**VIDEO PUBLISHING PROCESS**

**VIDEO PUBLISHING REQUEST** – this is accomplished by the requestor to request for encoding, uploading to Limelight and posting to Segment Board of videos. This is found in: <https://dol.wdig.com/sites/dcomnet/Lists/Video%20Publishing%20Request/AllItems1.aspx>

Upon receipt of the form, the field for Control ID# is blank and Job Status is Not Started. Copy and paste the assigned xd# and change job status to In Progress as the work on the video commences. Once the whole process is completed, change Job Status to Complete.

Transfer all the pertinent information into the Segment Board.

**SEGMENT BOARD** – this is where most of the work is done, specifically, at the Coordinator View of the Segment Board which is found here: <https://dol.wdig.com/sites/dcomnet/Lists/Segment%20Board%2021/AllItems.aspx>

Once a Segment Board item is created, the default Clip Status is In Production. Once the whole publishing process is completed, the Clip Status is changed to Available.

**PUBLISHING PROCESS IN DETAIL**:

Based on the Delivery Method/Notes/Material submitted, determine if the video needs to be encoded and/or uploaded to the Limelight server. All videos submitted are for posting into the Segment Board.

1. **SEGMENT BOARD POSTING ONLY - If FLV links to an externally hosted video in dcom sizes are submitted**, do the following:
2. Create a Segment Board item and assign an XD# to it, which is the next number to the last entry in an ascending order, by clicking new row. Enter the Xd# in the ID# field. From the information provided by the requestor, fill up the following fields: Internal Title, Start/Expiration Dates, Business Unit, Property, Restrictions (if any), and Host. This process is done for each of the titles/videos.
3. Copy and paste the progressive links to the pertinent Progressive URL fields in the Segment Board.
4. Fill-up the fields for BUCompanion Ad and BU Companion AD Link based on the BAL Graphic and BAL Notes in the Video Publishing Request or the Property of the video. For guide on available BAL graphics and links, click here: <https://dol.wdig.com/sites/dcomnet/BAL%20Graphics/Forms/AllItems.aspx>
5. Check the links and review the videos by clicking on the hyperlinks.
6. Create icon file names for 72x60 and 144x120 icons in the Thumbnail URL and Image URL fields, respectively. Icons are named based on the following naming convention: ico\_type\_property\_titleofvideo\_xd#.jpg. For example: for the video “Princess and the Frog: Mama Odie,” the icon filename is ico\_mov\_frog\_mama\_odie\_xd07088. Then add the prefix: bitmaps/icons/videos/ for the Thumbnail Url and bitmaps/icons/144x120/videos/ for the Image URL.
7. To request for the 72x60 and 144x120 icons, download and copy the high file to the icon dropoff: [\\Nhdoldarc01.wdig.com\dxd\_drop\_zone](file:///\\Nhdoldarc01.wdig.com\dxd_drop_zone) and click on the appropriate Art Requests folder. Rename the file with the appropriate filename (see A-5). To request icons of sizes other than those mentioned, write the instruction in a notepad and include txt file in the drop folder.
8. Download and archive the FLV videos in dcom sizes in the External Hosted Videos folder found here: [\\nhdolfile01\storage4\PRODUCTION\FLV\_ARCHIVE\EXTERNAL\_HOSTED\_VIDEOS](file:///\\nhdolfile01\storage4\PRODUCTION\FLV_ARCHIVE\EXTERNAL_HOSTED_VIDEOS). Rename the files: xd#\_type\_propertycode\_titleofvideo\_size.flv.
9. Email a completion notice to the requestor, indicating the XD# and title of Video.

NOTE: This method of submission and delivery of videos is usually done by WDSHE. Often, multiple titles of the same property are submitted in one Video Publishing Request Form.

1. **FOR LIMELIGHT UPLOAD AND SEGMENT BOARD POSTING - If FLV files in dcom sizes (st, hi, sm, sw, and mp4 or m4v) are sent, either through Relay or links to internal servers**, do the following:
2. Do A-1.
3. Create the filename, using the following naming convention: xd#\_BUcode\_propertycode\_titleofvideo\_size.flv (e.g.: xd07090\_rd\_nbt\_kropp\_circle\_profile\_st.flv). BU code list is found here: <https://dol.wdig.com/sites/dcomnet/Lists/BU%20Codes/AllItems.aspx> and Property code list is found here: <https://dol.wdig.com/sites/dcomnet/Lists/Property%20Codes/AllItems.aspx>. Bu and property codes may also be found by clicking on the BU and Property hyperlink in the VPRF.
4. Download the file and rename with the appropriate filename (see B-2).
5. Upload the renamed file to Limelight using FileZilla. Hostname, Username and Password available upon request. Determine the appropriate Limelight folder (based on the BU) to upload the file. Files are usually uploaded to the streaming Limelight server, but are sometimes uploaded to progressive (so far, only AdSales videos are uploaded to progressive). Hostname, Username and Password for the progressive Limelight are also available upon request.
6. Fill up the Stream URL and/or Progressive URL fields in the Segment Board with the complete URL: rtmp://wdig.fcod.llnwd.net/a339/o2/disneyextreme/LIMELIGHTFOLDER/FILENAME for streaming; and <http://wdig.vo.llnwd.net/o2/dol/dxd/LIMELIGHTFOLDER/FILENAME> for progressive.
7. Check and links and review the streaming video using the VideoCheck tool found here: <http://dolimg.com/swf/dcom/videoCheck2.html>. To use the VideoCheck tool, select streaming for stream type, select Limelight-disneyextreme for provider, and copy Limelight folder and filename in the filename field (e.g. radiodisney/xd07090\_rd\_nbt\_kropp\_circle\_profile\_hi.flv).
8. Do A-3.
9. Request for the standard portal icons by doing A-5 and A-6.
10. Archive the FLV files in the FLV Archives: [\\nhdolfile01\storage4\PRODUCTION\FLV\_ARCHIVE](file:///\\nhdolfile01\storage4\PRODUCTION\FLV_ARCHIVE)

