

TV Grid Listing Parameters for Airings

[VP-28](#) - Document v2.10

Summary

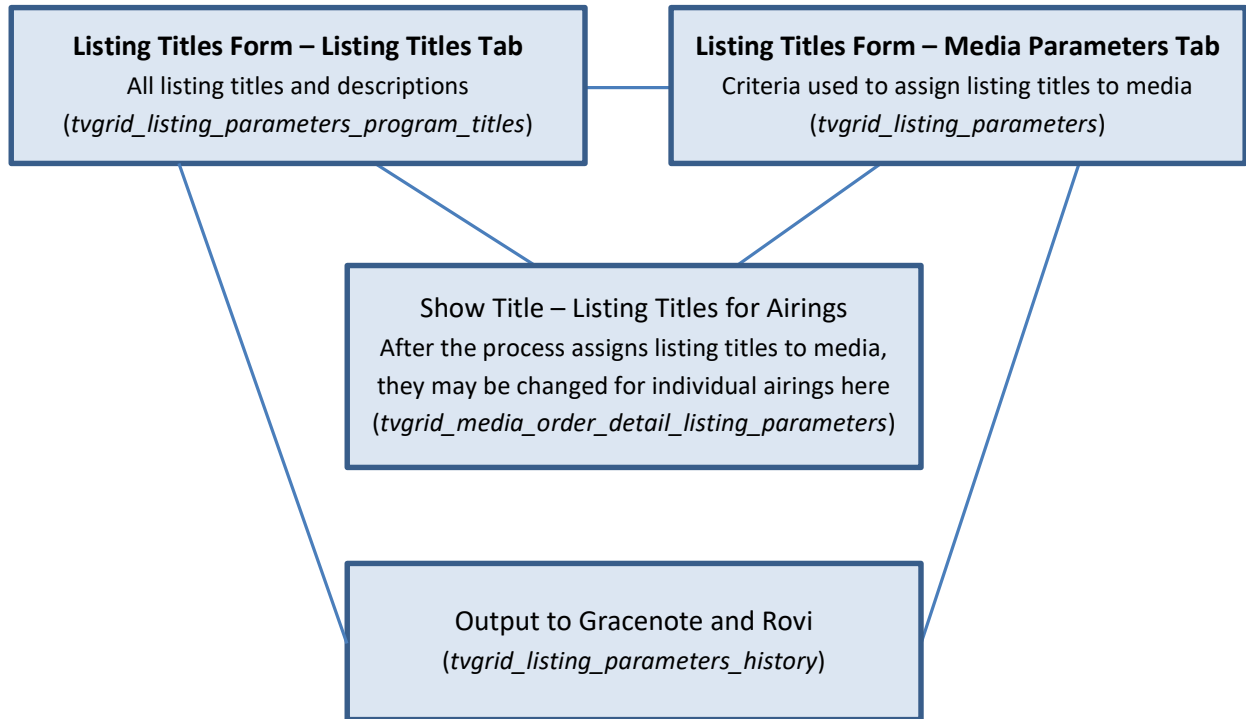
Add the ability to input multiple listing parameters, assign those listing parameters to specific LF airings, and automate the transmission of this data to Gracenote (formerly Tribune) and Rovi.

Requirements

- Add forms with grids which:
 - Allow adding and editing of listing titles and descriptions.
 - Display a selected range of airings.
- Ability to select a listing title for assignment to multiple airings.
- Automate the export and transmission of this data to Rovi and Tribune.
- Add a **Listing Title** column to media reports for analysis.

