ArchiveGroup>
</MediaLocation>
</Media>
<UsagePolicy>
  <PurgeDate>9999-12-31T00:00:00.00</PurgeDate>
</UsagePolicy>
</Destination>
</ContentTransfer>
</BxfData>
</BxfMessage>

```

2.4 Purge Order

Context of Use: Content is inventoried in traffic systems as the control point for the appropriate use of the material. Because the traffic system is the repository for the disposition of the information the purge process (along with the dub order) also administrates the external content inventory. At the conclusion of the allowable run of the content a purge of the material from the playback medium is normally requested.

Origination System: Traffic

Destination System: Automation

Trigger: Dated content needs to be removed.

Additional Stakeholders and Interests:

Automation User: Accepts the purge order from traffic and removes the associated content from its inventory.

Traffic User: Sends an order to remove content from inventory.

Preconditions: There is a need to purge content within the facility.

Main Success Scenario:

Traffic system:

1. Traffic user requests content items to be placed on purge order.
2. Traffic user submits purge order to automation system.

Automation system:

3. Automation user acknowledges purge order to automation system.
4. Automation system submits status for purge order to the traffic system.

Traffic system:

5. Traffic system accepts status and updates its database with the information from the automation system.
6. Use Case ends.

Example: Purge Media by adding a new purge order for Media #311

```
<?xml version="1.0" encoding="UTF-8"?>
<BxfMessage id="urn:uuid:ABCCDDDD-2222-22E3-9AFF-0038338391E1" messageType="Information" dateTime="2006-08-16T20:44:43.16" origin="Traffic System" originType="Traffic" destination="Automation" userName="Traffic System User"
xmlns="http://smpte-ra.org/schemas/2021/2013/BXF" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://smpte-ra.org/schemas/2021/2013/BXF BxfSchema.xsd">
  <BxfData action="add">
    <ContentTransfer transferId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391E1" transferType="Purge"
priority="Normal">
      <Content user="Traffic User">
        <ProgramContent>
          <ContentMetaData>
            <ContentId>
              <HouseNumber>311</HouseNumber>
            </ContentId>
            <Name>A2: SIGN ON</Name>
          </ContentMetaData>
        </ProgramContent>
      </Content>
    </ContentTransfer>
  </BxfData>
</BxfMessage>
```

2.5 Record Order

Context of Use: Content is inventoried in traffic systems as the control point for the appropriate use of the material. Because the traffic system is the repository for the disposition of the information, the live-recording process (along with the dub and purge order) also administrates the external content inventory. At a particular time of day, a recording of a show can be requested.

Origination System: Traffic

Destination System: Automation

Trigger: Traffic user is alerted to the opportunity of a satellite/studio-fed show that needs to be captured and stored on local media.

Additional Stakeholders and Interests:

Automation User: Accepts an order to obtain content from a particular source fed at a particular time.

Traffic User: Uses the live feed schedule to plan for the recording of content by the automation system, and shares this information with said system for the storage of live material. This content can then be used at a later time.

Preconditions: There is a need to record a live show within the facility.

Main Success Scenario:

Traffic department:

1. Traffic user request content items to be placed on a record order.
2. Traffic user submits record order to automation system.

Automation system:

3. Automation user acknowledges new order for recording of content.
4. Automation system submits status for record order to the traffic system.

Traffic system:

5. Traffic system accepts status and updates its database with the information from the automation system.
6. Use Case ends.

Example: Message and metadata to schedule recording of content

```
<?xml version="1.0" encoding="UTF-8"?>
<BxfMessage id="urn:uuid:ABCCDDDD-2223-22E3-9AFF-0038338391E1" messageType="Information" dateTime="2006-08-
25T13:08:59.91" origin="Traffic System" originType="Traffic" destination="Automation" userName="Traffic System User"
xmlns="http://smpte-ra.org/schemas/2021/2013/BXF" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://smpte-ra.org/schemas/2021/2013/BXF BxfSchema.xsd">
  <BxfData action="add">
    <ContentTransfer transferId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391E1" transferType="Recording"
priority="Normal" recordEventStart="2006-10-01T03:00:00.00" recordEventEnd="2006-10-01T03:29:30.00">
      <Content>
        <ProgramContent>
          <ContentMetaData>
            <ContentId>
              <HouseNumber>PBC5-1</HouseNumber>
            </ContentId>
          </ContentMetaData>
        </ProgramContent>
      </Content>
      <Source>
        <Media>
          <BaseBand>
            <Audio>
              <DigitalAudio>
                <Ac3Audio audioId="1"/>
              </DigitalAudio>
            </Audio>
            <Video>
              <Encoding>MPEG-2</Encoding>
              <DigitalVideo>true</DigitalVideo>
              <Format>720p</Format>
              <AspectRatio>4:3</AspectRatio>
            </Video>
          </BaseBand>
          <MediaLocation>
            <Location>
              <Satellite>
                <SatelliteName>XYZ1</SatelliteName>
                <SatellitePosition>-90.0</SatellitePosition>
                <Transponders>
```

```

        <TransponderDetail>
            <TransponderNumber>501</TransponderNumber>
            <TransponderFrequency>12700.0</TransponderFrequency>
            <Polarity>Horizontal</Polarity>
            <TransponderName>XYZ1</TransponderName>
        </TransponderDetail>
    </Transponders>
    <Receiver>RCVR2</Receiver>
    <Encoder>ENC1</Encoder>
</Satellite>
</Location>
<SOM>
    <SmpteTimeCode>00:00:00:00</SmpteTimeCode>
</SOM>
<Duration>
    <SmpteDuration>
        <SmpteTimeCode>00:29:30:00</SmpteTimeCode>
    </SmpteDuration>
</Duration>
</MediaLocation>
</Media>
</Source>
<Destination>
    <Media>
        <BaseBand/>
        <MediaLocation>
            <Location>
                <PhysicalAsset assetName="Tape">
                    <MediaReferenceName>PBC5-1</MediaReferenceName>
                </PhysicalAsset>
            </Location>
            <SOM>
                <SmpteTimeCode>00:00:00:00</SmpteTimeCode>
            </SOM>
            <Duration>
                <SmpteDuration>
                    <SmpteTimeCode>00:29:30:00</SmpteTimeCode>
                </SmpteDuration>
            </Duration>
            <ArchiveGroup>
                <ArchiveName>Archive A</ArchiveName>
            </ArchiveGroup>
        </MediaLocation>
    </Media>
</Destination>
</ContentTransfer>
    <ContentTransfer transferId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391E2" transferType="Recording"
priority="Normal" recordEventStart="2006-10-01T06:00:00.00" recordEventEnd="2006-10-01T06:28:46.00">
        <Content>
            <ProgramContent>
                <ContentMetaData>
                    <ContentId>
                        <HouseNumber>6BC-102</HouseNumber>
                    </ContentId>
                    <Name>A Half Hour Program</Name>
                </ContentMetaData>
            </ProgramContent>
        </Content>
    </Source>
    <Media>
        <BaseBand>
            <Audio>
                <DigitalAudio>
                    <Ac3Audio audioId="1"/>
                </DigitalAudio>
            </Audio>
        </BaseBand>
    </Media>

```

