Video on Demand

Concepts

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Overview

Categories help you to manage how VoDs are organized within the interactive menu system at sites where you deploy Cisco Cast.

Guidelines

- Site Assessment for VoD Programming, page 27-1

Site Assessment for VoD Programming

Remote branch offices are better suited to VoD programming than they are to live video programming. Common use cases for VoD programming include training and executive communications.

We recommend that you use a content delivery system to provision the assets for your VoD programming, particularly if your remote sites have low bandwidth capacity.
Restrictions

- User Permissions Restrictions, page 27-2
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User Permissions Restrictions

Note Features of Cisco Cast are hidden from you until your user role assignment is APPLICATION MANAGER and you have explicit WRITE permissions [CSCtr05337].

Channel Count Restrictions

Features of this Cisco Cast release support 99 or fewer channels of live broadcast programming and VoD programming, combined.

Workflow to Stage VoD Assets to DMP Local Storage

You can stage Cisco Cast assets directly to a DMP, for local storage on:

- Its internal SD flash memory card (usb_1).
- An external USB drive (usb_2).

This technique conserves WAN bandwidth and avoids latency that might detract from the quality of your Cisco Cast VoD programming. It is useful also if you do not have any dedicated content delivery solution in place.

1. Create the DMP group whose member DMPs should store VoD assets.
2. Define the channel lineup.
3. Customize the menu system.
4. Define VoD categories.
5. Add video assets to the media library.
6. Populate VoD categories with video assets from the media library.
7. Verify that the FTP service is enabled on target DMPs.
8. Create a DMS-CD deployment package for the EPG.
9. Stage your EPG to DMPs that should serve VoDs from local storage.
10. Transfer your customized menu system, channels list, VoD playlist, and video assets to DMPs.
11. Monitor progress and the current status of your deployment.

Procedures

- Add a New VoD Category, page 27-3
- Add a New VoD Subcategory, page 27-3
Add a New VoD Category

Procedure

Step 1 Choose Video on Demand > Categories.
The Categories area is on the left, and after you click a category, a table on the right describes the videos that are mapped to that category.
Step 2 Click Actions > Create a Category.
Step 3 Enter a descriptive name for the category.
Step 4 Click Save.

OR

Click Cancel to discard your work.
Step 5 Stop. You have completed this procedure.

Related Topics
- Elements to Manage VoD Categories, page 27-7

Add a New VoD Subcategory

Procedure

Step 1 Choose Video on Demand > Categories.
The Categories area is on the left, and after you click a category, a table on the right describes the videos that are mapped to that category.
Step 2 Click the category that should contain the subcategory.
Step 3 Choose Actions > Create a Category.
Step 4 Enter a descriptive name for the subcategory.
Step 5 Click Save.

OR

Click Cancel to discard your work.
Step 6 Stop. You have completed this procedure.
Edit a VoD Category

Procedure

Step 1 Choose Video on Demand > Categories.
The Categories area is on the left, and after you click a category, a table on the right describes the videos that are mapped to that category.

Step 2 Click the name of the category to be edited.

Step 3 Choose Actions > Modify Category.

Step 4 Edit the values.

Step 5 Click Save.

OR

Click Cancel to discard your work.

Step 6 Stop. You have completed this procedure.

Related Topics
- Elements to Manage VoD Categories, page 27-7

Delete a VoD Category

Procedure

Step 1 Choose Video on Demand > Categories.
The Categories area is on the left, and after you click a category, a table on the right describes the videos that are mapped to that category.

Step 2 Click the name of the category that you want to delete.

Step 3 Click Actions > Delete Category.
The Delete Confirmation dialog box opens.

Step 4 Click Yes to delete the category.

OR

Click No to retain it.

Step 5 Stop. You have completed this procedure.
Map a Video to a VoD Category

Each video that you map to a category will be listed as a VoD in the interactive menu system at sites where you deploy Cisco Cast.

Before You Begin

- Add the video to your shared Media Library for digital signage and Cisco Cast.
- Create the category. See Add a New VoD Category, page 27-3.

