

# WHITEPAPER

## MPEG TAXI

### CONNECTING THE INFRASTRUCTURE

March 2008

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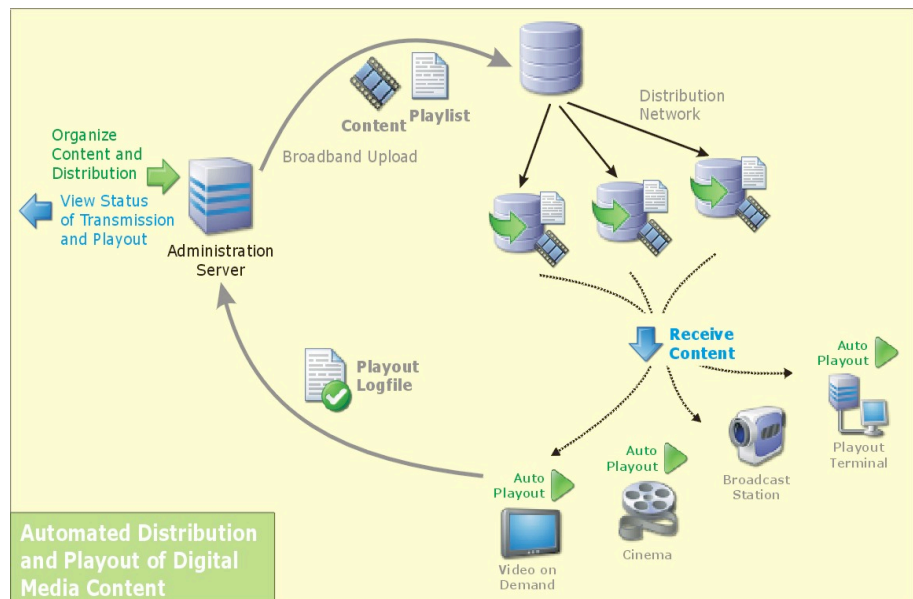
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### Overview

The Step2e MPEG Taxi is a simple and flexible way to distribute digital media, for example videos, images or documents. MPEG Taxi can be controlled and scheduled from a single point of administration, the receiving clients act standalone. The main focus of MPEG Taxi is the automated distribution of videos to playout clients and the delivery of media content. The MPEG Taxi infrastructure is designed modular and connects to autonomous services.



## Formats provided by MPEG Taxi

MPEG Taxi client provides several file formats, ranging from simple plain text lists up to XML or custom formats for several playout providers. In any case, in addition to the video content you will receive a kind of playlist containing the order of files for a certain day.

Those playlists are placed in the „playlist“ folder on your MPEG Taxi client's network share. MPEG Taxi itself does not rename the files, so your client will receive content with the original file name.

MPEG Taxi can be configured to export the playlist in one of the following formats:

### Plain Text

```
F:\Video\Trailer_McDonalds.mpg
F:\Video\Spot_BMW.mpg
F:\Video\3025823_15f.mpg
F:\Video\Closer_Commercials.mpg
...
```

### Comma Separated Values

```
REALTIME ; DURATION ; NAME ; MPEG ; META
18:00:00 ; 00:01:30 ; Trailer McDonalds ; F:\Video
\Trailer_McDonalds.mpg ; Order Number F1324S
18:01:30 ; 00:00:30 ; BMW Commercial ; F:\Video
\Spot_BMW.mpg ; Order Number F15233B
18:02:00 ; 00:01:15 ; Step2e Promo ; F:\Video
\3025823_15f.mpg ;
18:03:15 ; 00:00:10 ; Closer ; F:\Video
\Closer_Commercials.mpg ; Closer Spot
```

*Note: CSV exports can be customized regarding to columns and order of columns.*

## XML Formats

MPEG Taxi provides several standard XML formats as well as a complete XML export format which can be used for further processing via XSL/T.

Examples for this XML feature include

### Windows Media Player XML

```
<?wpl version="1.0">
<smil>
<head>
  <meta name="Step2e Broadcast" content="Microsoft
Windows Media Player -- 9.0.0.290"/>
  <author>Step2e Broadcast</author>
  <title>Playlist 21.03.2008</title>
</head>
<body>
<seq>
  <media src="F:\Video\Trailer_McDonalds.mpg"/>
  <media src=" F:\Video\Spot_BMW.mpg"/>
  <media src=" F:\Video\3025823_15f.mpg"/>
  <media src=" F:\Video\Closer_Commercials.mpg"/>
</seq>
</body>
</smil>
```

### Dipit / Kinoton / DVC Optibase XML file

```
<DipitKinoton version="1.0">
<playlist name="21.03.2008">
<date>21.03.2008</date>
<startdate>21.03.2008</startdate>
<enddate>21.03.2008</enddate>
<maker>Step2e Broadcast</maker>
<clip place=" F:\Video\Trailer_McDonalds.mpg">
  <name>Trailer McDonalds</name>
  <path>F:\Video</path>
```

```

        <file>Trailer_McDonalds.mpg</file>
    </clip>
    <clip place=" F:\Video\Spot_BMW.mpg">
        <name> BMW Commercial </name>
        <path>F:\Video</path>
        <file>Spot_BMW.mpg</file>
    </clip>
</playlist>
</DipitKinton>