```

        </DigitalAudio>
    </Audio>
    <Video>
        <Encoding EncodingReference="Digital Betacam">MPEG-2</Encoding>
        <Format>480i</Format>
        <AspectRatio>4:3</AspectRatio>
    </Video>
    <Captions>
        <Caption608/>
    </Captions>
</BaseBand>
<MediaLocation>
    <Location>
        <Satellite>
            <SatelliteName>XYZ1</SatelliteName>
            <Transponders>
                <TransponderDetail>
                    <TransponderNumber>500</TransponderNumber>
                    <TransponderFrequency>12700.0</TransponderFrequency>
                    <Polarity>Horizontal</Polarity>
                </TransponderDetail>
            </Transponders>
            <Receiver>RCVR1</Receiver>
            <Encoder>ENC2</Encoder>
        </Satellite>
    </Location>
    <SOM>
        <SmpteTimeCode>00:00:00:00</SmpteTimeCode>
    </SOM>
    <Duration>
        <SmpteDuration>
            <SmpteTimeCode>00:28:46:00</SmpteTimeCode>
        </SmpteDuration>
    </Duration>
</MediaLocation>
</Media>
</Source>
<Destination>
    <Media>
        <PrecompressedTS/>
        <MediaLocation>
            <Location>
                <AssetServer playoutAllowed="true" fileTransferAllowed="true">
                    <PathName>C:\MediaFiles\Programs</PathName>
                </AssetServer>
            </Location>
            <SOM>
                <SmpteTimeCode>00:00:00:00</SmpteTimeCode>
            </SOM>
            <Duration>
                <SmpteDuration>
                    <SmpteTimeCode>00:28:46:00</SmpteTimeCode>
                </SmpteDuration>
            </Duration>
            <ArchiveGroup>
                <ArchiveName>Archive B</ArchiveName>
            </ArchiveGroup>
        </MediaLocation>
    </Media>
</Destination>
</ContentTransfer>
</BxfData>
</BxfMessage>

```

2.6 Transfer Order

Context of Use: Content distribution continues to become an important method of receiving content representing an auxiliary repository of needed content for a broadcast facility. These use cases represent the processes of notification of new or updated content, retrieving content, format sheets and transfers from the content distribution system. Other user goals defined allow the user to manipulate a requested transfer by reprioritization or cancellation of the request.

Origination System: Traffic/Automation/Program Management

Destination System: Content Distribution

Trigger: A request has been made to retrieve, or transfer content.

Additional Stakeholders and Interests:

Content – includes video/audio content as well as metadata for the content to be transferred from one location to another.

Preconditions: A session has been established.

Main Success Scenario:

Submit Content Notification:

1. CPS sends a *notify-content* message to ES when content is added, updated or removed.
2. ES sends an *ack* message.
3. Use case ends.

Retrieve Content:

1. ES sends a *query-content* message.
2. CPS validates the message and sends back an *ack* message.
3. If the message is invalid, CPS sends a negative *ack* message and terminates the use case.
4. CPS retrieves content.
5. CPS sends a *list-content* message.
6. ES sends an *ack* message.
7. Use case ends.

Retrieve Format Sheet:

1. ES sends a *query-format-sheet* message.
2. CPS validates the message and sends back an *ack* message.
3. If the message is invalid, CPS sends a negative *ack* message and terminates the use case.
4. CPS retrieves the format sheet and sends a *list-format-sheet* message.
5. ES sends an *ack* message.
6. Use case ends.

Retrieve Transfers:

1. ES selects transfer id or destination name.
2. ES sends a *query-transfer* message.
3. If the message is invalid, CPS sends a negative *ack* message and terminates the use case.
4. CPS validates the message and sends an *ack* message.
5. CPS retrieves information about transfers.
6. CPS sends a *list-transfer* message
7. ES sends an *ack* message.
8. Use case ends.

Transfer Content:

1. ES selects content and destination.
2. ES sends a *transfer-content* message.
3. If the message is invalid, CPS sends a negative *ack* and terminates the use case.
4. CPS validates the message and sends an *ack* message.
5. CPS transfers the requested content to the requested destination.
6. CPS sends a *notify-transfer* when the content is transferred.
7. ES sends an *ack* message.
8. Use case ends.

Change Transfer Priority:

1. ES selects a 'queued' transfer and a priority
2. ES send a *set-transfer-priority* message.
3. If the message is invalid, CPS sends a negative *ack* message and terminates the use case.
4. CPS validates the message and sends an *ack* message.
5. CPS changes the priority of transfer.
6. Use case ends.

Cancel Transfer:

1. ES selects a transfer to cancel
2. ES send a *cancel-transfer* message.
3. If the message is invalid, CPS sends a negative *ack* and terminates the use case.
4. CPS validates the message and sends an *ack* message.
5. CPS cancels the transfer if the transfer is not already finished.
6. Use case ends

Example: Message and metadata to initiate or schedule (file) transfer of content

```

<?xml version="1.0" encoding="UTF-8"?>
<BxfMessage id="urn:uuid:F1234568-0022-92EE-9BA6-C293A1FA6693" messageType="Information" dateTime="2006-09-
06T07:50:23.26" origin="Traffic System" originType="Traffic" destination="Automation" userName="Traffic System User"
xmlns="http://smpte-ra.org/schemas/2021/2013/BXF" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://smpte-ra.org/schemas/2021/2013/BXF BxfSchema.xsd">
  <BxfData action="add">
    <ContentTransfer transferId="urn:uuid:FF56FE68-3D41-11DB-8AF6-B622A1EF5492" transferType="File transfer" priority="Normal">
      <Content location="http://edgeserver.com/incoming_files" source="Regional Distributor">
        <ProgramContent>
          <ContentMetaData>
            <ContentId action="add">
              <Isan root="0000-0001-6134" episodeOrPart="008B" check1="C" version="0000-0000" check2="1"/>
            </ContentId>
            <Name>Hello World</Name>
            <Description>A small town standard makes it to the big time.</Description>
          </ContentMetaData>
          <Series>
            <SeriesName>Hello World, The Series</SeriesName>
          </Series>
        </ProgramContent>
      </Content>
    </ContentTransfer>
  </BxfData>
</BxfMessage>

```

2.7 Content Notify

Context of Use: A system that is capable of storing content must be able to communicate the inventory it contains. In most cases, this is an intelligent system that has “send” and “receive” capabilities, enabling effective transfer of this content.

Origination System: Content Delivery

Destination System: Automation

Trigger: Automation system is notified of arrival of new content.

Additional Stakeholders and Interests:

Automation User: Informs the traffic system of content that has been successfully delivered and is ready for use.

Traffic User: Keeps abreast of the changes of the status/location of content that is due to air.

Preconditions: Content needed for broadcast is unavailable

Main Success Scenario:

Traffic department:

1. Traffic user requests content items to be placed on a record order.
2. Traffic user submits record order to automation system.

Automation system:

3. Automation user acknowledges new order for recording of content.
4. Automation system submits status for record order to the traffic system.

Traffic system:

5. Traffic system accepts status and updates its database with the information from the automation system.
6. Use Case ends.

Example: Message notifying target of new content

```
<?xml version="1.0" encoding="UTF-8"?>
<BxfMessage id="urn:uuid:F1234568-0022-92EE-9BA6-C293A1FA6693" messageType="Information" dateTime="2006-09-
06T07:50:23.26" origin="Content Delivery System" originType="Content Delivery" destination="Traffic System" userName="Content
Delivery System User" xmlns="http://smpte-ra.org/schemas/2021/2013/BXF" xmlns:xsi="http://www.w3.org/2001/XMLSchema-
instance" xsi:schemaLocation="http://smpte-ra.org/schemas/2021/2013/BXF BxfSchema.xsd">
  <BxfData action="add">
    <ContentTransfer transferId="urn:uuid:FF56FE68-3D41-11DB-8AF6-B622A1EF5492" transferType="File transfer"
priority="Normal" status="Completed" statusDescription="Content recently arrived--date and time reflected in the 'recordEventStart' and
'recordEventEnd' fields" recordEventStart="2006-09-06T07:50:23.26" recordEventEnd="2006-09-06T07:55:23.26">
      <Content location="http://edgeserver.com/incoming_files" source="Regional Distributor">
        <ProgramContent>
          <ContentMetaData>
            <ContentId action="add">
              <Isan root="2B1A-FF17-3E20" episodeOrPart="6541" check1="7" version="48CD-78B1"
check2="B"/>
            </ContentId>
            <Name>The One With the Thumb</Name>
            <Description>Ross discovers the fate of his childhood pet, Chi-Chi. Chandler starts smoking again;
when the group complains, he diverts their attention to their own faults. Phoebe gets money she doesn't want; she complains and gets
more; she gives it away and gets a can of soda in return...which contains a thumb. The beverage company gives her $7000. Monica's new
boyfriend is a hit with her friends, but Monica's not too sure.</Description>
          </ContentMetaData>
          <Series>
            <SeriesName>Friends</SeriesName>
          </Series>
        </ProgramContent>
      </Content>
    </ContentTransfer>
  </BxfData>
</BxfMessage>
```


2.8 Query Request

Context of Use: Any particular system might have the need to find out information that another system contains. Therefore, using the common xml schema amongst the participating systems, a SQL-like query is able to be used via a subset of XPATH 2.0 (<http://www.w3.org/TR/xpath20/>) to implement the <WhereClause> and <ReturnStructure> nodes syntax.

Origination System: Any

Destination System: Any

Trigger: The originating system desires to query the target system for useful information.

Additional Stakeholders and Interests:

Any/all

Preconditions: Information is needed that the originating system does not have and/or needs to verify from a target system

Main Success Scenario:

System A:

1. User of originating system A requests information from System B.

System B:

2. Performs a local query using the where-clause of the originating system's query
3. Returns the desired information to the originating system using the return-structure scheme

Examples:

1. All active channels for a given date range

```
<?xml version="1.0" encoding="UTF-8"?>
<BxfMessage id="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391E1" messageType="Request" dateTime="2006-08-16T20:44:43.16" origin="Traffic System" originType="Traffic" destination="Automation" userName="Traffic System User"
xmlns="http://smpte-ra.org/schemas/2021/2013/BXF" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://smpte-ra.org/schemas/2021/2013/BXF BxfSchema.xsd">
  <BxfQuery>
    <WhereClause>Schedule/@scheduleStart="2006-08-16T05:00:00.00"</WhereClause>
    <ReturnStructure>Schedule/Channel/*</ReturnStructure>
  </BxfQuery>
</BxfMessage>
```

Note: The “*” indicates all sub-nodes at that level and below, if the “*” is omitted only that node and its attributes would be returned.

<!-- The above query would return all channels for which a schedule =2006-08-16T05:00:00.00.000 is defined. Returned record set would be something like:-->

```
<BxfMessage id="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391F2" messageType="Reply" dateTime="2006-08-16T20:44:50.16" origin="Automation" originType="Automation" destination="Traffic System" userName="Automation System User"
originMessageId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391E1" xmlns="http://smpte-ra.org/schemas/2021/2013/BXF"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xsi:schemaLocation="http://smpte-ra.org/schemas/2021/2013/BXF
BxfSchema.xsd">
  <BxfQueryResponse>
    <Schedule type="Primary" scheduleId="urn:uuid:00000000-0000-0000-0000-003833839122">
      <Channel>....</Channel>
```

```

    </Schedule>
    <Schedule type="Primary" scheduleId="urn:uuid:00000000-0000-0000-0000-003833839123">
      <Channel>....</Channel>
    </Schedule>
  </BxfQueryResponse>
</BxfMessage>

```

<!-- The Channel section is all optional, but the returning system would populate any channel attribute or elemental data it knows-->

2. Schedule identification for a given date range.

