

Selective Display of Teaser Bonus Content In Media Manifest

This practice defines how to selectively show content based on @condition. For example, how to indicate what content is 'locked' content in a pre-sale experience.



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REVISION HISTORY

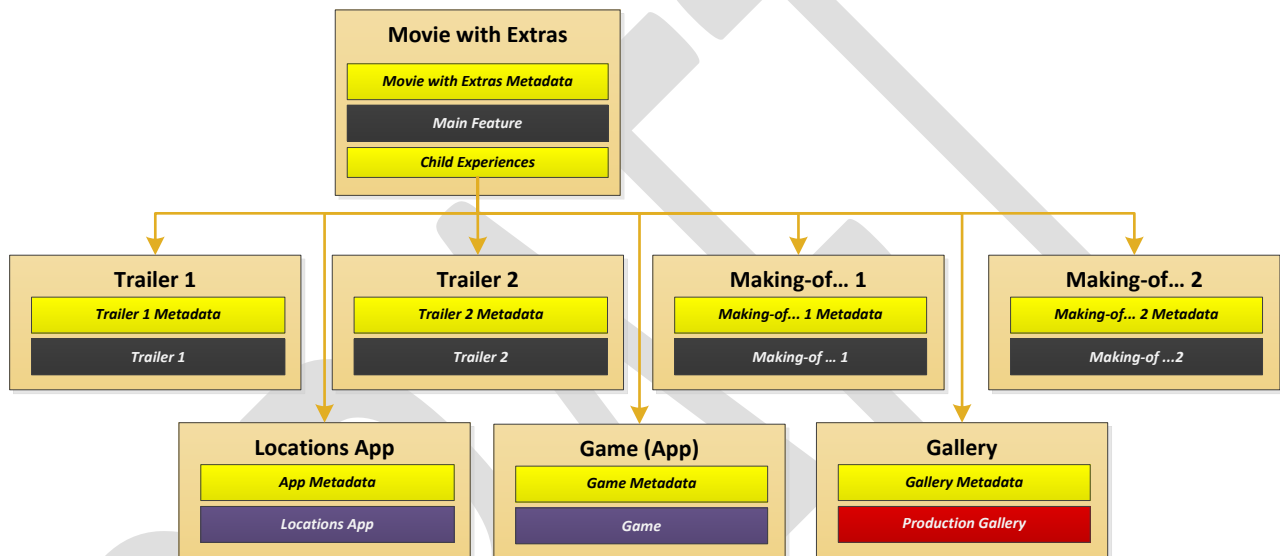
Version	Date	Description
1.0		Initial publication

1 OVERVIEW

When creating an offering that includes extras/bonus it generally desirable to show what content is available without making that content playable. This is often displayed to a consumer with a description and an image with a lock symbol. Typically, when the user selects the ‘locked’ image, they are taken to the offer to buy.

The mechanism here is general and can be used for any selective display of content.

In this document this movie offer example that contains a feature, two trailers, two making-of supplements, two apps and a gallery:

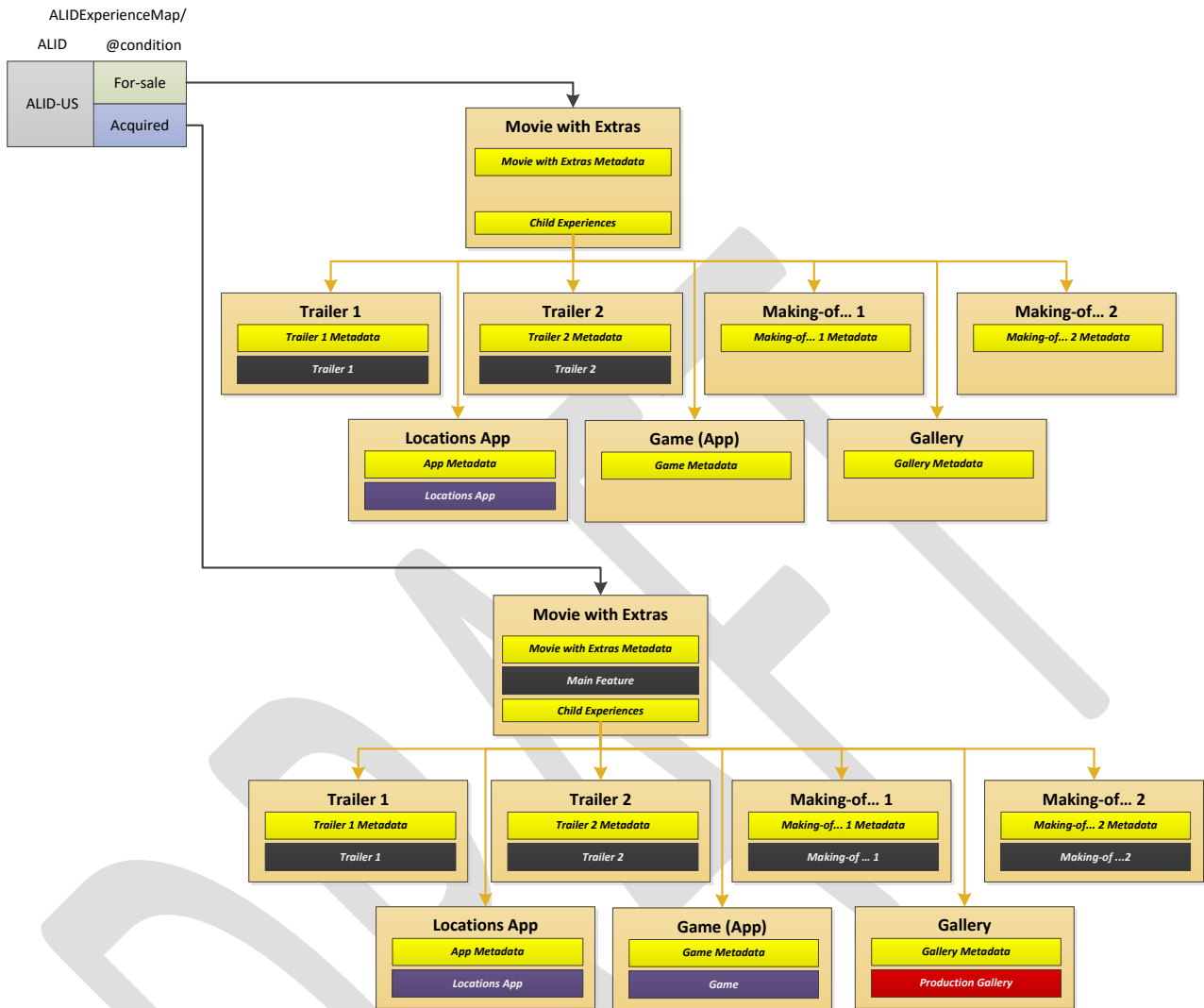


2 EXPERIENCE STRUCTURE

The correct Experience can be found in the ALIDExperienceMap. For a given ALID, mapping can be done based on @condition and @licenseType. That is, depending on where the offer is in the sales cycle (pre-order, for-sale, acquired, etc.), the ALIDExperienceMap can point to a different root Experience. This is documented [Manifest], Section 9.2.

The following diagram illustrates shows how for-sale and acquired content might be shown. In both cases, the full tree is present, although this need not be the case, depending on how the content is to be offered.

There are numerous combinations for @condition and @licenseType that can drive which Experience structure applies.



3 INDICATING CONTENT ISN'T PLAYABLE

In the example, above, the black boxes represent Audiovisual references, purple boxes represent App references and red boxes represent Gallery references. As indicated in [Manifest], Sections 8.3.1, 8.3.2 and 8.3.3 leaving out entries in these objects indicate the content isn't playable. For example, if there an Audiovisual, but no Audiovisual/Presentation, /PlayableSequenceID or /PlayableSequence, then the content is not playable. This is the indication the asset should be 'locked'.

Note that Audiovisual, App and Gallery all reference metadata via ContentID. This is the metadata used for the images, description, etc.

In the example above, only two trailers and the “Locations App” are accessible to the consumer before buying. Once acquired, mapping goes to the structure with everything.

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