Table Descriptions and Relationships

Table	Description
<i>tvgrid_listing_parameters_program_titles</i> (page 3)	Listing Titles form – Listing Titles tab and Alternate Lengths form This table is used to store all listing titles and descriptions, including alternate lengths. Linked to <i>tvgrid_media_order_detail_listing_parameters</i> table.
<i>tvgrid_listing_parameters</i> (page 4)	Listing Titles form – Media Parameters tab This table contains the parameters used to describe which client, campaign(s), and show title(s) a listing title should apply to during a specified data range. Linked to <i>tvgrid_media_order_detail_listing_parameters</i> and <i>tvgrid_listing_parameters_program_titles</i> tables.
<i>tvgrid_media_order_detail_listing_parameters</i> (page 5)	Show Title form – Listing Titles tab This table is used to store listing titles by airing. Linked to <i>media_order_detail</i> and <i>tvgrid_listing_parameters_program_titles</i> tables.
<i>tvgrid_listing_parameters_history</i> (page 6)	No UI for this table The output files for Gracenote and Rovi are constructed using this table. Linked to <i>tvgrid_listing_parameters</i> table.



Program Changes

Database Schema

TV Grid Listing Parameters Program Titles Table

Create a new table called *tvgrid_listing_parameters_program_titles*. This table is used to store all listing titles and descriptions, including alternate lengths of those titles and descriptions:

Field	Type	Length	Label	Notes
ID	int			TV Grid Listing Parameters Program Titles ID
title_10_tms	varchar	10		Between 1 and 9 characters
title_20_tms	varchar	20		Between 11 and 19 characters
title_40_tms	varchar	40		Between 21 and 39 characters
title_70_tms	varchar	70		Between 41 and 69 characters
desc_40_tms	varchar	40		Between 1 and 39 characters
desc_60_tms	varchar	60		Between 41 and 59 characters
desc_100_tms	varchar	100		Between 61 and 99 characters
desc_250_tms	varchar	250		Between 101 and 249 characters
title_8_rovi	varchar	8		Between 1 and 8 characters
title_15_rovi	varchar	15		Between 9 and 15 characters
title_30_rovi	varchar	30		Between 16 and 30 characters
title_50_rovi	varchar	50		Between 31 and 50 characters
title_80_rovi	varchar	80		Between 51 and 80 characters
title_128_rovi	varchar	128		Between 81 and 128 characters
start_date	datetime			
end_date	datetime			
listing_title_displayid	varchar	6		Listing Title ID (included in the extract and provided to client)
abbrv_rovi_title	varchar	30	ID / Title	Unique ID for Rovi Extract

TV Grid Listing Parameters Table

Create a new table called *tvgrid_listing_parameters*. This table is used to store all TV grid listing parameters and link keys to listing titles and descriptions:

Field	Type	Length	Label	Notes
ID	int			tvgrid_listing_parameters identity key
client	int		Client	Client.Id
show_title	int		Show Title	show_title.Id
campaign	int		Campaign	Campaign.id
coverage	int		Market	Coverage.coverage_name
min_rate	decimal	(10,2)	Min. Rate	The minimum airing rate needed for a listing title to be placed on an airing.
listing_title	varchar	128	Listing Title	Main Listing Title Description
start_date	date		Start Date	Start of active date range.
end_date	date		End Date	End of active date range.
listing_title_displayid	varchar	6		
duration	int		Duration	Airing runtime (in minutes)
listing_title_hour_id	varchar	6	Hour Id	Listing Title Display Id assigned to a listing parameter that merged two 30 minutes listings into a 60 minutes block.
alternate_duration	int		Alt Duration	Alternate Runtime Length (deprecated)
main_listing_title	bit		Is Main Listing Title	Flag to identify the main listing title which will appear in the Listing Titles grid.
no_listing_title	bit		Is No Listing Title	Exclude airing/listing record from extract if True
tag	char	15	Tag	A keyword that can be used to group related parameter records
create_date	date		Create Date	Create date
create_by	int		Created By	Created by employee id
last_update_date	date		Last Update Date	Last updated date
last_update_by	int		Last Update By	Last Updated by Employee Id
is_ion_subsetstations	bit			If 1 pull list from ION subset stations else list all 55 ION affiliates
tvgrid_listing_parameters_program_titles	int			Foreign key that refers to Tvgrid_listing_parameters_program_titles.id
station_list	char	10		
client_name	varchar	30		

TV Grid MOD Listing Parameters Table

Create a new table called *tvgrid_media_order_detail_listing_parameters*. This table is used to store listing titles by airing.

