

# Uniquity or Iniquity

a consideration of requirements for  
a Unique Program Number

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## (initial) scope of use

- ⇒ identification of media items across the *contractual interface*
- ⇒ bypass the wide variety of in-house schemes
- ⇒ consistent key for use in database searches
  - ★ assist Distributed Scheduling System (DSS)
  - ★ EG identify existing SI and EPG data
  - ★ EG identify program components
- ⇒ keep track of changes in program composition
- ⇒ assist to identify program media deliverables
- ⇒ assist repeat use of program over wider range of delivery systems



## some requirements

- ⇒ guarantee uniqueness at local and global level
- ⇒ zero cost administration
- ⇒ principal use as a key to a database
- ⇒ ID structure to assist limited human reading
- ⇒ identify core program *and* identify changes
- ⇒ controlled field length
- ⇒ suitability for bar-coding media items



## further scope of use ...

- ➔ identify program to be delivered within the TV Anytime Anywhere
  - ★ identification of core program details
  - ★ identification of component details
- ➔ assist management of program rights
- ➔ possible format candidate for a uniform resource name



(as initially devised) it is not ...

⇒ a UMI D

★ it identifies the collection of completed components which together identify a program and not the individual frames of their elements

⇒ a tape number or the library shelf or the carousel slot

⇒ an essay on a specific database itself

⇒ a URL ... you'll need to resolve the UPN reference first

⇒ meant to be a cuddly toy for cats



# brief structure of UK ITV's UPN

core UPN

change identifier

country facility 7 char ref

country facility 3 char ref

CC FFF N NNN NNN

CC FFF NNN

- ⇒ 20 octets fixed size
- ⇒ country => ISO
- ⇒ facility => EBU
  - ★ remember the initial scope ...
- ⇒ number is responsibility of owner

