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# Extras Standards

## *Cross Platform Extras (CPE) Overview*

February 2016

# Opportunity for Standards-driven Extras for EST

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Provide a **multi-studio standard** that eases adoption for digital retailers and **accelerates consumer uptake** of EST by enabling a richer playback experience.

## General benefits of Extras

## Benefits of taking a standardized approach

Retailer

- Increases purchase intent with current and potential EST buyers
- Offers a differentiated product experience
- Increases customer engagement / sales

- **One-time** product & engineering effort for Retailer

Content Provider

- Drives digital growth
- Provides new platform for dynamic content, social engagement, interactivity, scalability and innovation

- Enables **studio creative and product investment per Title** instead of custom-porting per Retailer

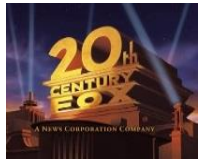
Consumer

- Improves digital viewing experience on Retailer
- Enhances ownership proposition with additional content and interactive experiences

- **More, better Extras** widely available due to ease of adoption in industry

# Standardization Status

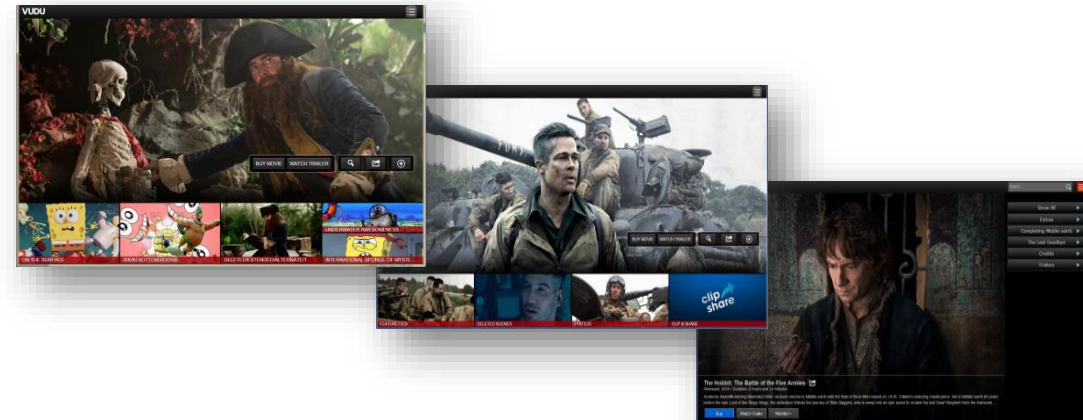
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- All major studios collaborated with MovieLabs to create open, standard specification in 2014.
  - Based on SPHE POC with VUDU
  - Specs available at [movielabs.com](http://movielabs.com)

## Extras Marketplace Status – February 2016

- >100 titles across three studios live on VUDU
  - First Extras+ POC title “District 9” October 2013
  - Multiple implementations
- Studios working with select retailers on adoption and launch planning



# What Are The Specs?

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Set of complementary specs that create opportunities for Content Providers & Retailers to roll out Extras across all purchase and consumption devices

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## CPE-HTML

Describes framework, APIs and HTML5 package to create and deploy immersive, authored interactivity.



[movielabs.com/cpe/html](http://movielabs.com/cpe/html)

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## CPE-Manifest

Describes XML package to deliver and/or display Extras\* components



[movielabs.com/cpe/manifest](http://movielabs.com/cpe/manifest)

*\* Uses Media Manifest, the same spec being adopted in the supply chain for localized component based feature & episodic delivery*

# Spec Adoption Enables Three Key Opportunities

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Improve current processes  
Standardize deliveries

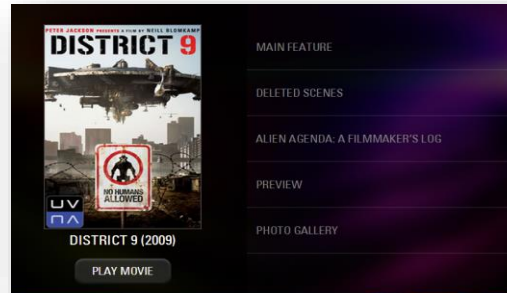
Media Manifest (MMC)