Field	Type	Length	Notes
ID	int		
media_order_detail	int		MOD ID
listing_title_details_ID	int		ID from <i>tvgrid_listing_parameters_program_titles</i>
listing_title_displayid	varchar	50	

TVGrid Listing Parameters History Table

Create a new table called *tvgrid_listing_parameters_history*. This table is used to store the regular TV Grid listing extract records being sent to Rovi and Tribune as well as excluded records from the batch:

Field	Type	Length	Notes
ID	int		Identity Key
TVGId	int		tvgrid_listing_parameters.id
TVGHourId	varchar	6	tvgrid_listing_parameters.listing_title_hour_id
ProdNameId	varchar	6	Mapped to tvgrid_listing_parameters listing_title_displayid for Tribune and NULL for ROVI.
Station	varchar	20	XR/VP station
Client	int		VP Client Id
Coverage	int		Coverage.Id
Campaign	int		Campaign.Id
ShowTitle	int		show_title.Id
AirDate	datetime		ref #1.1.3, #1.2.3 AirTime see- ref# 1.1.4, #1.2.4
ProdName	varchar	6	VP Client Code
ItemId	int		Mapped to mod.id
Duration	int		tvgrid_listing_parameters.duration
Modid	int		Mapped to mod.id
BuyType	int		Mo.buy_type
IONAirDate_ByTimeZone	datetime		
ION_LbookedDate	datetime		
IONTimeZone	varchar	40	
AirDate_PreDayOffset	datetime		AirDate prior to applying DayOffset BY Hour
LbookedDate	datetime		mod.lbooked_date
Mbooked_date	datetime		mod.mbooked_date
DayOffsetByHour	int		ref #1.1.3.1
custom_process_log	bigint		Custom process log ID
ActionType	int		Ref #2.9
ListingTitle	varchar	128	Mapped to tvgrid_listing_parameters.listing_title for Rovi and NULL for Tribune
ListType	int		1=TMS, 2 = ROVI
TVGDisplayId	varchar	6	tvgrid_listing_parameters.listing_title_displayid
BroadcastUtcDate	datetime		
VP_StationId	int		
Aff_StationId	int		
Modid2	int		

Each listing title in the grid may have alternative versions with varying lengths. To see the alternates for a line, the **Show Alt** button is clicked. This opens the Alternate Lengths screen, which reads data from the same *tvgrid_listing_parameters_program_titles* table:

TRIBUNE	Max Length	Listing Title	Max Length	Listing Description
1	70	190 x 37 px	250	550 x 37 px
2	40	190 x 20 px	100	
3	20		60	
4	10		40	

ROVI	Max Length	Listing Title	Max Length	Listing Description
128	128	190 x 48 px	250	
80	80	190 x 37 px		
50	50	190 x 37 px		
30	30			
15	15			
8	8		30	ID / Title 190 x 20 px

Buttons: Save, Close

Upon opening this form, the **Listing Title** from the Listing Titles row where the Show Alt button was clicked should automatically appear in the **Tribune 70** field (title_70_tms) as well as the **Rovi 128** field (title_128_rovi).

The **Listing Description** from the Listing Titles grid should automatically appear in the **Tribune 250** Listing Description field (desc_250_tms) as well as the **Rovi 250** Listing Description field. The Rovi description field should be unavailable, as this description is shared with Tribune’s 250 description via desc_250_tms.