```

### Complete XML

```

<xml version="1.0" encoding="UTF8">
<schedule id="23.03.2008" schemaname="Simple Daily
Schedule" date="23.03.2008">
<block name="Commercial Break 1" commercial="true"
start="18:00:00" duration="00:05:00">
<clip commercial="true">
    <id>15235</id>
    <title>Mc Donalds Trailer</title>
    <duration>00:01:30</duration>
    <start>18:00:00</start>
    <headline>Mc Donalds Commercial Trailer</headline>
    <lead>This is the McDonalds Commercial Block intro</
lead>
    <content>Your own content here</content>
    <user>SW</user>
    <author>SW</author>
    <file>Trailer_McDonalds.mpg</file>
    <tags>Burger, Food, McDonalds, Fastfood</tags>
    <video>
        <id>15232342</id>
        <name> F:\Video\Trailer_McDonalds.mpg </name>
    </video>
</clip>
...
</block>
</xml>

```

## Other Formats

In addition to these merely standard formats, Step2e Broadcast provides converters to connect to the following playout systems:

- Profile
- Airbox, Listboy, Playbox
- Masterplay
- OnAirForce
- BugTV
- any other playout based on list formats mentioned above

## Formats needed by MPEG Taxi

In order to provide the central administration server with information about the current status, MPEG taxi client provides two special folder called „available“ and „logs“ where you can place the following types of files:

### Available Content Information

The folder „available“ should contain a simple plain text file called „Content.txt“ wich has at least the following structure:

```
F:\Video\Trailer_McDonalds.mpg
F:\Video\Spot_BMW.mpg
F:\Video\3025823_15f.mpg
F:\Video\Closer_Commercials.mpg
```

This file should represent any video on your system that may be requested by the central administration for playout. The easiest way to produce that text file is to pipe a listing command (ls or dir) into a file.

If possible, you can add additional information to this file like the last modified date or the real file length (bytes). If these information is present MPEG Taxi will compare your filelength to the length of the file on the central server and reload the file in case of different values. Additional information should be added to the file with tab-separated values (order is Filepath, Length, Date:

```

F:\Video\Trailer_McDonalds.mpg 8203052 23.03.2008
F:\Video\Spot_BMW.mpg 12451209 21.03.2008
F:\Video\3025823_15f.mpg 15129839 15.03.2008

```

### As-Run Logs

After your playout has broadcasted the content, it most likely will produce some logfiles. As MPEG Taxi can be used for commercial distribution and billing, the exact information when a certain file has been played will be needed on the central administration server.

Therefore please place a copy of your as-run-logs in the „logs“ folder on your MPEG Taxi client's share. Most of the log files are standardized, so you won't have to modify them.

```

26.02.2008 12:58:24 000 V:\Prefetch\Encoding_Experten
Doc & Co_ClaudiaJung.mpgactinout=0
26.02.2008 12:58:33 000 V:\Prefetch\Encoding_Experten
Doc & Co_DOC_SHORTINDI.mpgactinout=0
26.02.2008 12:58:37 000 V:\Prefetch
\_Playout_Werbung_Werbung1_Spot.mpg actinout=0
26.02.2008 12:58:43 000 !Overlay
Name=LogoOFF FadeInDuration=
FadeOutDuration=Template=D:\Masterplay\MasterPlay
OnAir\OSD\LogoOFF.txt
26.02.2008 12:58:43 000 V:\Prefetch
\_Playout_Werbung_TTVFaxabruf.mpg actinout=0
26.02.2008 12:59:45 000 !Overlay
Name=LogoON FadeInDuration=
FadeOutDuration=Template=D:\Masterplay\MasterPlay
OnAir\OSD\LogoON.txt
26.02.2008 12:59:45 000 !SendTo 192.168.168.10
5010 cue Name=CueCap1
26.02.2008 12:59:45 000 !SendTo 192.168.168.11
5010 cue Name=CueCap2
26.02.2008 12:59:45 000 V:\Prefetch
\_Playout_TierischAbgefahren_Int_Underwater.mpg
actinout=0

```

## **Integration**

In order to provide a reliable playout we suggest that you really copy all of the transported files from the MPEG Taxi client to your playout system and - regarding the logs - back. Playout from a network share may cause traffic problems and some playouts are a bit instable if their logfiles have to be written on another machine. Best results are made by copying.

Nevertheless, if you are sure that your infrastructure will support that behaviour, just integrate MPEG Taxi client into your playout network and everything will be fine.

## **Further Information**

For further information please visit us at [www.step2e.com](http://www.step2e.com). Here you will find detailed descriptions of the tools and formats provided by Step2e Broadcast, pricing and contact. Additionally you can contact us at [sw@step2e.de](mailto:sw@step2e.de).

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