Deliver linear video, art & metadata using repeatable, scalable standards – Media Manifest Core (MMC)

Simple Interactivity  
Data-driven

Media Manifest (CPE-Manifest)



Simple devices w/out HTML5 support can render Extras components with basic organizational structure and hierarchy

Full Interactivity  
Script/Code-driven

HTML (CPE-HTML)

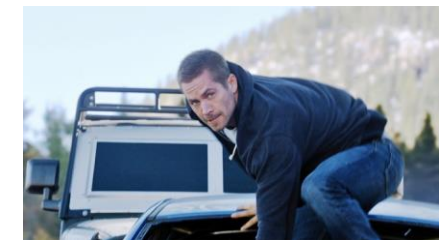
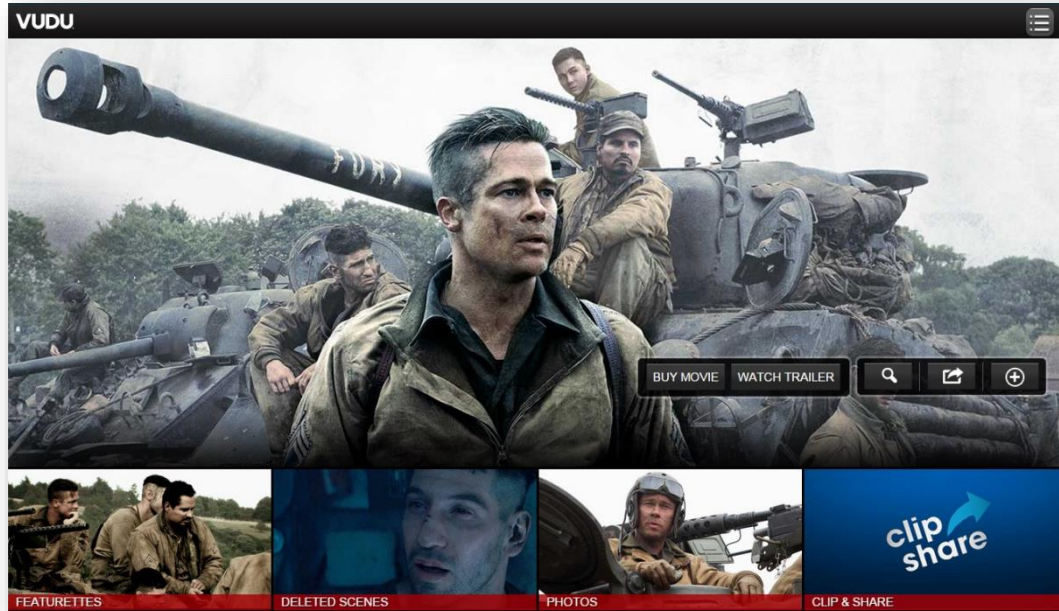


Enables immersive, studio-authored **experience** that's dynamic in nature



# HTML Enables a Rich Consumer Experience

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Bonus Video,  
Art, Metadata  
**MEDIA MANIFEST**