Procedure

**Step 1**
Click the Video on Demand tab.

**Step 2**
In the Categories area, click the name of the category to which you will add a video.

**Step 3**
In the area that lists videos, click Map Videos to Category.

The VoD Mapping dialog box opens. A tree on the left shows the hierarchy of categories for assets in your shared Media Library and, after you click a category, an untitled table on the right describes each asset in that category.

**Step 4**
Click the Media Library category that contains the video that you want to use as a VoD.

The videos in this category are described in the untitled table on the right.

**Step 5**
Click the name of the video, and then drag and drop it to the area below.

Tip To choose more than one video, hold down the Shift key while you click each name.

**Step 6**
Click Submit Mapping to add the video.

The category that you chose is now part of the categories tree on the Video on Demand page. Later, whenever you choose this category in the tree, an untitled table on the left side of the page will describe each video that you added to it as a VoD.

OR

Click Cancel to discard your entries.

**Step 7**
Stop. You have completed this procedure.

Organize Videos in VoD Categories

When you organize the videos in a VoD category, you set the order in which Cisco Cast plays the videos at your deployment sites.
Procedure

Step 1  Click the Video on Demand tab.

Step 2  In the Categories area, click the name of the category that includes the videos to be organized. The videos in this category are described in the untitled table on the right.

Step 3  Click the name of the video; then, drag and drop it to its new location in the list. Videos that are higher in the list will be shown before videos that are lower in the list.

Step 4  Stop. You have completed this procedure.

Remove a Video from a Category

When you remove a video from a category on the Video on Demand page, you remove it also from the interactive menu system at sites where you deploy Cisco Cast.

Procedure

Step 1  Click the Video on Demand tab.

Step 2  In the area that lists videos, click Map Videos to Category. The VoD Mapping dialog box opens.

Step 3  Click the Remove link that corresponds to a video that should be removed.

Step 4  Stop. You have completed this procedure.

Stage an EPG to DMP Local Storage

Procedure

Step 1  Choose Digital Media Players > Advanced Tasks.

Step 2  Choose Deployment Package from the Application Types list.

Step 3  Click Add New Application.

Step 4  Choose Cast from the Applications list.

Step 5  Enter Deploy-Local-Cast in the Name field.
Step 6  Choose an option from the Mount Point list.

- **When you will use usb_1**
  - **Should “usb_1” be the local mount point?**
  - Choose Flash Storage (default).

- **When you will use usb_2**
  - **Should “usb_2” be the local mount point?**
  - Choose USB.

1. “usb_1” is the CF, SD, or SSD memory card inside your DMP.
2. “usb_2” is an external hard drive or flash drive that you have attached to your DMP.

Step 7  Click the name of your Cisco Cast program guide, and then click **Select Application**.

Step 8  Click **Submit**.

Step 9  Stop. You have completed this procedure.

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**Reference**

- Software UI and Field Reference Tables, page 27-7

**Software UI and Field Reference Tables**

- Elements to Manage VoD Categories, page 27-7

**Elements to Manage VoD Categories**

**Navigation Path**

Cast > Video on Demand > Categories

**Table 27-1  Elements for Managing VoD Categories**

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Categories selector</td>
<td>A hierarchical tree (an object selector) of VoD categories. Highlight the name of a category to designate it as the one that should contain a VoD that you will map to it.</td>
</tr>
<tr>
<td>Actions</td>
<td>Options that you can choose, whose effect is relative to the category that you chose.</td>
</tr>
<tr>
<td></td>
<td>• Create a Category</td>
</tr>
<tr>
<td></td>
<td>• Modify Category</td>
</tr>
<tr>
<td></td>
<td>• Delete Category</td>
</tr>
<tr>
<td>Element</td>
<td>Description</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>untitled table</td>
<td>Each row describes one VoD asset that is mapped to a category for Cisco Cast. Asset attributes that these columns describe are derived from records in your media library:</td>
</tr>
<tr>
<td></td>
<td>• Title</td>
</tr>
<tr>
<td></td>
<td>• Description</td>
</tr>
<tr>
<td></td>
<td>• Duration</td>
</tr>
<tr>
<td></td>
<td>• Source</td>
</tr>
<tr>
<td>Map Videos to Category</td>
<td>Opens a dialog box in which you can choose the videos to be mapped.</td>
</tr>
</tbody>
</table>