Creator channels for connected TV

What an ingest team needs to onboard a Mexamedia channel, exactly as we deliver it today. We adapt formats and profiles to each platform's spec.

SIGNAL	DELIVERY
TRANSPORT	HLS (`.m3u8`) over CDN and SRT, with a backup path; available 24/7
VIDEO	H.264 High Profile, 1080p, 2 s GOP, 6 s segments starting on an IDR
AUDIO	AAC stereo, normalized to −24 LUFS (ATSC A/85 reference)

ADVERTISING	BREAKS
SIGNALING	SCTE-35 `splice_insert` with duration, in the HLS manifest (`EXT-X-DATERANGE`)
INSERTION	Server-side ad insertion (SSAI)
RULES	~2 min breaks, 8 min per hour max; no breaks in the first or last 5 min; 10 min minimum spacing
TUNING	Configurable per channel, to each platform's rules

GUIDE AND METADATA	EPG
FORMAT	XMLTV or JSON depending on the platform, on a stable endpoint
FIELDS	Guide title (≤35 characters, no emojis), description, runtime, season and episode, genre, rating, stable per-episode ID
REFRESH	Immediate rebuild on any change plus a nightly rebuild; schedule frozen 48 h before air
OVERSIGHT	Published guide checked against what actually airs, with alerts to the team

COMPLIANCE	BEFORE PUBLISHING
VALIDATION	24 compliance rules on every feed before it's published
RATINGS	Audience rating per title, required
TRAFFIC LIGHT	Sensitive content flagged per episode; anything marked red never enters automatic scheduling

ARTWORK	MEDIA KIT
EPISODE AND SERIES	16:9 thumbnail, 1920×1080 JPEG
GUIDE LOGOS	Light and dark versions, 114×60 transparent PNG
HUD LOGO	Monochrome, 260×147
PACKAGE	All channel artwork packaged and ready for ingest

OPERATIONS	24/7
SCHEDULING	Rules engine: never the same episode twice in a row, gaps of 30 s at most
MONITORING	Channel and guide oversight with alerts and a daily report
CATALOG	300+ hours ready to schedule
CONTACT	A single point of contact for the ingest team

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