+

HTML5 &  
APIs  
**CPE**

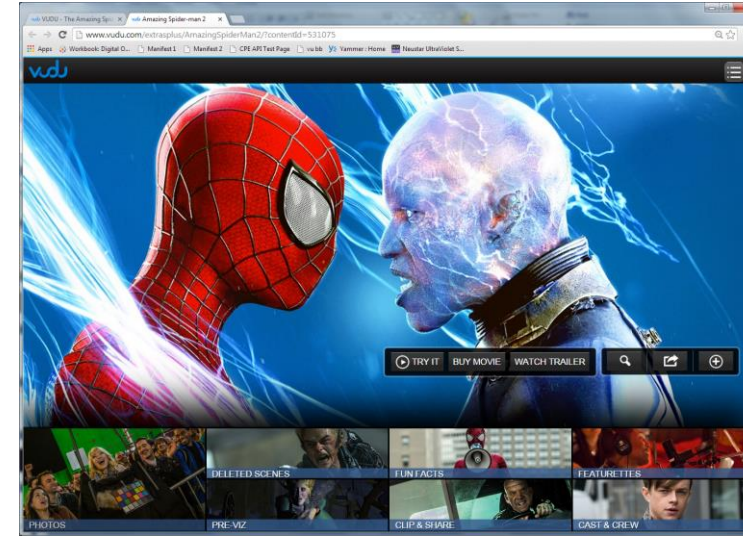
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Immersive consumer experience, including  
video overlay during playback

# CPE-HTML Architecture

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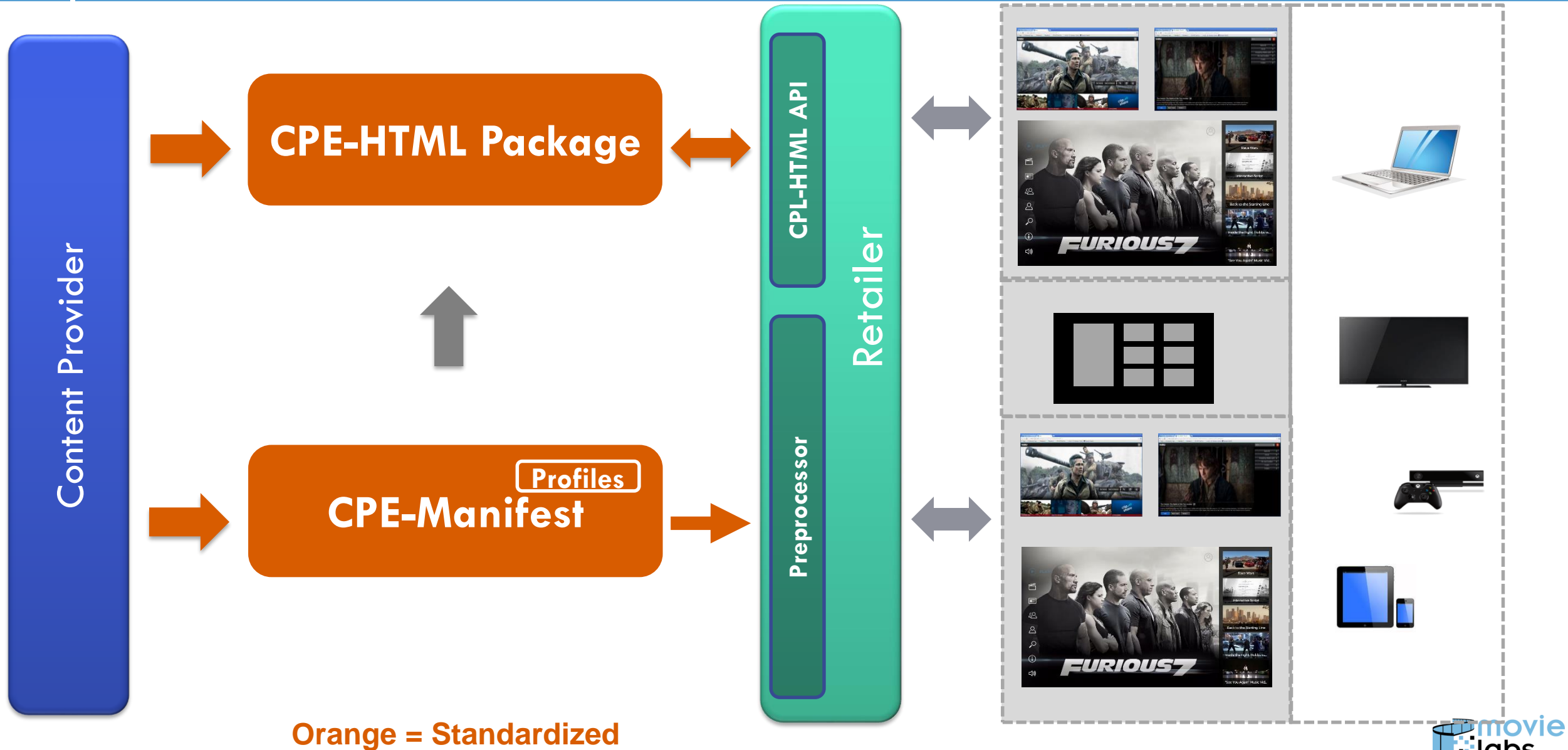
- Metadata Package and API definitions for common deployment across multiple retailers
  - One Package per title
  - One Framework per Retailer



