



MRSS/VAST Template Channel

This template channel provides a foundation for rapid development of Roku DVP channels based on MRSS feeds. MRSS should not be confused with iTunes style podcast feeds or RSS 2.0 with enclosures. While this template does include rudimentary support for RSS enclosures, its main function is to deliver content via MRSS.

This document assumes the reader has a working knowledge of MRSS (<http://video.search.yahoo.com/mrss>), OPML (<http://en.wikipedia.org/wiki/OPML>), and VAST 2.0 (http://www.iab.net/guidelines/508676/digitalvideo/vsuite/vast/vast_copy)

Change History

- v1.2.1
 - Support for VAST 2.0 based preroll videos
 - Improved theming support
 - "Play All" functionality
 - Registry based resume
 - Support for a small subset of the iTunes namespace

Configuration

The channel can be configured via the config.opml file at the root of the channel bundle.

You can customize the theme of the channel using Roku theme attributes as defined in the SDK Component Reference (<http://sdkdocs.roku.com/display/RokuSDKv43/roAppManager>). Each theme attribute should be defined within config.opml as an attribute of the <body> element.

You can configure the content and navigation structure of the channel using OPML's outline structure.

- Each <outline> element subordinate to the <body> element represents a collection of content delivered by a single MRSS feed.
- If the <body> element contains exactly one <outline> element, on launch the channel will immediately display an episode style poster screen containing the contents of that MRSS file.
- When more than one <outline> elements exist, the channel will display a category style poster screen with one item per <outline> element.
- You may nest <outline> elements to create a multi-level navigation experience.

The <outline> element supports the following attributes:

- **title**: displayed below the item's poster image on the posters screen
- **subtitle**: displayed below the item's title on the poster screen
- **img**: the absolute URL to an image to be used as the item's poster image
- **mrssURL**: the absolute URL to the MRSS feed that contains the content for the item
- **vastURL**: the absolute URL to a VAST endpoint that will provide preroll ads for all videos in the MRSS feed

The channel supports the following MRSS elements:

- **<media:content>**
 - **<media:content>** elements may be subordinate to the **<item>** element or subordinate to a **<media:group>** element with is subordinate to the **<item>** element
 - The channel supports the following attributes of the **<media:content>** element
 - **url**: the absolute URL to a video
 - **bitrate**: used to support multi-bitrate features
 - **duration**: displayed on the springboard screen
 - **height**: used to determine HD-ness of the content
 - in the absence of any **<media:content>** elements, the channel will look for an **<enclosure>** elements
- **<media:title>**
 - The **<media:title>** element should be subordinate to the **<item>** element. In the absence of the **<media:title>** element, the channel will use the contents of the **<title>** element
- **<media:description>**
 - The **<media:description>** element should be subordinate to the **<item>** element. In the absence of the **<media:description>** element, the channel will use the contents of the **<description>** element
- **<media:thumbnail>**
 - The **<media:thumbnail>** element can be subordinate to the **<item>** element or subordinate to a **<media:content>** element.
- **<media:category>**
- **<media:rating>**
 - The **<media:rating>** element should have a value that corresponds to an MPAA or V-Chip style content rating. This value will be displayed on the springboard screen
- **<media:credit>**
 - When a **<media:credit>** element's role attribute has a value of "actor", the contents of that element will be displayed as part of the actor list on the springboard
 - When a **<media:credit>** element's role attribute has a value of "director", the contents of that element will be displayed as the director on the springboard
 - **<media:credit>** elements with other values for their role attribute will be ignored
- **<pubdate>**
 - MRSS has no release date element, so the channel will display the contents of

the item's <pubdate> element on the springboard screen

Blip RSS Support

In addition to the media namespace, the channel also supports RSS feeds published by Blip.tv which make use of the blip XML namespace. The channel supports the following blip elements:

- <blip:puredescription>
- <blip:contentRating>
- <blip:timestamp>
- <blip:runtime>

iTunes RSS Support

The channel also supports a small subset of elements in the itunes namespace:

- <itunes:image>
- <itunes:duration>

VAST Support

VAST support is limited to one static URL per MRSS feed. More complex tasks like injecting timestamps into the VAST URL or constructing custom VAST URLs for each piece of content is left to the developer.