



Program Examples

This chapter contains examples showing how to define the most common types of IP/TV programs. Each example includes a scenario that describes what kind of program is being defined, and the criteria used to select options. When default values are acceptable, this is indicated in the text.

The topics covered include:

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- [Sample On-Demand Category, page 4-3](#)
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- [Sample Scheduled Program to Play a Media File, page 4-6](#)
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Sample Network

The examples in the following sections are based on the sample network described here:

- The main network is located at the corporate headquarters of Zycorp, Inc., in San Jose, California. About 100 IP/TV Viewer users are on this network, and one IP/TV Content Manager. The two IP/TV Servers on the network serve media files, whether scheduled or on-demand. In addition, one of the IP/TV Servers (Server A) is equipped with live-capture hardware.
- A second network is located in the Zycorp sales office in Boston. This network is connected to the main network by a T1 leased line. About ten IP/TV Viewer users are on this network, along with one IP/TV Content Manager and one IP/TV Server. The IP/TV Server serves both scheduled and on-demand programs.
- A third network is located in the Zycorp sales office in Mexico City. This network can be reached from the main network through the Internet. About five IP/TV Viewer users are on this network, and one IP/TV Server. There is no IP/TV Content Manager; the IP/TV Server and all IP/TV Viewers are configured to get their program information from the IP/TV Content Manager in San Jose.
- A fourth network is located in the Zycorp manufacturing plant in Singapore. This network can be reached from the main network through the Internet. About 50 IP/TV Viewer users are on this network, along with one IP/TV Content Manager and one IP/TV Server.