[www.movielabs.com/cpe](http://www.movielabs.com/cpe)

# CPE Architecture

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## For more information

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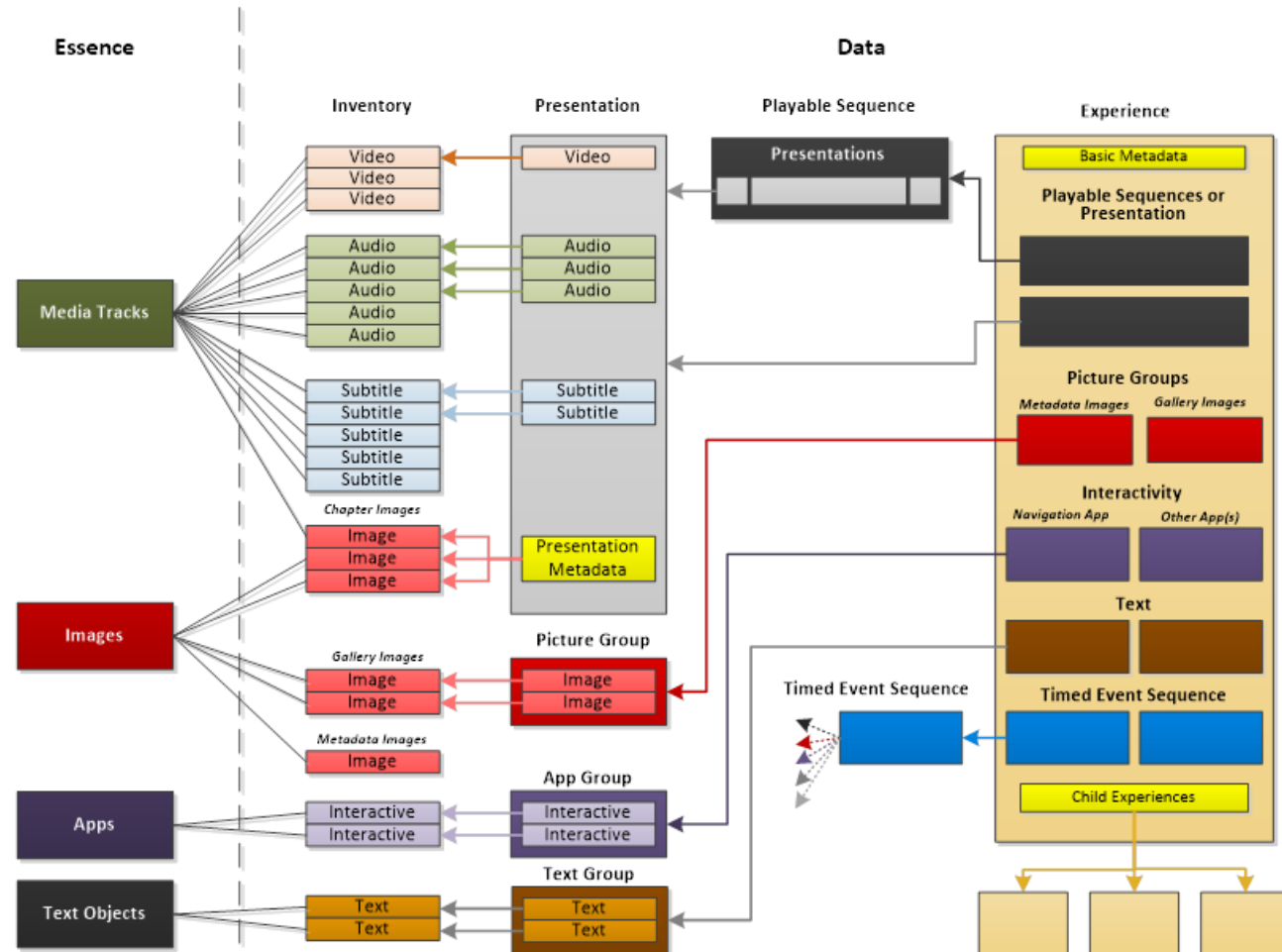
- For technical info:
  - View specs, best practices and CPE sample code at:
    - [www.movielabs.com/cpe](http://www.movielabs.com/cpe)
    - [www.movielabs.com/md/manifest](http://www.movielabs.com/md/manifest)
- For all other inquiries, please contact MovieLabs

