

GY

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**Technical requirements for Internet TV content service platform
(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.

1 Scope

This document specifies the technical requirements for the Internet TV content service platform, including functional architecture, system composition and division of labor interface, content security Requirements and technical requirements and interface specifications for access to the Internet TV integration platform.

This document is applicable to the planning, design, construction, acceptance, operation

and maintenance of Internet TV content service platforms.

2 Normative references

The following documents are indispensable for the application of this document. For dated reference documents, only the dated version applies to this document.

For undated reference documents, the latest version (including all amendments) is applicable to this document.

GY/T 343-2021 Technical Requirements for Internet TV Integration Platform GY/T 345-2021 Internet TV integration platform program integration system technical requirements and interface specifications

3.1 Terms and definitions

The following terms and definitions apply to this document.

3.1.1

Internet TV over the top TV; OTT TV Based on the public Internet to transmit video, audio, graphics, text and data, etc., through the terminal receiving equipment such as televisions and set-top boxes, Provide the public with safe, reliable, interactive and manageable multimedia audio-visual services.

Note: The Internet TV in this standard refers to the requirements of the State Administration of Radio, Film and Television "Operation and Management Requirements for Organizations Holding Internet TV Licenses" (Guangbanfa Wang Zi [2011]

181) Internet TV business.

3.1.2

OTT TV integration platform Integrate and manage Internet TV services, provide program integration and broadcast, EPG management, user management, digital copyright protection, A platform for billing management and other services, hereinafter referred to as "integrated platform".

Note 1: Program integration refers to the integration of content service platform programs and applications.

Note 2: The EPG management of the integrated platform refers to the management of the terminal desktop.

3.1.3

OTT TV content service platform Provide a content service platform that meets the broadcasting requirements for the collection, review, scheduling and copyright management of Internet TV programs, hereinafter referred to as "internal Content service platform".

3.1.4

OTT TV terminal

Including but not limited to set-top boxes, televisions, projectors, monitors and other equipment, with the function of Internet audio-visual program playback.

3.2 Abbreviations

The following abbreviations apply to this document.

CDN Content Delivery Network (Content Delivery Network) DRM Digital Rights Management (Digital Rights Management)

4 The functional architecture of the content service platform

4.1 System Function Architecture

The composition diagram of the content service platform is shown in Figure 1.

Figure 1 Schematic diagram of the composition of the content service platform

- a) Media Resource Management System. Provides the gathering of content partners' programs, the production and production of programs and basic cataloging, mainly including materials Management, program editing, synthesis transcoding, program distribution, technical review, catalog management, catalog review, program retrieval, partners Functional modules such as management;
- b) Content release management system. Provide program release management, mainly including program management, program review, program online and offline management, Function modules such as program recommendation and page template management;
- c) Copyright management system. Provide copyright information management of programs;
- d) Data management system. Provides analysis of operating index data of in-app programs, mainly including data collection, data storage, and data Functional modules such as cleaning, data processing, and data analysis;
- e) Ad delivery management system. Provides ad delivery related to in-app programs, mainly including ad material management, ad material review, Functional modules such as advertising and advertising data analysis;
- f) Content application. The content service platform is responsible for operating and providing terminal products for broadcast services.

4.2.1 Material management

It should support adding, editing, deleting and searching for materials.

4.2.2 Program editing

It should support operations such as online, edit, delete, and offline of programs.

4.2.3 Synthetic transcoding

It should support the selection of materials that need to be transcoded or custom transcoding templates, and output video and audio programs that meet the coding standards as required.

4.2.4 Program distribution

The release of approved programs shall be supported.

4.2.5 Technical audit

Should support the technical review and management of program consistency, compliance, completeness, copyright, and quality.

4.2.6 Catalog management

It should support the recording of basic program information, media information, and metadata required for operations in accordance with certain standards and rules.

4.2.8 Program search

It should be provided for program positioning based on conditions or combination of conditions.

4.2.9 Partner management

Should support the provision of assigning different roles and authority management to different partners; operations such as adding, deleting, modifying, and querying can be performed.

4.3.1 Program management

It should support programming operations such as adding, modifying, deleting, and querying programs.

Should support pre-release and pre-offline.

4.3.2 Program review

Should support the review of the program, review the consistency, compliance, and completeness of the program, and provide the final review capability.