Media Owner Upload Process

ADWANTED UK

Version	Date	Updated by	Details
1.4	1 Feb 2024	Peter Howe (Adwanted UK)	Addition of new MediaOwnerPlayoutRefNotUnique error code
1.3	18 Jan 2024	Peter Howe (Adwanted UK)	Updated after agreement to reject plays older than 14 full days (error code 402)
1.2	22 Aug 2023	Peter Howe (Adwanted UK)	Change to error file format.
1.1	13 Aug 2023	Peter Howe (Adwanted UK)	Updated to reflect new approach to generating .processing and .processed control files.
1.0	16 Jun 2023	Peter Howe (Adwanted UK)	Initial version.

Introduction

Media Owners will provide CSV files to Playout one or more times a day. This document provides details of the process and specifications that should be adhered to.

Preparation

S3 Credentials

Each Media Owner will be given the following AWS S3 details, providing access to an S3 bucket into which Playout ingest files should be dropped:

- S3 bucket name and folder name (e.g. s3://playout-uat-ingest/media-owner=xxx/)

- AWS Access Key ID and Secret Access Key

Notifications

Each Media Owner should subscribe for notifications which will be sent upon completion of each file's processing by Playout.

Notifications are typically set up to be sent via Email (formatted or JSON). Other subscription formats offered by Amazon SNS (including HTTPS, AWS Lambda and Amazon SQS) can be considered on request. (For Media Owners wanting to receive web endpoint notifications, details are provided in Appendix 2.) Each Media Owner will be asked for an email address at which they want to receive the notifications.

The notification emails will contain these details:

Job ID: *playout-id*
Filename: s3://*bucket*/media-owner=*id*/*file*.csv
Accepted: *nnn*
Rejected: *nnn*
Ignored duplicates: *nnn*
File upload time: *yyyy-mm-dd*T*hh:mm:ss.sss*Z
File processing complete: *yyyy-mm-dd*T*hh:mm:ss.sss*Z
Failure report: s3://*bucket*/media-owner=*id*/*file*.csv.error

Failure report

This is a reference to a file which is only created if any records were rejected due to failing validation. This error file is a UTF-8 CSV with one row for each error identified. Each row has just two columns: the first is the Media Owner-supplied "mediaownerplayoutref" for the rejected record. The second is the error code (three-digit integers). For example:

bbe7e859-36f1-98dc-b7cf-640c56208a06,130

Note that multiple errors may be reported for a single mediaownerplayoutref

The error codes are listed in Appendix 1.

File processing

The process is as follows:

1. The Media Owner will upload a file (named with a .csv extension) to their S3 folder. The file should adhere to the Playout File Format specification:

   https://github.com/Outsmart-OOH/PlayoutReportingStandard/blob/main/Playout/playout-file-format.md

2. As processing begins, an empty control file is created. It is named the same as the ingested CSV but with a .processing suffix.

3. When processing completes, that .processing file will be removed and replaced with an empty control file with a .processed suffix.

4. If validation failures occurred, a file with the same name but a .error suffix will be generated.

5. A notification will be sent to the Media Owner confirming the number of accepted and rejected rows and other details.

If errors have occurred, a Media Owner should correct the errors (either to the adherence to the file format specification, or to data itself, or having updated necessary records in SPACE.)

Appendix 1: Error codes

```
errorFieldCount                             100
errorMissingMandatoryField                  101
errorMissingMandatoryMediaOwnerPlayoutRef   102
errorInvalidMediaOwnerPlayoutRefFormat      103
errorMediaOwnerPlayoutRefNotUnique          104

errorInvalidFrameIdFormat                   110
errorInvalidPlayerMacAddressFormat          120
errorInvalidDateTimeFormat                  130
errorInvalidTimezoneFormat                  131
errorDateTimeIsInFuture                     132
errorSpotEndIsBeforeSpotStart               133
errorInvalidSpotLengthFormat                134
errorInvalidShareOfTimeFormat               140
errorInvalidOrderIdFormat                   150
errorInvalidLineIdFormat                    160
errorInvalidSpaceBuyerIdFormat              170
errorInvalidSpaceAgencyIdFormat             171
errorInvalidSpaceBrandIdFormat              180
errorInvalidBuyerCampaignRefFormat          190
errorInvalidCreativeIdFormat                200
errorInvalidCreativeNameFormat              201
errorInvalidThirdPartyCreativeRefFormat     202
errorInvalidCreativeTriggerEventFormat      203

errorFrameNotInSpace                        300
errorFrameIsClassicButDigitalAttributes     301
errorFrameClosed                            302
errorFrameNotOwnedByMediaOwner              303
errorBuyerNotInSpace                        310
errorAgencyNotInSpace                       320
errorBrandNotInSpace                        330

errorPlayOverlapsWithExisting               400
errorPlayTooOld                             402

errorPlayoutFatalError                      500
```

Appendix 2: Web notification

In addition to email notifications, Playout can also make a web call to confirm the status of an upload. This uses AWS Simple Notification Service (SNS).

To support these web calls, you must create an HTTP endpoint. The URL of that endpoint should be entered into the Playout Admin Suite.

All requests to that endpoint will have an **X-Amz-Sns-Message-Type** HTTP header, which will have one of these values:

- **SubscriptionConfirmation**

- **Notification**

When you first provide your endpoint to the Admin Suite, the endpoint will receive the former. The body will include a URL which must be called to confirm the subscription.

Full details of how to handle both types of messages are documented here in Step 1 and Step 3:

https://docs.aws.amazon.com/sns/latest/dg/sns-subscribe-https-s-endpoints-to-topic.html

(You can ignore the other steps in this document as they are handled by the Playout Admin Suite and Playout itself.)

At present, Adwanted will administer your notifications manually instead of you having to use the Playout Admin Suite.