# APPENDICES

# Media Manifest – what is it?

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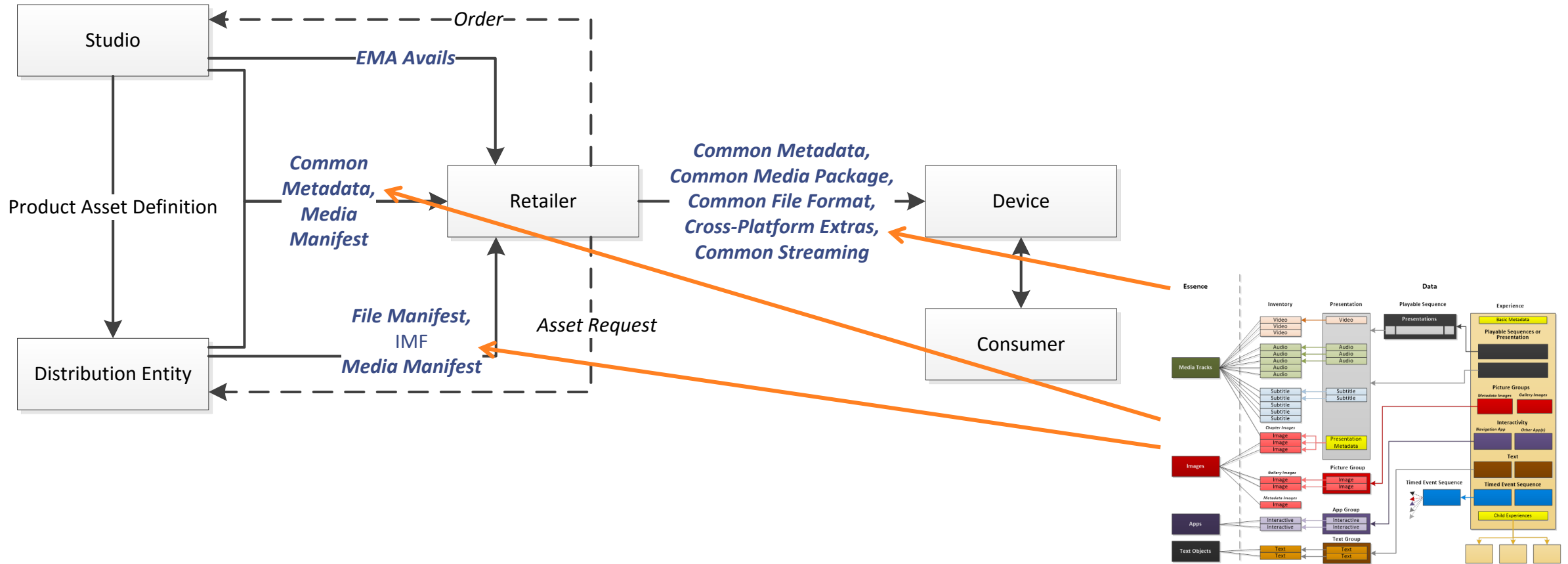
- Data to build user experience around studio provided video, image and text content.
  - Compatible with SMPTE Interoperable Master Format (IMF)
- Status
  - Media Manifest v1.0 published July 1, 2014. v1.4 will be released in June.
  - Adopted in Common Media Package (CMP) and content delivery
  - Best Practices documents describe recommended usage