```

<?xml version="1.0" encoding="UTF-8"?>
<BxfMessage id="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391E1" messageType="Request" dateTime="2006-08-16T20:44:43.16" origin="Traffic System" originType="Traffic" destination="Automation" userName="Traffic System User"
xmlns="http://smpte-ra.org/schemas/2021/2013/BXF" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://smpte-ra.org/schemas/2021/2013/BXF BxfSchema.xsd">
  <BxfQuery>
    <WhereClause>Schedule/@scheduleStart>="2006-08-16T05:00:00.00"</WhereClause>
    <ReturnStructure>Schedule</ReturnStructure>
  </BxfQuery>
</BxfMessage>

```

Must return:

```

<BxfMessage id="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391F2" messageType="Reply" dateTime="2006-08-16T20:44:50.16" origin="Automation" originType="Automation" destination="Traffic System" userName="Automation System User"
originMessageId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391E1" xmlns="http://smpte-ra.org/schemas/2021/2013/BXF"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xsi:schemaLocation="http://smpte-ra.org/schemas/2021/2013/BXF
BxfSchema.xsd">
  <BxfQueryResponse>
    <Schedule type="Primary" scheduleId="urn:uuid:00000000-0000-0000-0000-003833839122">
    </Schedule>
    <Schedule type="Primary" scheduleId="urn:uuid:00000000-0000-0000-0000-003833839123">
    </Schedule>
  </BxfQueryResponse>
</BxfMessage>

```

3. Schedules for a specific **Channel** for a given date range.

```

<?xml version="1.0" encoding="UTF-8"?>
<BxfMessage id="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391E1" messageType="Request" dateTime="2006-08-16T20:44:43.16" origin="Traffic System" originType="Traffic" destination="Automation" userName="Traffic System User"
xmlns="http://smpte-ra.org/schemas/2021/2013/BXF" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://smpte-ra.org/schemas/2021/2013/BXF BxfSchema.xsd"
xmlns:pmcp="http://www.atsc.org/XMLSchemas/pmcp/2007/3.1"
pmcp:schemaLocation="http://www.atsc.org/XMLSchemas/pmcp/2007/3.1/pmcp31.xsd">
  <BxfQuery>
    <WhereClause>Schedule/Channel/Name="WXYZ" and Schedule/@scheduleStart>="2006-08-16T05:00:00.00"</WhereClause>
    <ReturnStructure>Schedule/*</ReturnStructure>
  </BxfQuery>
</BxfMessage>

```

*This query would return schedules including all events for **Channel** Named "WXYZ" with a scheduleStart>="2006-08-16T05:00:00.00":*

```

<BxfMessage id="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391F2" messageType="Reply" dateTime="2006-08-16T20:44:50.16" origin="Automation" originType="Automation" destination="Traffic System" userName="Automation System User"
originMessageId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391E1" xmlns="http://smpte-ra.org/schemas/2021/2013/BXF"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xsi:schemaLocation="http://smpte-ra.org/schemas/2021/2013/BXF
BxfSchema.xsd" xmlns:pmcp="http://www.atsc.org/XMLSchemas/pmcp/2007/3.1"
pmcp:schemaLocation="http://www.atsc.org/XMLSchemas/pmcp/2007/3.1/pmcp31.xsd">

```

```

    <BxfQueryResponse>
      <Schedule type="Primary" scheduleId="urn:uuid:00000000-0000-0000-0000-003833839122">
        <Channel>
          <pmcp:Name>WXYZ</pmcp:Name>
        </Channel>
        <ScheduledEvent>...</ScheduledEvent>
      </Schedule>
    </BxfQueryResponse>
  </BxfMessage>

```

4. Only "As Run" schedules on **Channel WXYZ**

```

<?xml version="1.0" encoding="UTF-8"?>
<BxfMessage id="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391E1" messageType="Request" dateTime="2006-08-16T20:44:43.16" origin="Traffic System" originType="Traffic" destination="Automation" userName="Traffic System User"
xmlns="http://smpte-ra.org/schemas/2021/2013/BXF" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://smpte-ra.org/schemas/2021/2013/BXF BxfSchema.xsd"
xmlns:pmcp="http://www.atsc.org/XMLSchemas/pmcp/2007/3.1"
pmcp:schemaLocation="http://www.atsc.org/XMLSchemas/pmcp/2007/3.1/pmcp31.xsd">
  <BxfQuery>
    <WhereClause>Schedule/Channel/Name="WXYZ" and Schedule/@scheduleStart="2006-08-16T05:00:00.00"</WhereClause>
    <ReturnStructure>Schedule/AsRun/*</ReturnStructure>
  </BxfQuery>
</BxfMessage>

```

5. Content Transfer Query – return status of all content transfers on the device specified as the message destination.

```

<?xml version="1.0" encoding="UTF-8"?>
<BxfMessage id="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391E1" messageType="Request" dateTime="2006-08-16T20:44:43.16" origin="Automation System" originType="Automation" destination="Content Transfer" userName="Content Transfer System User"
xmlns="http://smpte-ra.org/schemas/2021/2013/BXF" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://smpte-ra.org/schemas/2021/2013/BXF BxfSchema.xsd">
  <BxfQuery>
    <WhereClause>*</WhereClause>
    <ReturnStructure>ContentTransfer</ReturnStructure>
  </BxfQuery>
</BxfMessage>

```

Returns:

```

<BxfMessage ....>
  <BxfQueryResponse>
    <ContentTransfer transferId=.. transferType=... status=../>
    <ContentTransfer transferId=.. transferType=... status=../>
    ...
  </BxfQueryResponse>
</BxfMessage>

```

2.9 Invoke Schedule

Context of Use: The traffic system is responsible for maintaining the composite programming schedule. This composite schedule would include any program elements, commercials, promotions, and other interstitial material. The schedule is transferred to the automation system which is responsible for the control of systems and equipment involved in playing the schedule to air over the **Channel**.

The Invoke Schedule example shows the activation of a schedule, which had previously been transferred to the automation system.

Origination System: Traffic

Destination System: Automation

Trigger: A previously-transferred schedule is to be activated for broadcast.

Additional Stakeholders and Interests:

Traffic System – Responsible for generating and disseminating the composite schedule. Traffic is also responsible for notifying the automation system of changes, and for bringing a new schedule into use to control a given **Channel** of playback.

Automation User- Receiving an accurate schedule in a timely manner such that it can be used to ready the schedule items for playback.

Master Control Operator- Wants accurate schedules and accurate data so the right content plays at the right time. The schedule activation from traffic to be available for visual verification and manual updates either directly in Traffic or via Automation.

Preconditions: A session has been established.

Main Success Scenario:

Invoke Schedule:

1. A request is sent for a particular schedule is activated. The schedule is identified by the *BxFMessage.Schedules.ScheduleID* attribute.
2. Automation validates the existence and state of the schedule referenced in the request. If validation of the request is successful, Automation sends an **ACK** (*BxFMessage.MessageType = acknowledgement*), and commences with the requested operation.
3. The outcome of the operation is conveyed back to Traffic in a **Reply** message generated by Automation, indicating result status in *BxFMessage.Status*.

Example: Message to automation to load the schedule into a usable playlist

```
<?xml version="1.0" encoding="UTF-8"?>
<BxFMessage id="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391E1" dateTime="2006-08-02T13:27:48.80"
messageType="Request" origin="Traffic System" originType="Traffic" userName="Traffic System User" destination="Automation"
xmlns="http://smpte-ra.org/schemas/2021/2013/BXF" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://smpte-ra.org/schemas/2021/2013/BXF BxfSchema.xsd">
  <BxfData action="add">
    <Schedule type="Primary" scheduleId="urn:uuid:00000000-0000-0000-0000-0038338391E0" invokeSchedule="true"/>
  </BxfData>
</BxFMessage>
```

2.10 Heartbeat

Context of Use: Any system that is interested in communicating with another can verify that the target system is available to communicate messages. A heartbeat message can be used for this verification, thereby ensuring that messages can proceed between the systems.

Origination System: Any

Destination System: Any

Trigger: A system is interested in knowing the communication status of another system, so a heartbeat message is sent.

Additional Stakeholders and Interests:

Any/all

Preconditions: There is a need to determine whether a system of interest is available to communicate using BXF.

Main Success Scenario:

Traffic department:

1. Traffic user wants to utilize various use-cases for daily operations that include the Content Delivery system.
2. The traffic application submits a heartbeat message to ensure Content Delivery is available for messaging.

Content Delivery system:

3. Content Delivery receives the heartbeat message and responds if it is available to communicate with the inquiring system.
4. Use Case ends.

Example: Message to query the availability of a Content Delivery System:

```
<?xml version='1.0' encoding='UTF-8' ?>
<BxfMessage id="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391E1" dateTime="2006-08-16T20:44:43.16"
messageType="Heartbeat" origin="Traffic System" originType="Traffic" userName="Traffic System User"
destination="ContentDelivery" originId="urn:uuid:12345678-1234-1234-1234-123456789012" xmlns="http://smpte-
ra.org/schemas/2021/2013/BXF" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xsi:schemaLocation="http://smpte-
ra.org/schemas/2021/2013/BXF BxfSchema.xsd">
</BxfMessage>
```

2.11 As Run

Context of Use: Automation systems are supplied with events which are eligible for going to air. These events will normally either be successfully played out or become a discrepancy. Both statuses are communicated to the traffic system and record appropriate reconciliation of the event. This use case covers the steps necessary for the communication about an event that has been aired, between automation system and the traffic system.

This communication has traditionally been in a 'batch' of events from the automation to the traffic system. Both a group of events or single event communication is supported.

Origination System: Automation

Destination System: Traffic

Trigger: An event is played out or marked as a discrepancy.

Additional Stakeholders and Interests:

Automation User: Reports the actual status of any event that it executes, or was planning on executing, back to the traffic system.

Traffic User: Is interested in the state of the originally planned schedule—needs to know, if/when billable spots have been properly executed on-air, as well as other planned/unplanned events. Takes responsibility to do an accurate accounting of what was scheduled versus what was aired.

Preconditions: Automation events are available for playout.

Main Success Scenario:

Playout:

Automation system:

1. Automation successfully executes the playout of an event.
2. Automation submits message to the traffic system with metadata for event.

Traffic system:

3. Traffic system accepts message and updates its reconciliation report (records status) with the information from the automation system.
4. Use Case ends.

Discrepancy:

Automation system:

1. Automation has discrepancy in automation event.
2. Automations submits message to the traffic system with metadata for event.

Traffic system:

3. Traffic system accepts message and updates its reconciliation report (records status) with the information from the automation system.
4. Use Case ends.

Example: Message sent by automation back to traffic after a program airs (matches to schedule example):

```
<?xml version="1.0" encoding="UTF-8"?>
<BxfMessage id="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391E1" dateTime="2006-09-05T13:38:26.28"
messageType="Information" origin="Automation System" originType="Automation" userName="Automation System User"
destination="Traffic System" xmlns="http://smpte-ra.org/schemas/2021/2013/BXF" xmlns:xsi="http://www.w3.org/2001/XMLSchema-
instance" xsi:schemaLocation="http://smpte-ra.org/schemas/2021/2013/BXF BxfSchema.xsd"
xmlns:pmcp="http://www.atsc.org/XMLSchemas/pmcp/2007/3.1"
pmcp:schemaLocation="http://www.atsc.org/XMLSchemas/pmcp/2007/3.1">
  <BxfData action="add">
    <Schedule type="Primary" scheduleId="urn:uuid:00000000-0000-0000-0000-0038338391E0" scheduleName="WXXX Ch 6-
1" scheduleStart="2006-06-21T17:30:00.00" scheduleEnd="2006-06-21T18:00:00.00">
      <Channel channelNumber="6-1" status="active" type="digital_television" ca="false" shortName="WXXX-DT"
outOfBand="true">
        <pmcp:Name lang="eng">WXXX-DT Ch 6-1</pmcp:Name>
      </Channel>
    </Schedule>
  </BxfData>
</BxfMessage>
```

```

<AsRun>
  <BasicAsRun>
    <AsRunEventId>
      <EventId>urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391F1</EventId>
    </AsRunEventId>
    <Content>
      <ContentId>
        <HouseNumber>Network-1</HouseNumber>
      </ContentId>
      <Name>Evening News Segment-1</Name>
    </Content>
    <AsRunDetail>
      <Status>Aired Without Discrepancy</Status>
      <Type>ProgramHeader</Type>
      <StartDateTime>
        <SmpteDateTime broadcastDate="2006-06-21">
          <SmpteTimeCode>15:30:01:10</SmpteTimeCode>
        </SmpteDateTime>
      </StartDateTime>
      <Duration>
        <SmpteDuration>
          <SmpteTimeCode>00:12:02:10</SmpteTimeCode>
        </SmpteDuration>
      </Duration>
    </AsRunDetail>
  </BasicAsRun>
</AsRun>
<AsRun>
  <BasicAsRun>
    <AsRunEventId>
      <EventId>urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391F2</EventId>
      <BillingReferenceCode>JFMC1201-0012</BillingReferenceCode>
    </AsRunEventId>
    <Content>
      <ContentId>
        <HouseNumber>JFMC1201</HouseNumber>
        <AlternateId idType="ISCI" authoritativeSource="AAAA">JFMC1201</AlternateId>
      </ContentId>
      <Name>Johnson Motors Super Sales Event</Name>
    </Content>
    <AsRunDetail>
      <Status>Aired Without Discrepancy</Status>
      <Type>BreakHeader</Type>
      <StartDateTime>
        <SmpteDateTime broadcastDate="2006-06-21">
          <SmpteTimeCode>15:42:03:20</SmpteTimeCode>
        </SmpteDateTime>
      </StartDateTime>
      <Duration>
        <SmpteDuration>
          <SmpteTimeCode>00:00:30:00</SmpteTimeCode>
        </SmpteDuration>
      </Duration>
    </AsRunDetail>
  </BasicAsRun>
</AsRun>
<AsRun>
  <BasicAsRun>
    <AsRunEventId>
      <EventId>urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391F3</EventId>
    </AsRunEventId>
    <Content>
      <ContentId>
        <HouseNumber>Network-1</HouseNumber>

```

```

        </ContentId>
        <Name>Evening News Segment-2</Name>
    </Content>
    <AsRunDetail>
        <Status>Aired Without Discrepancy</Status>
        <Type>ProgramHeader</Type>
        <StartTime>
            <SmpteDateTime broadcastDate="2006-06-21">
                <SmpteTimeCode>15:42:33:20</SmpteTimeCode>
            </SmpteDateTime>
        </StartTime>
        <Duration>
            <SmpteDuration>
                <SmpteTimeCode>00:09:28:03</SmpteTimeCode>
            </SmpteDuration>
        </Duration>
    </AsRunDetail>
</BasicAsRun>
</AsRun>
<AsRun>
    <BasicAsRun>
        <AsRunEventId>
            <EventId>urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391F4</EventId>
            <BillingReferenceCode>FBIN0901-0001</BillingReferenceCode>
        </AsRunEventId>
        <Content>
            <ContentId>
                <HouseNumber>FBIN0901</HouseNumber>
                <AlternateId idType="ISCI" authoritativeSource="AAAA">FBIN0901</AlternateId>
            </ContentId>
            <Name>Discount Mortgage Promotion</Name>
        </Content>
        <AsRunDetail>
            <Status>Aired with Duration Discrepancy</Status>
            <Type>BreakHeader</Type>
            <StartTime>
                <SmpteDateTime broadcastDate="2006-06-21">
                    <SmpteTimeCode>15:52:01:23</SmpteTimeCode>
                </SmpteDateTime>
            </StartTime>
            <Duration>
                <SmpteDuration>
                    <SmpteTimeCode>00:00:29:25</SmpteTimeCode>
                </SmpteDuration>
            </Duration>
            <EventNotes>
                <EventNote>Upcut by switcher</EventNote>
            </EventNotes>
        </AsRunDetail>
    </BasicAsRun>
</AsRun>
<AsRun>
    <BasicAsRun>
        <AsRunEventId>
            <EventId>urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391F5</EventId>
        </AsRunEventId>
        <Content>
            <ContentId>
                <HouseNumber>Network-1</HouseNumber>
            </ContentId>
            <Name>Evening News Segment-3</Name>
        </Content>
        <AsRunDetail>
            <Status>Aired Without Discrepancy</Status>

```



