Cross Platform Extras (CPE) Overview

February 2016
Opportunity for Standards-driven Extras for EST

Provide a **multi-studio standard** that eases adoption for digital retailers and **accelerates consumer uptake** of EST by enabling a richer playback experience.

**General benefits of Extras**

- Increases purchase intent with current and potential EST buyers
- Offers a differentiated product experience
- Increases customer engagement / sales

- Drives digital growth
- Provides new platform for dynamic content, social engagement, interactivity, scalability and innovation

- Improves digital viewing experience on Retailer
- Enhances ownership proposition with additional content and interactive experiences

**Benefits of taking a standardized approach**

- **One-time** product & engineering effort for Retailer
- Enables **studio creative and product investment per Title** instead of custom-porting per Retailer
- More, better Extras widely available due to ease of adoption in industry
Standardization Status

- All major studios collaborated with MovieLabs to create open, standard specification in 2014.
  - Based on SPHE POC with VUDU
  - Specs available at movielabs.com

Extras Marketplace Status – February 2016

- >100 titles across three studios live on VUDU
  - First Extras+ POC title “District 9” October 2013
  - Multiple implementations

- Studios working with select retailers on adoption and launch planning
What Are The Specs?

Set of complementary specs that create opportunities for Content Providers & Retailers to roll out Extras across all purchase and consumption devices.

1. **CPE-HTML**
   Describes framework, APIs and HTML5 package to create and deploy immersive, authored interactivity.
   
   movielabs.com/cpe/html

2. **CPE-Manifest**
   Describes XML package to deliver and/or display Extras* components.
   
   movielabs.com/cpe/manifest

* Uses Media Manifest, the same spec being adopted in the supply chain for localized component based feature & episodic delivery.
Spec Adoption Enables Three Key Opportunities

Improve current processes
Standardize deliveries
Media Manifest (MMC)

Simple Interactivity
Data-driven
Media Manifest (CPE-Manifest)

Full Interactivity
Script/Code-driven
HTML (CPE-HTML)

Deliver linear video, art & metadata using repeatable, scalable standards – Media Manifest Core (MMC)

Simple devices w/out HTML5 support can render Extras components with basic organizational structure and hierarchy

Enables immersive, studio-authored experience that’s dynamic in nature
HTML Enables a Rich Consumer Experience

Bonus Video, Art, Metadata + HTML5 & APIs = Immersive consumer experience, including video overlay during playback
CPE-HTML Architecture

- Metadata Package and API definitions for common deployment across multiple retailers
  - One Package per title
  - One Framework per Retailer

www.movielabs.com/cpe
For more information

- For technical info:
  - View specs, best practices and CPE sample code at:
    - www.movielabs.com/cpe
    - www.movielabs.com/md/manifest

- For all other inquiries, please contact MovieLabs
Media Manifest – what is it?

- Data to build user experience around studio provided video, image and text content.
  - Compatible with SMPTE Interoperable Master Format (IMF)
- Status
  - Media Manifest v1.0 published July 1, 2014. v1.4 will be released in June.
  - Adopted in Common Media Package (CMP) and content delivery
  - Best Practices documents describe recommended usage

www.movielabs.com/md/manifest
Media Manifest – use with EMA Avails

- Media Manifest is architected to be used with EMA avails standard
Dual Approach – Options For Simple or Full Interactivity

- Simple Interactivity
  - Player/Retailer-Rendered Experience
  - API Layer
  - Studio-authored HTML 5 Package
  - Assets, artwork & Metadata
- Full Interactivity
  - Player/Retailer-Integrated Experience
  - API Layer
  - Manifest Spec
Full Interactivity w/ Standard HTML 5 Package

- Enables full interactive experience authored by CP
- Integration via API layer between studio-authored experience and native retailer/player experience
Interactivity format and APIs

1. Media Manifest, Video Clips, and HTML delivered to Retailer
2. Retailer responsible for serving/hosting HTML content and video clips.
3. Consumer interface makes use of standard APIs to play clips or purchase the main title
4. Additional clips can be hosted by studio for custom features (e.g. clips based on deep film metadata)
5. Studio custom APIs, present in packaged HTML, call back to studio specific functionality (search clips, clip share)

Please note – hosting/serving configs can vary.