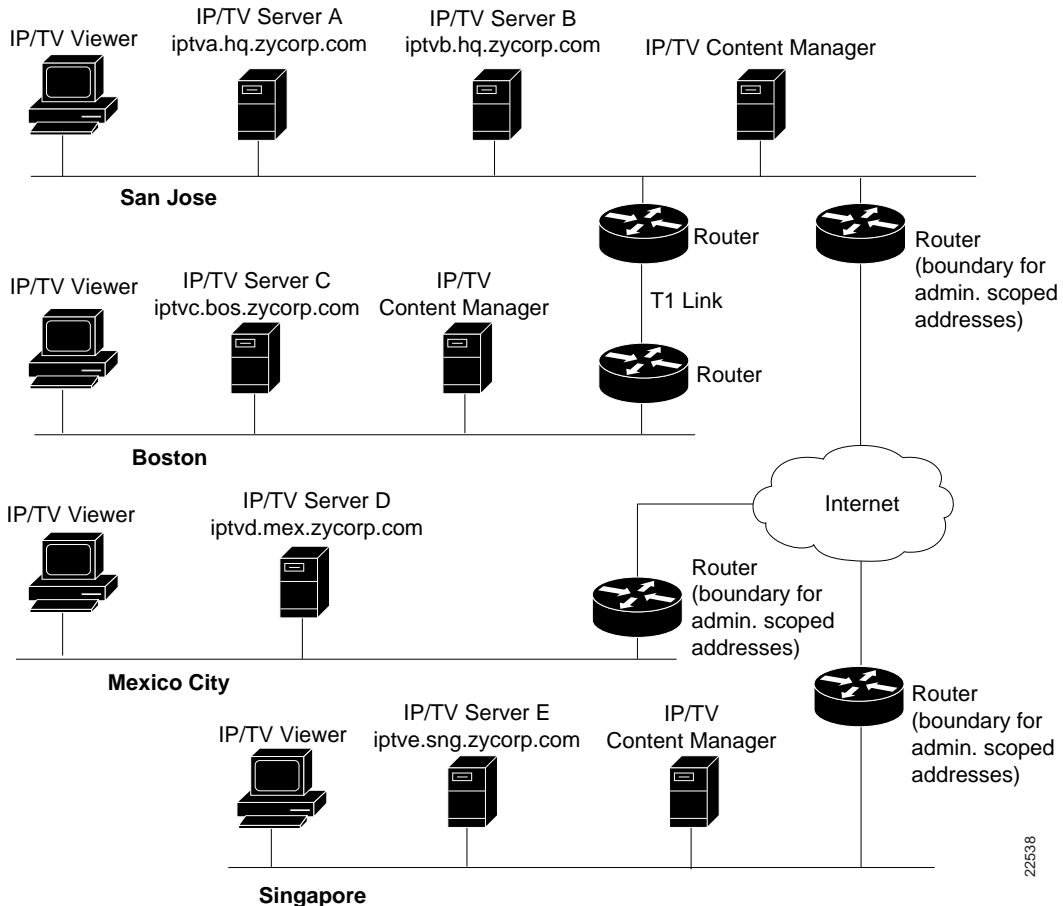


Note

Programs defined on the San Jose network that use administratively scoped addresses are not visible to IP/TV Viewer users on the Mexico City or Singapore networks, or to IP/TV Content Managers or IP/TV Servers on those networks. Refer to the “Multicast Addresses” section in Chapter 5 of the *Cisco IP/TV Administration and Configuration Guide* for information on using scoped addresses to limit the range of IP/TV programs.

Figure 4-1 shows all of the IP/TV Servers and IP/TV Content Managers on each network, but only one sample PC running IP/TV Viewer on each network.

Figure 4-1 Sample Network



Sample On-Demand Category

Table 4-1 lists the settings chosen by the IP/TV administrator to set up an on-demand category on the IP/TV Content Manager on the Zycorp headquarters network. These settings are shown in Figure 2-7.

Table 4-1 Settings for On-Demand Category

Parameter	Value
New Category	Instructional Videos
Description	Corporate and Human Resources information for employees
Keywords	training benefits HR education
Administrator Name	IP/TV Help Desk
Telephone	456-567-8900 x 63
E-mail	iptvhelp@zycorp.com
Producer	HR Department

Sample On-Demand Program

[Table 4-2](#) lists the settings chosen by the IP/TV administrator to set up an on-demand program on IP/TV Content Manager on the Zycorp headquarters network and autodistribute the program to a second server. [Figure 2-9](#), [Figure 2-10](#), and [Figure 2-13](#) show these settings.



Note

When a value is listed as Default, the IP/TV administrator accepted the value assigned by IP/TV Content Manager.

This program is defined within the on-demand category Instructional Videos (see [Table 4-1](#)).

The program is a 30-minute video summary of the information covered in the Employee Handbook. The media file, which initially resides only on Server B in San Jose, is automatically distributed to Server A. Autodistributing the media file allows IP/TV Content Manager to balance the load of requests for the program.

Table 4-2 Settings for On-Demand Program

Parameter	Value
Program Name	New Employee Orientation
Description	Video summary of the Employee Handbook
Keywords	instruction handbook employee
URL	www.zycorp.com/~HR
Copyright	Default (no copyright information is entered)
Password	Default (no password is set)
Hide Program from Viewer/SAP announcement	Unchecked
Select media file	Filename of media file containing new employee orientation video
Play Video (Enable QoS?)	Checked
Play Audio (Enable QoS?)	Checked
Play SlideCast (Enable QoS?)	Unchecked
Play Web Presentation	Unchecked
Transfer HTML to Browser Cache	Unchecked
Media length	Default
Audio/Video Bandwidth	Default
Maximum Video Frame Rate	Default
Web Presentation Bandwidth	Default
Web Presentation Base URL	Default
Clusters	Default
OnDemand Servers	File Present has been checked on server iptvb; Play has been checked on both server iptva and server iptvb
Auto Distribute File ...	Checked; the file is automatically transferred to iptva
Transfer file now	Checked
Transfer file on	Unchecked

Table 4-2 Settings for On-Demand Program (continued)

Parameter	Value
Administrator Name	IP/TV Help Desk
Telephone	456-567-8900 x 63
E-mail	iptvhelp@zycorp.com
Producer	HR Department

Sample Scheduled Program to Play a Media File

[Table 4-3](#) lists the settings chosen by the IP/TV administrator to set up the simplest type of scheduled program. The program is a 1-hour film describing the 401(k) retirement plan available to all Zycorp employees located in San Jose and Boston. It does not apply to the employees in Mexico City or Singapore.

The film was provided by Mega Insurance Company, the company that offers the 401(k) plan, and the Zycorp coverage contract requires that the Mega Insurance copyright be included in the program listing information.

The Human Resources director wants the program to be played every Monday at 1100 Pacific time, which is 1400 Eastern time, through the end of the year.

[Table 4-3](#) lists all the parameters on the New Program page and gives a recommended setting for each parameter. [Figure 3-3](#), [Figure 3-4](#), and [Figure 3-6](#) show these settings.