[www.movielabs.com/md/manifest](http://www.movielabs.com/md/manifest)

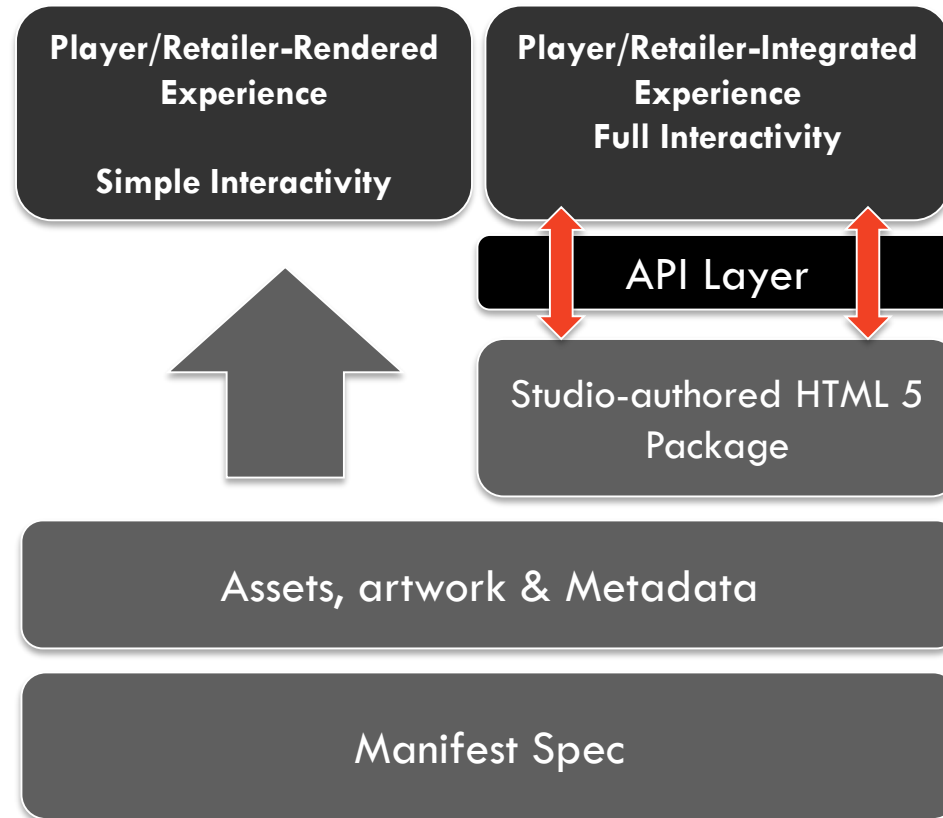
# Media Manifest – use with EMA Avails

- Media Manifest is architected to be used with EMA avails standard



# Dual Approach – Options For Simple or Full Interactivity

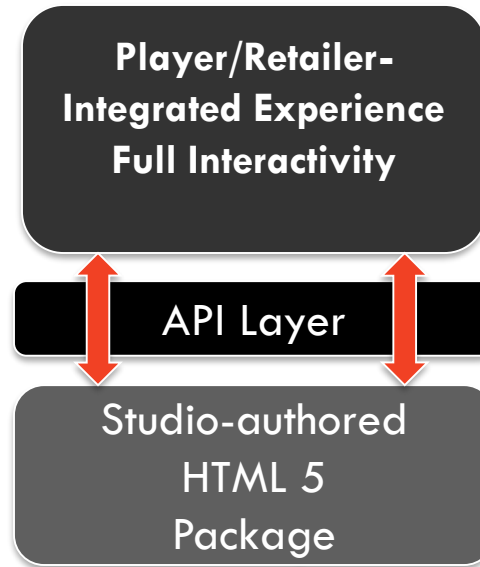
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# Full Interactivity w/ Standard HTML 5 Package

