

Technical Requirements for Launching HOD/MaxOD SD and HD

Updated as of October 18, 2010

HOD/MaxOD Content Standards

HOD/MaxOD SD and HD content is encoded, packaged with metadata, and delivered in conformance with the Cable Labs VOD 1.1 Content Specification.

So that your systems can distinguish between HOD/MaxOD SD and HD content, HBO will be using the following Provider and Provider ID metadata values, for **HD** only.

HOD HD: Provider="HBO_HD", Provider_ID="hbo-hd.com"

MaxOD HD: Provider="MAX_HD", Provider ID="hbo-hd.com"

Provider and Provider ID metadata values for HOD/MaxOD **SD** content will remain unchanged:

HOD: Provider="HBO ", Provider_ID="hbo.com"

MaxOD: Provider="MAX ", Provider ID="hbo.com"

Equipment Requirements for HOD/MaxOD SD and HD

Antenna peaked on Galaxy 14 at 125° (W.L.), transponder 15.

Ericsson Television MediaPath **catcher model NG-CAT-HBO** dedicated to catching HOD/MaxOD (SD and HD) content. (Please see below for ordering information)

Only Cable Labs VOD 1.1 metadata is available when catching with the NG-CAT-HBO catcher. If your VOD system does not currently process VOD 1.1 metadata, please consult with your system vendor(s).

A dedicated and reliable 24x7 internet connection for catcher-to-pitcher communication is required. Ports must be opened as specified in Ericsson site survey documents provided by your Ericsson Program Manager after you place your catcher order. (If you do not have a Ericsson PM, please see alternate contact info below)

Network IP access made available for Ericsson Broadband Secure Shell (SSH) monitoring of the status of the Catcher is highly beneficial to the catcher site. By permitting monitoring of your catcher you enable HBO and the Ericsson Network Operations Center (NOC) to insure that your catcher is ready to receive content from the HBO uplink at pitch-time. Using a monitoring tool supported by the SSH connection, the HBO Hotline team is able to proactively look for catcher alarms on critical catcher statuses such as satellite reception and signal quality, and internet connection status (catcher-to-pitcher). If an alarm is encountered on a status that could prevent you from catching successfully, the Hotline will notify your technical team via e-mail, and will alert the Ericsson NOC as appropriate.

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Equipment Settings

Catcher Export and Space Management Settings: Auto Export/Auto Delete or Auto Export/Forced Delete (either of these settings will help insure that your catcher does not become full of content and therefore unable to continue catching).

Unlike the "Classic" catchers that required an external IRD configured by the affiliate, the NG-CAT-HBO catcher does not require an external IRD and contains an internal DVB-S2 satellite receiver that will be configured by Ericsson during the provisioning process to catch from HBO.

HOD/MaxOD B-2-B SITE

The pitching schedules for HOD/MaxOD SD and HD, user interface (UI) category/title listings, weekly category/sub-category changes, and other useful information can be found on the HBO B-2-B web site at www.homeboxoffice.com. Once on the home page, click the "HBO on Demand Asset Tracking" link in order to access various useful reports for the HOD/MaxOD content. You will be prompted to enter your affiliate user name and password.

Please note that HOD HD is pitched on Sundays, and MaxOD HD is pitched on Wednesdays.

For assistance, please contact the HOD Hotline (Monday through Friday, 8:00 a.m. - 10:00 p.m. ET) at 212-512-5666, or e-mail to hodhotline@hbo.com.

Lead Time to Launch HOD/MaxOD SD and HD * (eight to ten weeks):

1. **Order NG-CAT-HBO catcher:** Please allow minimum two weeks' turnaround from Ericsson's receipt of your PO plus completed site survey (survey to be completed by you and submitted to Ericsson so that they can pre-configure your catcher for your network environment and satellite reception prior to shipment).
2. **Test satellite link** with HBO and Ericsson once catcher is installed and fully provisioned.
3. **Pre-load server:** allow minimum six to eight weeks to catch and accumulate the full HOD/MaxOD SD and HD content models (~150 hours each) on your servers.
4. **Technical Testing** ("friendlies" and employee verification): allow minimum two weeks to verify User Interface (UI) and end to end functionality to insure a successful launch.

* **Affiliates that have already fully launched HOD/MaxOD SD** that are transitioning to the new catcher from an existing catcher will **not need to re-load SD content**. All affiliates will have to load HOD HD and MaxOD HD content models in their entirety before launch to customers.

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Daily Operation and Quality Control: Recommended Practices

- A. In order to avoid failed catches due to a full disk (a catcher with no available storage capacity cannot catch successfully), we recommend that the catcher export and space management configuration be set to "**Auto Export/Auto Delete**" or "**Auto Export/Forced Delete**". Although the NG-CAT-HBO catcher has more storage capacity than the "Classic" catcher models, with export and disk management settings other than those recommended, there is a potential risk of running out of disk space.

When a catcher fails to catch three consecutive titles in a given pitch, HBO will **automatically suspend pitching content to that catcher until the issue causing the failures is resolved**. The HBO Hotline will attempt to reach the catcher site technical and/or content personnel contacts to notify them that there is a problem and to begin the troubleshooting process. Please insure that the HBO Hotline always has the correct and most up to date contact information for these purposes.

- B. Remember to **check your HOD/MaxOD UI and compare it to the HOD/MaxOD B-2-B site often** to insure that all HOD and MaxOD content has been successfully caught and is continuously, properly displayed and available on the consumer UI. The weekly HOD/MaxOD scheduled pitch advisory is also a very useful tool for confirming the availability of content at your site.

Weekly Pitching Schedule Advisory

In an effort to help you confirm that all HOD and MaxOD content has been successfully caught as expected, the HBO Hotline e-mails a weekly Pitching Schedule Advisory to all affiliate technical HOD/MaxOD contacts listed in our database. Following is the distribution schedule for this advisory, which is distributed one business day in advance of the pitch:

Content Model	Pitch Day	Advisory Distribution Day	Pitch Schedule info Provided Through
HOD HD	Sunday	Friday before pitch	following Saturday
HOD SD	Monday	Friday before pitch	following Saturday
MaxOD HD	Wednesday	Tuesday before pitch	following Tuesday
MaxOD SD	Thursday	Wednesday before pitch	following Wednesday

- C. **Contact the HBO Hotline** via e-mail (hodhotline@hbo.com) to request repitches, or as soon as you become aware that content is missing or are experiencing other related technical problems. Please be prepared to provide the Hotline as much detail as possible about the missing content and the problem(s) encountered so that we may help expedite troubleshooting.
- D. **Check your e-mail** for monthly category additions/deletions and special advisories from the HOD Hotline, which may require your prompt attention.

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Catcher Ordering

To order your **NG-CAT-HBO** catcher, please contact your Ericsson Television sales representative. If you do not have a specific contact at Ericsson, please contact Rocky Truskowski, at rocky.truskowski@ericsson.com or 678-812-6336.

For additional information about Ericsson, please visit: www.ericsson.com/television.

Contact Information: Quick Reference

HOD / MaxOD B-2-B web site (schedules and UI QC info): <http://www.homeboxoffice.com>, follow link to HBO on Demand Asset Tracking.

HBO Hotline: Repitch Requests: please email all repitch requests to: hodhotline@hbo.com. For Technical Assistance and General Information please call: 212-512-5666, M - F, 8 a.m. - 10 p.m. ET.

Ericsson Network Operations Center (NOC): 888-671-1268 (24x7)