and the mp4 or m4v files in: [\\nhdolfile01\storage4\PRODUCTION\FLV\_ARCHIVE\mp4](file:///\\nhdolfile01\storage4\PRODUCTION\FLV_ARCHIVE\mp4)

1. Email a completion notice to the requestor, indicating the XD#, title of Video, and all the links and URL created for the video.
2. **FOR ENCODING, LIMELIGHT UPLOAD, AND SEGMENT BOARD POSTING - If digital source files (MOV/Quicktime, AVI, or other uncompressed files) are sent, either through Relay or links to internal servers**, do the following:
3. Do A-1
4. Do B-2; but this time do not include the size and use the original file extension (e.g. xd07090\_rd\_nbt\_kropp\_circle\_profile.mov).
5. Do B-3; Drop the file to the Source Drop off: [\\nhdolfile01\storage4\PRODUCTION\VIDEO\_TEAM\_TEMP\JOSEPHINE\_TEMP\source\_dropoff](file:///\\nhdolfile01\storage4\PRODUCTION\VIDEO_TEAM_TEMP\JOSEPHINE_TEMP\source_dropoff)
6. Send an encoding request email to Video Services addressed to Eric Huff/Daniel Baldwin/Marcello Monteiro by using the email alias #WDIG VideoProduction.
7. After encoding is completed, Video Services will send an email notice. Get the encoded and appropriately named flv files in the Media Drop off: [\\nhdolfile01\storage4\PRODUCTION\VIDEO\_TEAM\_TEMP\JOSEPHINE\_TEMP\media\_dropoff](file:///\\nhdolfile01\storage4\PRODUCTION\VIDEO_TEAM_TEMP\JOSEPHINE_TEMP\media_dropoff)
8. Do B-4 to B-8
9. Archive the FLV files in the FLV Archives: [\\nhdolfile01\storage4\PRODUCTION\FLV\_ARCHIVE](file:///\\nhdolfile01\storage4\PRODUCTION\FLV_ARCHIVE); the mp4 file in: [\\nhdolfile01\storage4\PRODUCTION\FLV\_ARCHIVE\mp4](file:///\\nhdolfile01\storage4\PRODUCTION\FLV_ARCHIVE\mp4); and the source file in [\\nhdolfile01\storage4\PRODUCTION\AVI\_SOURCE](file:///\\nhdolfile01\storage4\PRODUCTION\AVI_SOURCE)
10. Do B-10.
11. **FOR ENCODING, LIMELIGHT UPLOAD, AND SEGMENT BOARD POSTING – If tape, disc or other physical media are submitted,** do the following:
12. Do A-1
13. Do B-2
14. Deliver the physical media to Video Services.
15. Email the filename to Video Services, addressed to Eric Huff/Daniel Baldwin/Marcello Monteiro by using the email alias #WDIG VideoProduction (Note: filename should NOT include size and file extension).
16. Do C-5 to C8
17. If indicated in the VPRF, return physical media to requestor. Otherwise, archive the physical media in the Media Library.

**METADATA/KEYWORD TAGGING –** once the Clip Status becomes Available in the Segment Board, it goes to the Video queue for metadata tagging:

* Click the xd# hyperlink and copy and paste the link to preview video in the VideoCheck tool; if links are progressive, simply click and open a link.
* Click Edit Item, and fill-up all the metadata fields indicated for the Video Tagger, including creation of keywords based on the previewed video.
* Once tagging is completed, change Video Status to Complete.

Once Video Status is Complete, video will go to Copy, and SEO and QA. To monitor status, check the different Views under Select a View on the left side of the Segment Board. If SEO and/or QA reject the keywords and/or copy, the video will go to the Rejected View. If this happens, change the Video or Copy Status (whichever needs to be changed), as well as the SEO or QA Status (whoever made the rejection), to Pending so revisions can be made. If SEO and QA both approve the video, it will go to the CMS Ready queue. For the videos in the CMS Ready queue, change the status for both SEO and QA to For CMS Export. This will bring the video to the CMS queue. A request may then be made to Ryan Goldstein and DIMG DOL BEER to do a CMS import.

At the end of day, a list of all the videos that became available that day are emailed to everyone in the distribution list #WDIG NewContentAvailability.

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