Note that the field labels (“70”, “40”, etc.) do not all match the corresponding field lengths. Actual data entry limitations for fields on this form are as follows:

title_70_tms	69
title_40_tms	39
title_20_tms	19
title_10_tms	9

desc_250_tms	249
desc_100_tms	99
desc_60_tms	59
desc_40_tms	39

title_128_rovi	128
title_80_rovi	80
title_50_rovi	50
title_30_rovi	30
title_15_rovi	15
title_8_rovi	8

abbrv_rovi_title	30
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Listing Titles Form – Media Parameters Tab

The Media Parameters tab is used to describe the client, campaign(s), and show title(s) to which a listing title should apply during a specified data range. This form reads data from the *tvgrid_listing_parameters* table:

The screenshot shows a software window titled "LISTING TITLES" with a "Media Parameters" tab. The search section contains the following fields:

- Client: BEAB - BEACH BODY LLC
- Campaign: 3WEEKYOGATST
- Show Title: 3 WEEK YOGA 014
- DMA: ROCHESTER NY
- Start: //
- End: //

Buttons for "Search" and "View Audit History" are present. Below the search section is a table with the following data:

ID	Listing Title	Listing Desc...	Client	Campaign	Show Title	Duration	DMA	Min. Rate	Do Not Title	Main Title	Start Date	End Date
			BEAB - BEACH...	3WEEKYO...	3 WEEK YOGA		ROCHEST...	1000	<input type="checkbox"/>	<input type="checkbox"/>		

At the bottom of the table, it says "Record 1 of 1". Below the table are "Save" and "Close" buttons.

The Search section allows the user to enter criteria for locating existing parameters.

The grid contains columns for **ID**, **Listing Title**, **Listing Description**, **Client**, **Campaign**, **Show Title**, **Duration**, **DMA**, **Min. Rate**, **Do Not Title**, **Main Title** (main_listing_title field), **Start Date**, and **End Date**. It is empty by default, until a search is performed, or rows are added to the grid.

Use dropdowns in the **Client**, **Campaign**, **Show Title**, and **DMA** columns. Include a selection for *(All)* in the **Campaign** and **Show Title** dropdowns.

Checking the **Do Not Title** box for a row indicates that this client/show title/campaign combination should not be given a listing title—not even the generic listing title will be used.

The Main Title column should default to *True* for new rows.

Upon Save in the Listing Titles Form:

- Populate the **title_70_tms** and **title_128_rovi** fields with the **Listing Title**.
- Populate the **desc_250_tms** field with the **Listing Description**.
- Populate the **ID / Title** field (**abbrv_rovi_title**) with the first 30 characters of the **Listing Title**.
- **Validations for Listing Titles tab:**
 - Validate that there are no duplicate Listing Titles/Descriptions with overlapping date ranges.
 - Validate that there are no records in the *tvgrid_listing_parameters_program_titles* table with duplicate data in the **abbrv_rovi_title** field that also has an overlapping date range. This field is used as Rovi's unique ID / Title for listings.
- **Validations for Media Parameters tab:**
 - Validate that there are no duplicate lines.
- A record should be added to the *tvgrid_listing_parameters_program_titles* table.
 - The new record is given a unique **ID**.
 - The **main_listing_title** field (Main Title column in the grid) should be flagged as *True* (indicating that this listing title is the one to be used if multiple listing titles affect the same airings). [Future enhancements will add validation to this process to prevent multiple duplicate rows flagged.]
- A record should be added to the *tvgrid_listing_parameters* table.
 - The new record is given a unique **ID**.

Show Title Form

Add a new **Listing Titles** tab to the Show Title form. This allows the user to assign listing titles to individual airings or multiple airings, and reads data from the *tvgrid_media_order_detail_listing_parameters* table:

SHOWTITLE (3 WEEK YOGA 014) Date Range is 7/11/2018 To 9/7/2061

Search

Station: WUHF Airing Date/Time Range: 10/14/2018 00:00 By Time Only

DMA: ROCHESTER NY To: 10/14/2018 23:59

Airings

Station	DMA	Air Date	Air Time	Day of Week	Listing Title	Listing Description	Display ID
WUHF - WUHF	ROCHESTER NY	10/12/2014	05:30	SU			

Record 1 of 1

Apply Listing Title to Selected Airings

Listing Title: Listing Description:

Display ID:

Add Save Edit Undo First Previous Next Last Search Close Refresh View Notes History View Audit History

The Search section allows the user to enter criteria for locating existing MOD (airing) records. The **Airing Date/Time Range** fields are based on those found on the Programming tab of the Station form and are used along with the **Station** and **DMA** fields to limit the amount of data shown in the grid.

