

## **Technical Requirements for Launching HOD/MaxOD** **Effective March 31, 2008**

This document summarizes the technical requirements and equipment needed in order to prepare to launch HBO On Demand (HOD) and Cinemax On Demand (MaxOD).

### **HOD/MaxOD Content Standards**

HOD and MaxOD content is encoded, packaged with metadata and delivered in conformance with the CableLabs VOD 1.1 Content Specification. Your Tandberg Television (TTV) MediaPath Catcher can also be pre-configured by TTV to output the metadata in CableLabs 1.0 XML format or in the MOD 1.3 XML format, based on your requirements.

### **Equipment Requirements for HOD/MaxOD**

- ❑ Antenna peaked on Galaxy 14 at 125° (W.L.), transponder 15.
- ❑ A Tandberg Television (TTV) **MediaPath catcher model NGMP-CAT-500** dedicated to catching HBO content. (Please see following page for ordering information.)
- ❑ Dedicated and reliable 24x7 Internet connection for Catcher-to-Pitcher communication including open ports as specified in TTV site survey documents.
- ❑ Network IP access made available for TTV Broadband Secure Shell (SSH) monitoring of the status of the Catcher. This is critical to TTV's and HBO's ability to proactively monitor catcher status and may help mitigate the risk of missed content due to undetected problems.

### **Equipment Settings**

- ❑ Catcher Export and Space Management Settings: Auto Export/Auto Delete or Forced Delete (recommended setting to ensure catcher disk space management).
- ❑ Catcher DVB Satellite Receiver Settings (will be configured by TTV prior to shipment)

### **HOD/MaxOD B2B SITE**

- ❑ The pitching schedule for each content model, user interface (UI) category/title listings, weekly category/sub-category changes, and other useful information can be found on the B-2-B web site at [www.homeboxoffice.com](http://www.homeboxoffice.com). Once on the home page, click on the "HBO On Demand Asset Tracking" link in order to access various useful reports for the HBO content models that you receive from HBO. You will be prompted to enter your affiliate user name and password. For assistance please contact the HOD Hotline (contact information on page 2).

### **Lead Times to Launch (allow at least 8 to 10 weeks after installation of equipment):**

Time Frames are contingent upon Server Vendor, User Interface, and interactive plant infrastructure already being in place.

- ❑ Order and request Tandberg to configure NGMP-CAT-500 catcher: please allow minimum two weeks turnaround from receipt of PO and completed site survey (survey to be completed by you and submitted to TTV so that they can pre-configure your catcher for your network environment prior to shipment).
- ❑ Test satellite link with HBO and TTV once catcher is installed and fully provisioned.
- ❑ Pre-load server: allow minimum six to eight weeks to catch and accumulate the full HOD/MaxOD content models on your server.
- ❑ Technical Testing ("friendlies" and employee verification): allow minimum two weeks to verify User Interface (UI) functionality, etc.

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### **Catcher Ordering**

To order your NGMP-CAT-500 catcher, please contact your Tandberg Television sales representative. If you don't have one, contact Rocky Truskowski, at [rtruskowski@tandbergtv.com](mailto:rtruskowski@tandbergtv.com) or 678-512-6336.

- For additional information about Tandberg, please visit: [www.tandbergtv.com](http://www.tandbergtv.com).

### **Contact Information: Quick Reference**

- **HOD / MaxOD B-2-B web site** (schedules and UI QC info): <http://www.homeboxoffice.com/>, and follow link to **HBO On Demand Asset Tracking**
- **HBO Hotline:** Repitch Requests: [hodhotline@hbo.com](mailto:hodhotline@hbo.com)  
Technical Assistance and General Information: 212-512-5666, M – F, 8 a.m. – 10 p.m. ET

**Tandberg NOC (24x7): 888-671-1268**

### **Daily Operation and Quality Control - Recommended Practices**

- In order to avoid failed catches due to a full disk (a catcher with no available storage capacity cannot catch successfully), it is strongly recommended that the catcher export and space management configuration be set to “**Auto Export/Auto Delete**” or “**Auto Export/Forced Delete**”
- 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 catcher site technical/content management contacts to notify them that there is a problem and will begin the troubleshooting process with them. TTV operates a 24x7 technical support call center (please see below).
- Remember to **check your HOD/MaxOD UI and compare it to the HOD/MaxOD B-2-B site often** to ensure that all HOD and MaxOD content has been successfully caught and is continuously being properly displayed and is available on the consumer UI.
  - **NEW -- Weekly Pitching Schedule Advisory:** In an effort to help you check that all HOD and MaxOD content has been successfully caught as expected, starting in early April 2008 the HBO Hotline will begin e-mailing a weekly Pitching Schedule Advisory to all affiliate technical HOD/MaxOD contacts listed in our database. The weekly HOD Pitch Advisory will be e-mailed on Friday mornings in advance of the Monday weekly HOD pitch and will include assets scheduled to be pitched through the following Saturday. The weekly MaxOD Pitch Advisory will be e-mailed on Wednesday mornings in advance of the Thursday MaxOD pitch and will include assets scheduled to be pitched through the following Wednesday.
- **Contact the HBO Hotline** via e-mail ([hodhotline@hbo.com](mailto:hodhotline@hbo.com)) to request repitches or as soon as you become aware that content is missing, or suffering other technical problems. Please be prepared to give the Hotline as much detail as possible about the missing content and the problem(s) encountered so that we may help expedite troubleshooting.
- **Check your e-mail** for monthly category additions/deletions and special advisories from the HBO Hotline containing important information, which may **require your prompt attention at the headend**.