```

<Type>ProgramHeader</Type>
<StartTime>
  <SmpteDateTime broadcastDate="2006-06-21">
    <SmpteTimeCode>15:52:31:18</SmpteTimeCode>
  </SmpteDateTime>
</StartTime>
<Duration>
  <SmpteDuration>
    <SmpteTimeCode>00:07:28:05</SmpteTimeCode>
  </SmpteDuration>
</Duration>
</AsRunDetail>
</BasicAsRun>
</AsRun>
</Schedule>
</BxfData>
</BxfMessage>

```

2.12 Playlist Update

Context of Use: During the airing of a broadcast channel/day it may be necessary to manage traffic events. This may be because of new information received for an event (i.e. a change in duration), or necessitated by adding, deleting or moving of a traffic event for operational reasons (which could include a **Makegood**, last minute program/break changes, copy change etc.). These could also be updates to content or the behavior of a traffic event (i.e. primary, secondary or linked events, etc.).

Origination System: Traffic

Destination System: Automation

Trigger: A change is made by the traffic user that impacts the channel/broadcast day.

Additional Stakeholders and Interests:

Automation User- Wants accurate information to track content from ingest to playout to deletion, and accurate timing for schedules. Reduce redundant tasks, enter data about events once (in Traffic) and share that data with other systems.

Master Control Operator- Wants accurate schedules and accurate data so the right content plays at the right time. Changes and updates from traffic to be reflected with accurate timing to reduce schedule running over/under.

Traffic User - Wants ability to easily have changes made to a schedule in the Traffic System reflected in the Automation system without additional manual processes.

Preconditions: A traffic event is updated for the channel/broadcast day.

Main Success Scenario:

Add/Move/Delete event:

Traffic System:

1. Traffic user changes a traffic event by moving, adding or deleting the traffic event.
2. Traffic system submits message to the automation system with metadata for event.

Automation System:

3. Traffic events are converted to automation events.
4. Automation system accepts message and updates the automation event with the information from the traffic system.
5. Use Case ends.

Update to event:

Traffic system:

1. Traffic user updates a traffic event (e.g. duration, secondary event(s), etc.).
2. Traffic user submits message to the automation system with metadata for event.

Automation System:

3. Traffic events are converted to automation events.
4. Automation system accepts message and updates the automation event with the information from the traffic system.
5. Use Case ends.

Update to content impacting a traffic event:

Traffic system:

1. Traffic user adds, deletes or modifies content in traffic system database.
2. Traffic system creates metadata for updated content in traffic database.
3. Traffic system submits message to the automation system with metadata for event.

Automation System:

4. Traffic events are converted to automation events.
5. Automation system accepts message and updates the automation event with the information from the traffic system.
6. Use Case ends.

Update to specified event behavior impacting a traffic event:

Traffic system:

1. Traffic user adds or modifies specified event behavior in traffic system database.
2. Traffic system creates metadata for updated event behavior in traffic database.
3. Traffic system submits message to the automation system with metadata for event.

Automation System:

4. Traffic events are converted to automation events.
5. Automation system accepts message and updates the automation event with the information from the traffic system.
6. Use Case ends.

Example: Message from Traffic to Automation to update a playlist schedule as to the location of content:

```
<?xml version="1.0" encoding="UTF-8"?>
<BxfMessage id="urn:uuid:904e104a-3345-4261-bac3-da80bb988b6a" dateTime="2006-11-16T08:11:12.00"
messageType="Information" origin="Traffic System" originType="Traffic" userName="TrafficUser1" xmlns="http://smpte-
ra.org/schemas/2021/2013/BXF" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xsi:schemaLocation="http://smpte-
ra.org/schemas/2021/2013/BXF BxfSchema.xsd">
  <BxfData>
    <Schedule type="Primary" scheduleId="urn:uuid:00000000-0000-0000-0000-0038338391E0"
scheduleName="KXXX111706" scheduleStart="2006-11-17T17:30:00.00" scheduleEnd="2006-11-30T17:30:30.00">
      <Channel channelNumber="2-1" status="active">
        </Channel>
        <!-- This is an example of a schedule update for AlternateId, Name, Description of content based on HouseNumber,
scheduleStart and scheduleEnd -->
        <ScheduledEvent>
          <Content action="update">
            <ContentId>
              <HouseNumber action="update">90120</HouseNumber>
              <AlternateId action="update" idType="ISCI">JFMC1205</AlternateId>
            </ContentId>
            <Name lang="eng">Johnson Motors</Name>
            <Description lang="eng">Super Sales Event - Extended</Description>
          </Content>
        </ScheduledEvent>
        <!-- This is an example of a schedule update for MediaLocation based on scheduleStart and scheduleEnd -->
        <ScheduledEvent>
          <!-- Content element provided for readability only -->
          <Content>
            <ContentId action="update">
              <HouseNumber>90120</HouseNumber>
              <AlternateId idType="ISCI">JFMC1205</AlternateId>
            </ContentId>
            <Media action="update">
              <BaseBand/>
              <MediaLocation>
                <Location action="update">
                  <AssetServer fileTransferAllowed="true" playoutAllowed="true">
                    <PathName>\\server2\content\commercials</PathName>
                  </AssetServer>
                </Location>
                <SOM>
                  <SmpteTimeCode>00:00:00;00</SmpteTimeCode>
                </SOM>
                <Duration>
                  <SmpteDuration>
                    <SmpteTimeCode>00:00:30;00</SmpteTimeCode>
                  </SmpteDuration>
                </Duration>
              </MediaLocation>
            </Media>
          </Content>
        </ScheduledEvent>
      </Schedule>
    </BxfData>
  </BxfMessage>
```

2.13 Acquisition Failure

Context of Use: Content has been ordered to transfer between systems (transfertype=Duplication, Recording or File Transfer) and the action has failed for some reason. Because the traffic system has ordered the transfer, it is holding a place holder record in anticipation. The system tasked to execute the transfer is required to update the Traffic system in a specific way in the event of a failure

Origination System: Automation

Destination System: Traffic

Trigger: Transfer order received and acknowledged by automation.

Additional Stakeholders and Interests:

Automation User/Routine- Has been tasked to execute a content transfer. It is responsible for reporting the successful or unsuccessful conclusion of that task.

Traffic User – Has initiated a transfer order to automation and has generated a place holder record in its database in anticipation of a metadata update. On the occasion of a failure, it is required to manage the record, either to delete it or re-order the transfer.

Preconditions: There has been a transfer ordered (typically from Traffic to Automation) and the transfer was attempted.

Main Success Scenario:

Automation System:

1. A transfer order was received and action against it has commenced.
2. Something happens to cause the transfer to fail.
3. Automation system messages Traffic system to inform of failure

Traffic System

4. Traffic acknowledges the failure.
5. Updates its records to either remove the place holder or reissue the transfer order.
6. Use Case ends.

Example: Message from Traffic to Automation notifying the failure to acquire content:

```
<?xml version="1.0" encoding="UTF-8"?>
<BxfMessage id="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391F5" xmlns="http://smpte-ra.org/schemas/2021/2013/BXF"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xsi:schemaLocation="http://smpte-ra.org/schemas/2021/2013/BXF
BxfSchema.xsd" userName="AutomationUser" dateTime="2006-11-23T14:23:55" originType="Automation"
messageType="Information" origin="Automation System">
  <BxfData>
    <ContentTransfer transferType="File transfer" transferId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038338391E1">
      <Content action="read" contentExists="false" error="system_unavailable">
        <NonProgramContent>
          <Details>
```

```

        <AdType>Promo</AdType>
        <SpotType>Standard</SpotType>
    </Details>
    <ContentMetaData>
        <ContentId>
            <HouseNumber>ITVS_HYP</HouseNumber>
        </ContentId>
        <Name>ITVS HYPERBOLE</Name>
    </ContentMetaData>
</NonProgramContent>
</Content>
</ContentTransfer>
</BxfData>
</BxfMessage>

```

2.14 Traffic Instructions

Traffic Instructions

Context of Use: Traffic Instructions (aka copy instructions) tell stations and networks which commercials to air for a specific advertiser and product/brand, and when, where and how to schedule them. After a media buy is placed and a commercial is produced, ad agencies assign Ad-IDs or ISCI codes to each commercial and distribute instructions to the media outlets included in that buy. Station and network traffic personnel receive the instructions via fax or email, and use them to schedule the commercials referenced in the instructions in Traffic systems (data entry). BXF 3.0 enables receipt and ingest of traffic instructions via XML.

Origination System: Agency media buying systems and instructions created manually by agency users

Destination System: Traffic

Trigger: Traffic user receives a traffic instruction

Additional Stakeholders and Interests:

Traffic User: Executes the ingesting of instructions, linking the metadata received from the ad agency to the content (commercial or billboard) received or scheduled to be delivered from a distributor. Once approved, instructions can be sent to the Automation system, thereby sharing metadata related to the content in question.

Preconditions: Each Ad-ID or ISCI received with traffic instructions must map to corresponding Content.

Main Success Scenario:

Traffic Department & Traffic System:

1. Traffic user receives human readable copy of instructions via email.
2. Traffic user receives and ingests instructions in the Traffic system.
3. Traffic user compares ingested instructions with readable copy for additional agency comments, and either approves or makes changes.


Traffic System:

1. Traffic system accepts status and updates its database.
2. Use Case ends.

2.14.1 Use Case #1: Network Cable Instructions

1. Grey Advertising submits Network Cable instructions for ETRADE for the Instruction Period of 4/29/2013-6/16/2013.

Figure 1 – Source Network Cable Instruction

 200 Fifth Avenue New York, NY 10010 212-546-1460	CLIENT:	ETRADE		
	CABLE:	#swimg, CNN, FOX BUSINESS, FOX NEWS		
	PERIOD COVERED:	4/29/2013 - 6/16/2013		
	NATIONAL CABLE TV INSTRUCTIONS ISSUED BY: Kristine Majestic EXTENSION #: 212-546-1657 TYPING DATE: 4/24/2013 Please note:			

COMMERCIAL TITLE:	CODE:	LENGTH:	ROTATION:
Poolside Rev 1	YETR-0276-000	:15	50%
Your Guy	YETR-0295-000	:15	50%
Runaway Baby Rev 1	YETR-0273-000	:30	15%
Save It	YETR-0268-000	:30	15%
Time Out Solitary	YETR-0188-000	:30	10%
Poolside Rev 1	YETR-0277-000	:30	15%
Your Guy	YETR-0269-000	:30	15%
Unbissed Rev 2	YETR-0275-000	:30	30%

Note: Please schedule in accordance with your media contract for the period shown above.
 This does not constitute an order for time.
 If you do not have an order from a Media Buyer, this is not an authorization to run advertising.
 Questions regarding time purchased and / or product allocations should be directed to the buyer or your station representative.
 Questions regarding materials should be directed to Kristine Majestic at 212-546-1657 or kmajestic@grey.com

- a. Content. There are eight (8) commercials for this instruction:

```
<Content timestamp="2013-04-22T09:30:47Z" action="add" contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051C1">
```

```
  <NonProgramContent action="add">
    <Details action="add">
      <AdType>General</AdType>
      <SpotType>Standard</SpotType>
      <Advertiser action="add">
        <AdvertiserName>ETRADE</AdvertiserName>
      </Advertiser>
    </Details>
    <ContentMetaData action="add">
      <ContentId action="add">
        <AlternateId idType="ISCI" authoritativeSource="Agency">YETR-0276-000</AlternateId>
        </ContentId>
        <Name>Poolside Rev 1</Name>
        <DefaultLength>
          <SmpteDuration>
            <SmpteTimeCode>00:00:15,00</SmpteTimeCode>
          </SmpteDuration>
        </DefaultLength>
      </ContentMetaData>
    </NonProgramContent>
  </Content>
```

```
<Content timestamp="2013-04-22T09:30:47Z" action="add" contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051C2">
```

```
  <NonProgramContent action="add">
    <Details action="add">
      <AdType>General</AdType>
      <SpotType>Standard</SpotType>
      <Advertiser action="add">
        <AdvertiserName>ETRADE</AdvertiserName>
      </Advertiser>
    </Details>
    <ContentMetaData action="add">
      <ContentId action="add">
        <AlternateId idType="ISCI" authoritativeSource="Agency">YETR-0295-000</AlternateId>
```

```

        </ContentId>
        <Name>Your Guy</Name>
        <DefaultLength>
            <SmpteDuration>
                <SmpteTimeCode>00:00:15,00</SmpteTimeCode>
            </SmpteDuration>
        </DefaultLength>
    </ContentMetaData>
</NonProgramContent>
</Content>
<Content timestamp="2013-04-22T09:30:47Z" action="add" contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051C3">
    <NonProgramContent action="add">
        <Details action="add">
            <AdType>General</AdType>
            <SpotType>Standard</SpotType>
            <Advertiser action="add">
                <AdvertiserName>ETRADE</AdvertiserName>
            </Advertiser>
        </Details>
        <ContentMetaData action="add">
            <ContentId action="add">
<AlternateId idType="ISCI" authoritativeSource="Agency">YETR-0273-000</AlternateId>
                </ContentId>
                <Name>Your Guy</Name>
                <DefaultLength>
                    <SmpteDuration>
                        <SmpteTimeCode>00:00:30,00</SmpteTimeCode>
                    </SmpteDuration>
                </DefaultLength>
            </ContentMetaData>
        </NonProgramContent>
    </Content>
    <Content timestamp="2013-04-22T09:30:47Z" action="add" contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051C3">
        <NonProgramContent action="add">
            <Details action="add">
                <AdType>General</AdType>
                <SpotType>Standard</SpotType>
                <Advertiser action="add">
                    <AdvertiserName>ETRADE</AdvertiserName>
                </Advertiser>
            </Details>
            <ContentMetaData action="add">
                <ContentId action="add">
<AlternateId idType="ISCI" authoritativeSource="Agency">YETR-0273-000</AlternateId>
                    </ContentId>
                    <Name>Runaway Baby Rev 1</Name>
                    <DefaultLength>
                        <SmpteDuration>
                            <SmpteTimeCode>00:00:30,00</SmpteTimeCode>
                        </SmpteDuration>
                    </DefaultLength>
                </ContentMetaData>
            </NonProgramContent>
        </Content>
        <Content timestamp="2013-04-22T09:30:47Z" action="add" contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051C4">
            <NonProgramContent action="add">
                <Details action="add">
                    <AdType>General</AdType>
                    <SpotType>Standard</SpotType>
                    <Advertiser action="add">
                        <AdvertiserName>ETRADE</AdvertiserName>
                    </Advertiser>
                </Details>
            </NonProgramContent>
        </Content>
    </Content>

```

```

        </Advertiser>
    </Details>
    <ContentMetaData action="add">
        <ContentId action="add">
            <AlternateId idType="ISCI" authoritativeSource="Agency">YETR-0268-000</AlternateId>
            </ContentId>
            <Name>Save It</Name>
            <DefaultLength>
                <SmpteDuration>
                    <SmpteTimeCode>00:00:30,00</SmpteTimeCode>
                </SmpteDuration>
            </DefaultLength>
        </ContentMetaData>
    </NonProgramContent>
</Content>
<Content timestamp="2013-04-22T09:30:47Z" action="add" contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051C5">
    <NonProgramContent action="add">
        <Details action="add">
            <AdType>General</AdType>
            <SpotType>Standard</SpotType>
            <Advertiser action="add">
                <AdvertiserName>ETRADE</AdvertiserName>
            </Advertiser>
        </Details>
        <ContentMetaData action="add">
            <ContentId action="add">
                <AlternateId idType="ISCI" authoritativeSource="Agency">YETR-0188-000</AlternateId>
                </ContentId>
                <Name>Time Out Solitary</Name>
                <DefaultLength>
                    <SmpteDuration>
                        <SmpteTimeCode>00:00:30,00</SmpteTimeCode>
                    </SmpteDuration>
                </DefaultLength>
            </ContentMetaData>
        </NonProgramContent>
    </Content>
<Content timestamp="2013-04-22T09:30:47Z" action="add" contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051C6">
    <NonProgramContent action="add">
        <Details action="add">
            <AdType>General</AdType>
            <SpotType>Standard</SpotType>
            <Advertiser action="add">
                <AdvertiserName>ETRADE</AdvertiserName>
            </Advertiser>
        </Details>
        <ContentMetaData action="add">
            <ContentId action="add">
                <AlternateId idType="ISCI" authoritativeSource="Agency">YETR-0277-000</AlternateId>
                </ContentId>
                <Name>Poolside Rev 1</Name>
                <DefaultLength>
                    <SmpteDuration>
                        <SmpteTimeCode>00:00:30,00</SmpteTimeCode>
                    </SmpteDuration>
                </DefaultLength>
            </ContentMetaData>
        </NonProgramContent>
    </Content>
<Content timestamp="2013-04-22T09:30:47Z" action="add" contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051C7">
    <NonProgramContent action="add">

```



```

    <Details action="add">
      <AdType>General</AdType>
      <SpotType>Standard</SpotType>
      <Advertiser action="add">
        <AdvertiserName>ETRADE</AdvertiserName>
      </Advertiser>
    </Details>
    <ContentMetaData action="add">
      <ContentId action="add">
        <AlternateId idType="ISCI" authoritativeSource="Agency">YETR-0269-000</AlternateId>
        </ContentId>
        <Name>Your Guy</Name>
        <DefaultLength>
          <SmpteDuration>
            <SmpteTimeCode>00:00:30,00</SmpteTimeCode>
          </SmpteDuration>
        </DefaultLength>
      </ContentMetaData>
    </NonProgramContent>
  </Content>
  <Content timestamp="2013-04-22T09:30:47Z" action="add" contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051C8">
    <NonProgramContent action="add">
      <Details action="add">
        <AdType>General</AdType>
        <SpotType>Standard</SpotType>
        <Advertiser action="add">
          <AdvertiserName>ETRADE</AdvertiserName>
        </Advertiser>
      </Details>
      <ContentMetaData action="add">
        <ContentId action="add">
          <AlternateId idType="ISCI" authoritativeSource="Agency">YETR-0275-000</AlternateId>
          </ContentId>
          <Name>Unbaised Rev 2</Name>
          <DefaultLength>
            <SmpteDuration>
              <SmpteTimeCode>00:00:30,00</SmpteTimeCode>
            </SmpteDuration>
          </DefaultLength>
        </ContentMetaData>
      </NonProgramContent>
    </Content>
  </Content>

```

- b. Instruction ID. A separate Instruction ID must be used for each grouping of rotations within one XML file. In this use case, there will be 4 InstructionDetail elements for the four different percentages used:

- i. Two, :15 spots are scheduled to rotate (50%/50%) to equal 100% rotation using the Instruction Map:

```

<InstructionDetail actionType="Add" instructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051D1">
  <PlacementMethod>
    <NPCSchedule>
      <Dayparts>
        <StartDate>2013-04-29</StartDate>
        <EndDate>2013-06-19</EndDate>
      </Dayparts>
    </NPCSchedule>
  </PlacementMethod>
  <ContentRotation>
    <RotationPercentage>50</RotationPercentage>
  </ContentRotation>
</InstructionDetail>
<InstructionDetail actionType="Add" instructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051D2">

```

