

GY

**INDUSTRY STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GY/T 339.3-2020

**Cable TV Network Big Data Technical Specification - Part 3: Data
Rules**

(English Translation)

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Foreword

This document is in accordance with the provisions of GB/T 1.1-2020 "Guidelines for Standardization Work Part 1: Structure and Drafting Rules of Standardization Documents" Drafting.

This document is part 3 of GY/T 339 "Cable TV Network Big Data Technical Specification". GY/T 339 has released the following parts.

--Part 1: General requirements;

--Part 2: Platform requirements;

--Part 3: Data rules.

Introduction

GY/T 339 "Cable TV Network Big Data Technical Specification" stipulates the general requirements of the cable TV network big data technical specification, including the functions, performance, interface, security and other requirements of big data systems and data services are applicable to cable TV network big data systems and industries.

Planning, design, implementation, acceptance, upgrading, and operation and maintenance of services.

GY/T 339 has three parts. Each part is briefly described as follows.

--Part 1: General requirements. Specifies the function, performance, interface, and security of the cable TV network big data system and data service and other requirements.

--Part 2: Platform requirements. It specifies the structure and technical requirements of the cable TV network big data platform.

--Part 3: Data rules. It stipulates the data source, data content and data expression rules of the big data of the cable TV network.

Cable TV Network Big Data Technical Specification Part 3: Data Rules

1 Scope

This document specifies the data source, data content and data expression rules of big data in cable TV networks.

This document is applicable to the design, construction, upgrading and operation and maintenance of the cable TV network big data system.

2 Normative references

The contents of the following documents constitute the indispensable clauses of this document through normative references in the text. Among them, dated reference documents, Only the version corresponding to that date is applicable to this document; for undated references, the latest version (including all amendments) is applicable to this document file.

GY/T 259-2012 Next Generation Broadcasting and Television Network (NGB)
Video-on-Demand System Metadata Specification GD/J 075-2018 TV ratings data
exchange interface specification

3 Terms and definitions

The following terms and definitions apply to this document.

Data unit

The smallest unit of data with independent meaning, one with attributes such as data type, code, name, etc., which can be used to describe the characteristics of data products the data unit.

Data element

The basic unit of data can be composed of several data items.

4 Abbreviations

The following abbreviations apply to this document.

BSS Business Support System (Business Support System) MSS Management Support
System (Management Support System) OSS Operation Support System (Operation

Support System)

5 Overview

This document describes the data content that should be collected by the cable TV network big data platform, and specifies the data expression rules.

6 Data content

Cable TV network big data includes BSS domain data, OSS domain data, MSS domain data and other data. among them.

--BSS domain data includes customer relationship management system, integrated billing and accounting system, partner management system, unified user authentication platform Data such as stations, call center/customer service system, user self-service channel system, etc.;

--OSS domain data includes service opening management system, integrated operation and maintenance management system, network monitoring management system, integrated resource management system Statistics;

--MSS domain data includes human resource management system, procurement and warehouse management system, project management system, property management system, and Same as office system and other data;

--Other data includes user viewing behavior data, media asset data, advertising data, user experience data, user broadband behavior data, etc.

Users of this document can customize other data content according to data expression rules.

7 Data expression rules

The data element expression rules of cable TV network big data are composed of data element identification, data element name, data element attribute, and data classification.

A total of 7 elements are composed of categories, data sources, coding principles and data items, and the structure is shown in Figure 2.