Note

When a value is listed as Default, the IP/TV administrator accepted the value assigned by IP/TV Content Manager.

Table 4-3 Settings for Scheduled Program to Play a Disk File

Parameter	Value
Program Name	Zycorp's 401(k) Plan
Description	Detailed description of the 401(k) retirement plan
URL Link (Optional)	http://www.zycorp.com/~benefits
Copyright (Optional)	Copyright 1999 Mega Insurance Company, all rights reserved.

Table 4-3 Settings for Scheduled Program to Play a Disk File (continued)

Parameter	Value
Password (Optional)	Default
Enable Question Manager	Unchecked
Hide Program from Viewer/SAP Announcement	Unchecked
Play Program Continuously	Unchecked
Play Program once on	Selected, Mar 8 02 at 11:00
Length	1 hour
Do not repeat it	Unchecked
Repeat it every	Unchecked
Repeat it	Selected, Weekly, Monday 11:00
Last repeat ends on	Dec 27 02 12:00
Select Media File	Relative path of file (supplied by IP/TV Content Manager)
Play Once and Stop	Checked
Loop for Program Duration	Unchecked
Play from Start to End	Checked
Play .rtp Offset	Unchecked
Play Video (Enable QoS?)	Checked
Play Audio (Enable QoS?)	Checked
Play Slidecast (Enable QoS?)	Unchecked
Play Web Presentation	Unchecked
Multicast HTML to Browser Cache	Unchecked
Audio/Video Bandwidth	Default
Maximum Video Frame Rate	Default
Web Presentation Bandwidth	Default
Web Base URL (Optional)	Default
Server	iptvb

Table 4-3 Settings for Scheduled Program to Play a Disk File (continued)

Parameter	Value
Suppress Viewer Feedback (for large sessions)	Unchecked
Administrator Name	IP/TV Help Desk
Telephone	456-567-8900 x 63
E-mail	iptvhelp@zycorp.com

Sample Scheduled Live-Capture Program

[Table 4-4](#) lists the settings chosen by the IP/TV administrator to set up a scheduled program for live-capture content.

The program is a 15-minute invitation to the annual company picnic. The invitation will be filmed on the Monday before the picnic, and multicast simultaneously. The program applies to employees in San Jose only.



Note

When a value is listed as Default, the IP/TV Administrator accepted the value assigned by IP/TV Content Manager.

[Figure 3-3](#), [Figure 3-4](#), [Figure 3-5](#), and [Figure 3-6](#) show these settings.

Table 4-4 Settings for Live-Capture Program

Parameter	Value
Program Name	2002 Company Picnic
Description	Join us for the annual Zycorp company picnic!
URL Link (Optional)	www.zycorp.com/~HR
Copyright (Optional)	Default (no copyright information is entered)
Password (Optional)	Default (no password is set)
Enable Question Manager	Unchecked
Hide Program from Viewer/SAP Announcements	Unchecked

Table 4-4 Settings for Live-Capture Program (continued)

Parameter	Value
Play Program once on	Selected, Aug 18 02 10:00
Length	15 minutes
Do not repeat it	Checked
Repeat it every	Unchecked
Repeat it	Unchecked
Last repeat ends on	Default (not used if no repeats are scheduled)
Preferred Video Format	Set appropriately for the live-capture hardware on IP/TV Server
Compression Quality	Default
Preferred Audio Format	Default
Play Video (Enable QoS?)	Checked
Play Audio (Enable QoS?)	Checked
Play SlideCast (Enable QoS?)	Unchecked
Play Web Presentation	Unchecked
Multicast HTML to Browser Cache	Unchecked
Share SlideCast with	Unchecked
Share Presentation with	Unchecked
Audio/Video Bandwidth	Default
Maximum Video Frame Rate	Default
Web Presentation Bandwidth	Default
Start Page URL (Optional)	Default
Audio/Video Server	iptva (IP/TV Server that is equipped for live-capture content)
Select Capture Card	Default
SlideCast/Web Presentation Server	Default
Administrator Name	IP/TV Help Desk

Table 4-4 Settings for Live-Capture Program (continued)

Parameter	Value
Telephone	456-567-8900 x 63
E-mail	iptvhelp@zycorp.com

Sample SmallCast Program

The Zycorp CEO plans to videotape an important 45-minute announcement to all employees. The taping will take place at 10:00 a.m. in San Jose, and the CEO wants the program to play simultaneously in Boston and Mexico City.

