



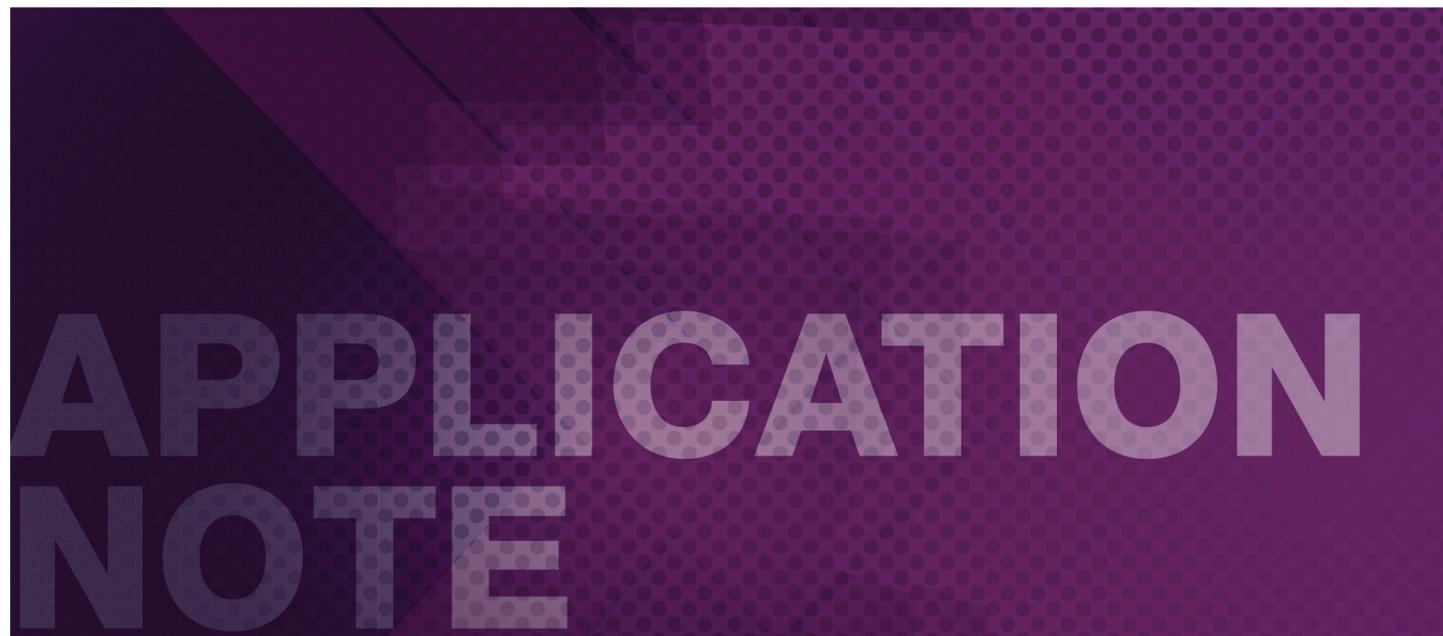
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## GV STRATUS Integration of Facebook's GraphAPI

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## Introduction

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GV STRATUS is a Production Content Management System for broadcast companies.

Its main focus is to orchestrate and manage video/audio assets throughout a facility, wherever it is stored, and enrich those assets with metadata to ease future usage. The content lifecycle in the broadcast facility is managed by GV STRATUS from creation/ingest, through production, up to content transmission and archiving.

GV STRATUS is used in the Broadcast Live, Broadcast News and Broadcast Sports segments.

GV STRATUS provides (among other features) the capability to deliver content to various transmission chains, such as:

- Linear Transmission (Cable, Satellite)
- File Delivery (VoD Platforms, FTP, CIFS, CDNs)
- File Delivery to Social Media (Twitter, YouTube and Facebook) **New!**

Broadcasters using GV STRATUS have the capability to find available content quickly and repurpose that content into different formats and send it to various delivery chains simultaneously. From v6.0 of GV STRATUS, that now also includes social media destinations.

Broadcasters have the option to register their own social media accounts in GV STRATUS so that their operators using the Windows or web client can quickly find content and publish it to one or multiple accounts.

GV STRATUS furthermore allows gathering of additional information from the social media platform so that the user has an overview (at a glance) of the statistics related to that asset, for example: view, like and share counts can be exposed within GV STRATUS.

Finally, it is possible for an administrator to define various criteria to determine how long the content should reside on a social media platform before it is removed.

The aim of this new feature set is to enable broadcasters to have a fast and simple way to distribute content (video/audio) to their social media accounts based on criteria they have defined.

In the following paragraphs, we describe how a video/audio clip can be published to a Facebook account.

## Register a Facebook Account in GV STRATUS

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An administration UI (the GV STRATUS Control Panel) allows the administrator to create a new "destination location" in GV STRATUS for a social media location (i.e., a Facebook account). The account must exist and the administrator must know the email address and password. Within the account, a page must exist that GV STRATUS can publish to.

During the creation of the new destination location, the administrator will be guided to a web browser where they can enter the account user credentials directly. The *User\_Posts*, *Publish Pages* and *Manage Pages* items are used during the registration. Once the process is complete, the Account and Page tokens are stored for further usage. The account password is not stored in GV STRATUS.

## Creating Publish Social Media Rules

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Once the account is created, an administrator can now generate one or more publish rules and define to what destination location(s) the rule should trigger an export job.

The administrator can define various rules, which are visible in the GV STRATUS UI, and allow the user to manually publish content to a specific account's Facebook page.

Furthermore, the administrator can configure multiple destination locations in one rule.

Another rule type allows the administrator to define whether the GV STRATUS system will gather like and share counts for the previously uploaded video posts on the page(s) belonging to a social media account. The counts are displayed in the GV STRATUS UI to the user. GV STRATUS uses the GraphAPI.

## Publishing Content

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Once a rule gets triggered by a user, a publish job is created. This job will:

- Get the video/audio content
- Transcode it if necessary to the defined format, and
- Communicate finally with the GraphAPI to upload the file to the configured Facebook account's page

## Manage Content

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Furthermore, GV STRATUS allows deletion of video posts from the Facebook page they have been posted to prior. Deletions can be configured to be automated under Rules control or manually by a user with the relevant permissions and media manager role.