```

    <PlacementMethod>
      <NPCSchedule>
        <Dayparts>
          <StartDate>2013-04-29</StartDate>
          <EndDate>2013-06-19</EndDate>
        </Dayparts>
      </NPCSchedule>
    </PlacementMethod>
    <ContentRotation>
      <RotationPercentage>15</RotationPercentage>
    </ContentRotation>
  </InstructionDetail>
  <InstructionDetail actionType="Add" instructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051D3">
    <PlacementMethod>
      <NPCSchedule>
        <Dayparts>
          <StartDate>2013-04-29</StartDate>
          <EndDate>2013-06-19</EndDate>
        </Dayparts>
      </NPCSchedule>
    </PlacementMethod>
    <ContentRotation>
      <RotationPercentage>10</RotationPercentage>
    </ContentRotation>
  </InstructionDetail>
  <InstructionDetail actionType="Add" instructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051D4">
    <PlacementMethod>
      <NPCSchedule>
        <Dayparts>
          <StartDate>2013-04-29</StartDate>
          <EndDate>2013-06-19</EndDate>
        </Dayparts>
      </NPCSchedule>
    </PlacementMethod>
    <ContentRotation>
      <RotationPercentage>30</RotationPercentage>
    </ContentRotation>
  </InstructionDetail>

```

c. Instruction Map. The Instruction Map maps the following IDs together:

- Content ID – Ad-ID or ISCI
- Job Instruction ID – summary information, i.e. instruction flight dates, advertiser, estimate#
- Station ID – station, network, cable system
- Instruction ID – how content is scheduled

```


<InstructionMap jobInstructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038347061A1" contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038347061C1" stationId="34706" instructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038347061D1"/>
<InstructionMap jobInstructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038347061A1" contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038347061C2" stationId="34706" instructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038347061D1"/>
<InstructionMap jobInstructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038347061A1" contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038347061C3" stationId="34706" instructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051D2"/>
<InstructionMap jobInstructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038347061A1" contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038347061C4" stationId="34706" instructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051D2"/>
<InstructionMap jobInstructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038347061A1" contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038347061C5" stationId="34706" instructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051D3"/>
<InstructionMap jobInstructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038347061A1" contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051D2"/>
<InstructionMap jobInstructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038347061A1" contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038347061C7" stationId="34706" instructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051D2"/>
<InstructionMap jobInstructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038347061A1" contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038347061C8" stationId="34706" instructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051D4"/>

```

2.14.2 Use Case #2: Network TV Instructions

1. Talent Partners submits Network TV instructions for CREE, to be scheduled in two Daypart Dates/Times and three Programs.

Figure 2 – Source Network TV Instruction



talent
PARTNERS

115 W. 18th Street, 5th Floor
New York, NY 10011
Main Phone: 212-727-1800
Main Fax: 646-219-8900

Traffic Instructions
Attn: Traffic Department

Revision 2- To update ABC Game 4 unit. Please see below.

MEDIA TYPE: ☒ Network TV ☐ Network Radio ☐ Spot TV ☐ Local Cable ☐ Spot Radio

DATE ISSUED: April 24, 2013

TO: ABC

ADVERTISER: CREE

ISSUED BY: Kate McGuire 570-319-1161
EMAIL: cmcguire@talentpartners.com
MEDIA BUYING SERVICE: Poh Media

Comments: Spots arrived via DG Friday 4/12/13.

Network	Program	Date	Day	Start	End	Spot	AD-IDs	Length
ABC	First Round, Game 1	4/20/13	SAT	3:00PM	5:30PM	1879	CCRE0007000H	:30
ABC	First Round, Game 1	4/21/13	SUN	3:30PM	6:00PM	1879	CCRE0007000H	:30
ABC	First Round, Game 4	4/28/13	SUN	3:30PM	6:00PM	1879	CCRE0007000H	:30

Note: This does not constitute an order for time and it is not an authorization to run advertising. Questions regarding time purchased and/or product allocations should be addressed to the media buying service or your station rep. Questions regarding instructions or delivery of commercial material should be addressed to the traffic contact indicated on these instructions.

- a. Content. There is one commercial for this instruction.

```
<Content timestamp="2013-04-24T09:30:47Z" action="add" contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051C1">
  <NonProgramContent action="add">
    <Details action="add">
      <AdType>General</AdType>
      <SpotType>Standard</SpotType>
      <Advertiser action="add">
        <AdvertiserName>CREE</AdvertiserName>
      </Advertiser>
      <Agency action="read">
        <AgencyName>Poh Media</AgencyName>
      </Agency>
    </Details>
    <ContentMetaData action="add">
      <ContentId action="add">
        <AlternateId idType="Ad-ID" authoritativeSource="www.adid.org">CCRE0007000H</AlternateId>
      </ContentId>
      <Name>1879</Name>
      <DefaultLength>
        <SmpteDuration>
          <SmpteTimeCode>00:00:30,00</SmpteTimeCode>
        </SmpteDuration>
      </DefaultLength>
    </ContentMetaData>
  </NonProgramContent>
</Content>
```

a. **First Placement Rule. Program: First Round, Game 1 on Saturday, 4/20/2013 from 3:00pm-5:30pm:**

```
<InstructionDetail actionType="Add" instructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051D1"
action="add">
  <PlacementMethod>
    <NPCSchedule>
      <Programs>Program: First Round, Game1</Programs>
      <Daypart action="add">
        <DaypartDetail localTimeZoneFlag="true">
          <DayOfWeek>0000010</DayOfWeek>
          <StartTime>
            <SmpteTimeCode>15:00:00,00</SmpteTimeCode>
          </StartTime>
          <EndTime>
            <SmpteTimeCode>17:30:00,00</SmpteTimeCode>
          </EndTime>
        </DaypartDetail>
        <StartDate>2013-04-20</StartDate>
        <EndDate>2013-04-20</EndDate>
      </Daypart>
    </NPCSchedule>
  </PlacementMethod>
</InstructionDetail>
```

b. **Second Placement Rule. Program: First Round, Game 1 on Sunday, 4/21/2013 from 3:30pm-6:00pm:**

```
<InstructionDetail actionType="Add" instructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051D2"
action="add">
  <PlacementMethod>
    <NPCSchedule>
      <Programs>Program: First Round, Game1</Programs>
      <Daypart action="add">
        <DaypartDetail localTimeZoneFlag="true">
          <DayOfWeek>0000001</DayOfWeek>
          <StartTime>
            <SmpteTimeCode>15:30:00,00</SmpteTimeCode>
          </StartTime>
          <EndTime>
            <SmpteTimeCode>18:00:00,00</SmpteTimeCode>
          </EndTime>
        </DaypartDetail>
        <StartDate>2013-04-21</StartDate>
        <EndDate>2013-04-21</EndDate>
      </Daypart>
    </NPCSchedule>
  </PlacementMethod>
```

c. **Third Placement Rule. Program: First Round, Game 4 on Sunday, 4/28/2013 from 3:30pm-6:00pm:**

```
<InstructionDetail actionType="Add" instructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051D3"
action="add">
  <PlacementMethod>
    <NPCSchedule>
      <Programs>Program: First Round, Game4</Programs>
      <Daypart action="add">
        <DaypartDetail localTimeZoneFlag="false">
          <DayOfWeek>0000001</DayOfWeek>
          <StartTime>
            <SmpteTimeCode>15:30:00,00</SmpteTimeCode>
          </StartTime>
          <EndTime>
            <SmpteTimeCode>18:00:00,00</SmpteTimeCode>
          </EndTime>
        </DaypartDetail>
        <StartDate>2013-04-28</StartDate>
        <EndDate>2013-04-28</EndDate>
      </Daypart>
    </NPCSchedule>
  </PlacementMethod>
```

d. Instruction Map. The Instruction Map maps the following IDs together:


- Content ID – Ad-ID or ISCI
- Job Instruction ID – summary information, i.e. instruction flight dates, advertiser, estimate#
- Station ID – station, network, cable system
- Instruction ID – how content is scheduled