[Table 4-5](#) lists the settings chosen by the IP/TV Administrator to set up a program to accomplish this using SmallCast. [Figure 3-3](#), [Figure 3-4](#), [Figure 3-5](#), and [Figure 3-6](#) show these settings.

The capture server in San Jose must be configured to be able to use SmallCast to send the program to the IP/TV Server in Mexico City. Refer to Chapter 5 in the *Cisco IP/TV Administration and Configuration Guide* for information on defining servers.



Note

Where a value is listed as Default, the IP/TV administrator has accepted the value assigned by IP/TV Content Manager.

Table 4-5 Settings for Sample SmallCast Program

Parameter	Value
Program Name	Zycorp News
Description	An important announcement from the CEO
URL Link	www.zycorp.com/admin/iptvprograms.htm
Copyright	Zycorp, Inc.
Password	Default (no password is set)
Enable Question Manager	Checked
Play Program Continuously	Unchecked

Table 4-5 Settings for Sample SmallCast Program (continued)

Parameter	Value
Play Program once on	Selected, Sep 15 02 10:00
Length	1 hour (extra time is allowed in case either the presentation or the Question and Answer period lasts longer than originally scheduled)
Do not repeat it	Checked
Repeat it every	Unchecked
Repeat it	Unchecked
Last repeat ends on	Default (not used if no repeats are scheduled)
Capture Live Audio/Video Data	Checked
Preferred Video Format	Set appropriately for the live-capture hardware on IP/TV Server.
Compression Quality	Default
Preferred Audio Format	Default
Play This File	Cleared
Play Video (Enable QoS?)	Checked
Play Audio (Enable QoS?)	Checked
Play SlideCast (Enable QoS?)	Unchecked
Play Web Presentation	Unchecked
Multicast HTML to Browser Cache	Unchecked
Share SlideCast with	Unchecked
Share Presentation with	Unchecked
Audio/Video Bandwidth	Default
Maximum Video Frame Rate	Default
Web Presentation Bandwidth	Default
Start Page URL	Default
Audio/Video Server	iptva (the IP/TV Server that is equipped for live-capture content)
SlideCast/Web Presentation Server	Default
Select Admin. Scoped Addresses	Checked

Table 4-5 Settings for Sample SmallCast Program (continued)

Parameter	Value
Select Global Scoped Addresses	Unchecked
Use SmallCast	Checked
SmallCast Only	Unchecked
Capture live MPEG data	Unchecked
Administrator Name	IP/TV Help Desk
Telephone	456-567-8900 x 63
E-mail	iptvhelp@zycorp.com

Sample Recording

Given the differences in local time between San Jose and Singapore, the sample SmallCast program example would not be a practical way to send the corporate announcement to users in Singapore. The original program was multicast during working hours in San Jose, which is the middle of the night in Singapore.

A better strategy would be to follow these steps:

Step 1 Record the live-capture content to a file.

[Table 4-6](#) lists the settings chosen by the IP/TV administrator to set up a program that instructs IP/TV Server B in the main Zycorp network to record the live-capture program using the settings from [Table 4-4](#).



Note When a value is listed as Default, the IP/TV administrator has accepted the value assigned by IP/TV Content Manager.

Table 4-6 Settings for Sample Recorded Program

Parameter	Value
Program Name	Zycorp News (default from the original program)
Description	An important announcement from the CEO (default from the original program)
Record Program once on	Checked, Sep 15 02 10:00 (default from the original program)
Length	1 hour (default from the original program)
Record Audio	Checked
Record Video	Checked
Record to this file	Name of the destination file, relative to the media root of the IP/TV Server
Do not overwrite existing file	Unchecked
Select a server from this list	iptvb.hq.zycorp.com
Administrator name	IP/TV Help Desk
Telephone	456-567-8900 x 63
E-mail	iptvhelp@zycorp.com

- Step 2** Transfer the file to the IP/TV Server in Singapore using FTP.
Refer to Chapter 10, “File Transfers,” in the *Cisco IP/TV Administration and Configuration Guide* for information on transferring files using FTP.
- Step 3** Set up a scheduled program on the IP/TV Server in Singapore to play the file. This procedure would be similar to the example provided in [Table 4-3](#).

[Figure 3-9](#), [Figure 3-10](#), [Figure 3-11](#), and [Figure 3-12](#) show these settings.

■ Sample Recording