The grid contains columns for **Station**, **DMA**, **Air Date**, **Air Time**, **Day of Week**, **Listing Title**, and **Listing Description**. It is empty by default, until a search is performed to fill the grid with airings.

- The **Listing Title** field is a dropdown list containing entries from the *tvgrid_listing_parameters_program_titles* table, limited by the criteria entered in the Search section as well as only the client's listing titles and those that are applicable to all clients ("Catch All Title" and "Do Not List" - listing_title_displayid 00001 and 00002). When a **Listing Title** is selected for an airing, the **Listing Description** column and **Display ID** column (both read-only) should be automatically populated with the associated description and listing_title_displayid. The Listing Title should be the only column in this grid that is editable, and only for those with the Grid Listings role.
- These assignments should be written to the *tvgrid_media_order_detail_listing_parameters* table and associated with specific MODs.

The **Listing Title**, **Listing Description**, and **Display ID** fields in the bottom section are used to populate multiple titles and descriptions in the Airings grid. Affected airings would be limited to those selected in the Airings grid (with Ctrl+click or Shift+click), or every airing listed in the grid. When a **Listing Title** is selected from the dropdown, the **Listing Description** and **Display ID** fields (read-only) are automatically populated.

After clicking **Apply to Selected** or **Apply to All**, the changes will appear in the grid. In the case of **Apply to All**, a confirmation message will be displayed:



Clicking **Save** is required to complete the assignment of listing titles to airings. If any listing title rows were added or changed, a confirmation message should appear:



Add a help icon in the upper right of the form pointing to help ID **ShowTitleListingTitles**.

Upon Save in the Show Title Form:

- Write the assignments to the *tvgrid_media_order_detail_listing_parameters* table and associate with specific MODs.

Automatic Assignment of Listing Titles

The parameters entered on the Listing Titles form are used by an automatic process to assign the selected listing titles to airings and write this data to the *tvgrid_listing_parameters_history* table (Gracenote/Rovi output). This process runs on Wednesday and Friday for Tribune, and Wednesday for Rovi.

More granular criteria take precedence—for example, if one row specifies client and campaign but not show title, and another row specifies all three, even though both would encompass the same show title, the latter is used to assign the listing for that show title. Min Rate is the minimum airing rate needed for a listing title to be placed on an airing. If no listing title is placed on an airing, a generic listing title will be used.

Security

Create a role called **Grid Listings**.

All roles should have the ability to access the Listing Titles form as well as the Show Title's Listing Titles tab.

Only Administrator and Grid Listings roles should be able to *add* or *edit* on the Listing Titles tab, the Media Parameters tab, and the Show Title's Listing Titles tab.

Reports

On the Media Detail report, add columns for **Listing Title** and **Listing Description**.

On the Scheduled Media report criteria screen, add a check box for **Include Listing Title**. [Note that we'll need to remove a column or two from the printed report when this is checked—please let development know which ones.] Add **Listing Title** to the printed report and **Listing Title** and **Listing Description** to the Excel export.

Havas Edge Program Guide Listing Requirements

Gracernote (Tribune) Parameters

We are currently sending Tribune an e-mail with listing titles and descriptions, and an airings file which is placed on an FTP site:

Program Titles

Title	Length
1	69 characters or less
2	39 characters or less
3	19 characters or less
4	9 characters or less

Program Descriptions

Title	Length
1	249 characters or less
2	99 characters or less
3	59 characters or less
4	39 characters or less

ROVI Parameters

ROVI expects two Excel spreadsheets—one with airings, and the other with listing titles and descriptions in the following format:

Title Length	Title Text	Edge Code
128		
80		
50		
30		
15		
8		

Rovi shares the Tribune **desc_250_tms** field to store the Listing Description.