```
<InstructionMap jobInstructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051A1"
contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051C1" stationId="34505"
instructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051D1"/>
<InstructionMap jobInstructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051A1"
contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051C1" stationId="34505"
instructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051D2"/>
<InstructionMap jobInstructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051A1"
contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051C1" stationId="34505"
instructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051D3"/>
</TrafficInstructions>
```

2.14.3 Use Case #3: Spot TV with Billboard Instructions

1. Talent Partners submits Spot TV instructions for two, :30 commercials, for the spot period of 5/15 – 6/2/13, running at 50% rotation and 1 :30 commercial for the spot period of 5/6 – 5/14 running at 100%. Additional there is a billboard logo, a :05 Copy and a :10 Copy for Valley National Bank

Figure 3 – Source Spot TV with Billboard Logo and Copy Instruction

 115 W. 18th Street, 5th Floor
New York, NY 10011
Main Phone: 212-727-1801
Main Fax: 646-219-8801

Traffic Instructions
Attn: Traffic Department

*Revision 1 – Add QVNB0016000H into rotation 5/15-6/2/13

MEDIA TYPE: ☐ National Cable ☐ Network Radio ☒ Spot TV ☒ Local Cable ☐ Spot Radio

DATE ISSUED: 5/13/13

TO: WABC, WCBS, WPIX, WNBC
Bloomberg: Tucatorio@bloomberg.net; Rmc Alpine@bloomberg.net

Cable
SNY (METS) – (Sys Code 8400)

ADVERTISER: Valley National Bank ISSUED BY: Ermine Brown - 646 981-6810
PRODUCT: Valley National Bank EMAIL: ebrown@talentpartners.com
ESTIMATE: \$499 buy MEDIA BUYING SERVICE: DFG/NJ

FLIGHT	CODE NUMBER	TITLE	LEN	ROTATION	TAPE STATUS
Please air HD version on all programs required.					
5/15 – 6/2/13	QVNB0016000H	"Skeptic Male."	:30	50%	*DG-5/14 on hand
	QVNB0018000H	"Valley Business"	:30	50%	
5/6 – 5/14/13	QVNB0018000H	"Valley Business"	:30	100%	on hand

*DG Customer Service at 1-800-324-5672

Billboard Information
QVNB2000... Logo (Please email: ebrown@talentpartners.com)
QVNB2001... :05 Copy: (Brought to you by...) Valley National Bank. The Perfect Fit
QVNB2002... :10 Copy: (Brought to you by...) Valley National Bank. The Perfect Fit for all your banking needs.

Note: This does not constitute an order for time and it is not an authorization to run advertising. Questions regarding time purchased and/or product allocations should be addressed to the media buying service or your station rep. Questions regarding instructions or delivery of commercial material should be addressed to the traffic contact indicated on these instructions.

- a. Spot Content. Two commercials are scheduled to rotate 50%/50% and one commercial at 100%

```
<Content timestamp="2013-05-13T09:30:47Z" action="add" contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051C1">
```

```
<NonProgramContent>  
  <Details action="add">  
    <AdType>General</AdType>  
    <SpotType>Standard</SpotType>  
    <Advertiser action="add">  
      <AdvertiserName>Valley National Bank</AdvertiserName>  
    </Advertiser>  
    <Agency action="read">  
      <AgencyName>DFG/NJ</AgencyName>  
      <EstimateName>$499 buy</EstimateName>  
    </Agency>  
    <Product>  
      <Name>Valley National Bank</Name>  
    </Product>  
  </Details>  
  <ContentMetaData>  
    <ContentId>  
      <AlternateId idType="Ad-ID"  
        authoritativeSource="www.adid.org">QVNB0016000H</AlternateId>  
    </ContentId>  
    <Name>Skeptic Male </Name>  
    <DefaultLength>  
      <SmpteDuration>  
        <SmpteTimeCode>00:00:30:00</SmpteTimeCode>  
      </SmpteDuration>  
    </DefaultLength>
```

```

        </ContentMetaData>
    </NonProgramContent>
</Content>
<Content timestamp="2013-05-13T09:30:47Z" action="add" contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051C2">
    <NonProgramContent>
        <Details action="add">
            <AdType>General</AdType>
            <SpotType>Standard</SpotType>
            <Advertiser action="add">
                <AdvertiserName>Valley National Bank</AdvertiserName>
            </Advertiser>
            <Agency>
                <AgencyName>DFG/NJ</AgencyName>
                <EstimateName>$499 buy</EstimateName>
            </Agency>
            <Product>
                <Name>Valley National Bank</Name>
            </Product>
        </Details>
        <ContentMetaData>
            <ContentId>
                <AlternateId idType="Ad-ID"
                    authoritativeSource="www.adid.org">QVNB0018000H</AlternateId>
            </ContentId>
            <Name>Valley Business</Name>
            <DefaultLength>
                <SmpteDuration>
                    <SmpteTimeCode>00:00:30:00</SmpteTimeCode>
                </SmpteDuration>
            </DefaultLength>
        </ContentMetaData>
    </NonProgramContent>
</Content>

```

b. Billboard Logo Content. There is one static billboard logo for this instruction:

```

<Content timestamp="2013-05-13T09:30:47Z" action="add" contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051C3">
    <NonProgramContent>
        <Details action="add">
            <AdType>Other</AdType>
            <SpotType>BillBoard</SpotType>
            <Advertiser action="add">
                <AdvertiserName>Valley National Bank</AdvertiserName>
            </Advertiser>
            <Agency>
                <AgencyName>DFG/NJ</AgencyName>
                <EstimateName>$499 buy</EstimateName>
            </Agency>
            <Product>
                <Name>Valley National Bank</Name>
            </Product>
        </Details>
        <ContentMetaData>
            <ContentId action="add">
                <AlternateId idType="ISCI" action="add"
                    errorDescription="Agency">QVNB2000</AlternateId>
            </ContentId>
            <BillBoard>
                <ContentId action="add">
                    <AlternateId idType="ISCI" action="add"
                        errorDescription="Agency">QVNB2000</AlternateId>
                </ContentId>
                <BillBoardName>Logo</BillBoardName>
                <BillBoardComment action="add">please email:
                    ebrown@talentpartners.com</BillBoardComment>
            </BillBoard>
        </ContentMetaData>
    </NonProgramContent>
</Content>

```

- c. **Billboard Copy Content.** There are two billboard copy (:05 and :10 live read by announcer) for this instruction:

[Note: There can be multiple scripts of various lengths (billboard copy) for one billboard logo on one instruction, i.e. :05, :10, :15]

```
<<Content timestamp="2013-05-13T09:30:47Z" action="add" contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051C4">
  <NonProgramContent>
    <Details action="add">
      <AdType>Other</AdType>
      <SpotType>BillBoard</SpotType>
      <Advertiser action="add">
        <AdvertiserName>Valley National Bank</AdvertiserName>
      </Advertiser>
      <Agency>
        <AgencyName>DFG/NJ</AgencyName>
        <EstimateName>$499 buy</EstimateName>
      </Agency>
      <Product>
        <Name>Valley National Bank</Name>
      </Product>
    </Details>
    <ContentMetaData>
      <ContentId action="add">
        <AlternateId idType="ISCI" authoritativeSource="Agency">QVNB2001</AlternateId>
      </ContentId>
      <DefaultLength>
        <SmpteDuration>
          <SmpteTimeCode>00:00:05,00</SmpteTimeCode>
        </SmpteDuration>
      </DefaultLength>
      <BillBoard>
        <ContentId>
          <AlternateId idType="ISCI" authoritativeSource="Agency">QVNB2001</AlternateId>
        </ContentId>
        <BillBoardName>Copy</BillBoardName>
        <Copy>(Brought to you by...) Valley National Bank. The Perfect Fit </Copy>
      </BillBoard>
    </ContentMetaData>
  </NonProgramContent>
</Content>
<Content timestamp="2013-05-13T09:30:47Z" action="add" contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051C5">
  <NonProgramContent>
    <Details>
      <AdType>Other</AdType>
      <SpotType>BillBoard</SpotType>
      <Advertiser action="add">
        <AdvertiserName>Valley National Bank</AdvertiserName>
      </Advertiser>
      <Agency>
        <AgencyName>DFG/NJ</AgencyName>
        <EstimateName>$499 buy</EstimateName>
      </Agency>
      <Product>
        <Name>Valley National Bank</Name>
      </Product>
    </Details>
    <ContentMetaData>
      <ContentId action="add">
        <AlternateId idType="ISCI" authoritativeSource="Agency">QVNB2002</AlternateId>
      </ContentId>
      <DefaultLength>
        <SmpteDuration>
          <SmpteTimeCode>00:00:05,00</SmpteTimeCode>
        </SmpteDuration>
      </DefaultLength>
      <BillBoard>
        <ContentId>
          <AlternateId idType="ISCI" authoritativeSource="Agency">QVNB2002</AlternateId>
        </ContentId>
```



```

        <BillBoardName>Copy</BillBoardName>
        <Copy>(Brought to you by...) Valley National Bank. The Perfect Fit for all your banking
        needs</Copy>
    </BillBoard>
</ContentMetaData>
</NonProgramContent>
</Content>

```

d. Instruction Map. The Instruction Map maps the following IDs together:

- Content ID – Ad-ID or ISCI
- Job Instruction ID – summary information, i.e. instruction flight dates, advertiser, estimate#
- Station ID – station, network, cable system
- Instruction ID – how content is scheduled

```

<InstructionMap jobInstructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051A1"
contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051C1" stationId="7842"
instructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051D1"/>
<InstructionMap jobInstructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051A1"
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instructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051D1"/>
<InstructionMap jobInstructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051A1"
contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051C2" stationId="7842"
instructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051D2"/>
<InstructionMap jobInstructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051A1"
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instructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051D3"/>
<InstructionMap jobInstructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051A1"
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instructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051D3"/>
<InstructionMap jobInstructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051A1"
contentMapId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051C5" stationId="7842"
instructionId="urn:uuid:ABCCDDDD-1111-22E3-9AFF-0038345051D3"/>

```