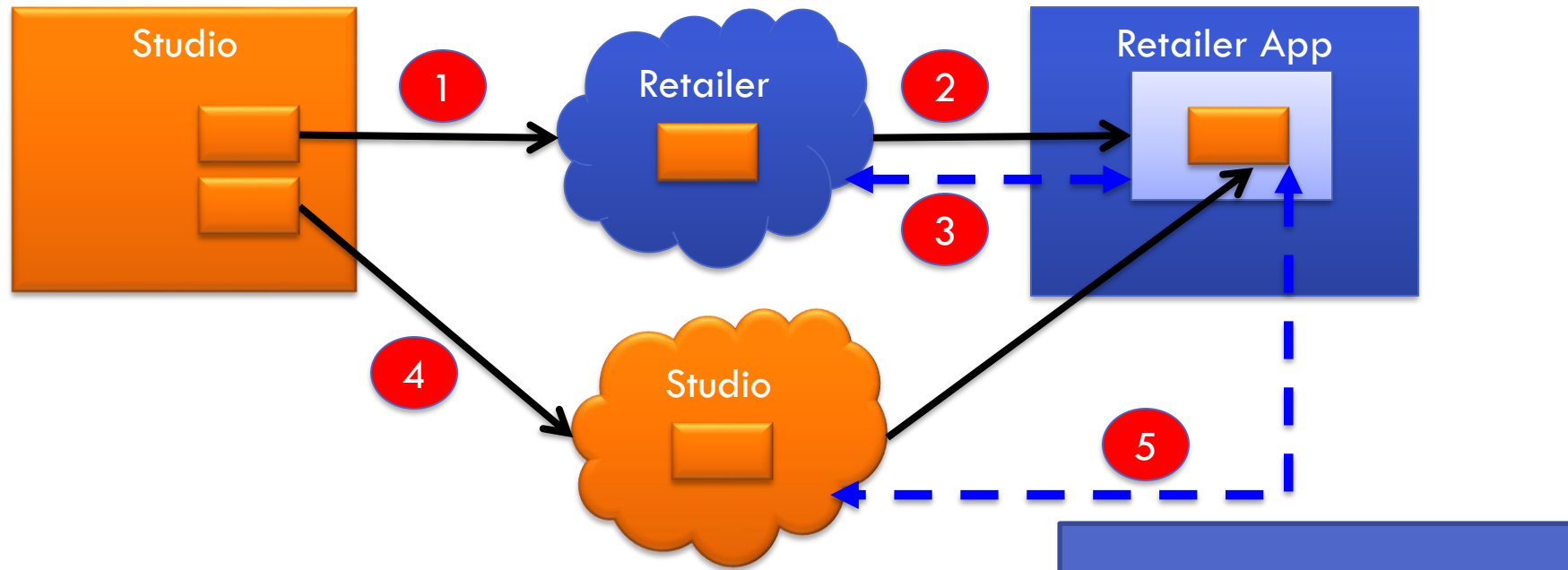
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- Enables full interactive experience authored by CP
- Integration via API layer between studio-authored experience and native retailer/player experience

# Interactivity format and APIs

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- 1 Media Manifest, Video Clips, and HTML delivered to Retailer
- 2 Retailer responsible for serving/hosting HTML content and video clips.
- 3 Consumer interface makes use of standard APIs to play clips or purchase the main title
- 4 Additional clips can be hosted by studio for custom features (e.g. clips based on deep film metadata)
- 5 Studio custom APIs, present in packaged HTML, call back to studio specific functionality (search clips, clip share)

*Please note –hosting/serving configs can vary.*