Avails and Committed Title Lists

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Downloadable snapshot of the published documentation. Consult the online specification for the latest requirements. Templates and sample files are available separately through the included links.

View the current online specification

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Avails and Committed Title Lists

How to offer titles to Roku, confirm selections, and supply availability for distribution.

Avails and CTLs

Avails are the titles you offer to Roku for licensing or distribution. They describe the content and the rights available for it. Roku's Content Partnerships team reviews the list, identifies selections, and works with you to agree on the titles.

The agreed list becomes the **Committed Title List (CTL)**. It records the titles committed to Roku and their availability, including licensing windows, territories, languages, and license types. Roku uses this information to manage the titles' availability.

Descriptive information in an Avails or CTL workbook supports selection. You must also provide the title's playback metadata when you deliver its media under the ingest specification. A CTL does not deliver the video, audio, artwork, or captions. Delivering those files does not replace the need for the appropriate rights information.

Start here

1. **Confirm the delivery workflow with Roku.** Establish the service, format, delivery method, and intended schedule during onboarding.
2. **Provide your launch list.** Include the titles currently available to Roku and your planned content refresh schedule.
3. **Agree on selections.** Submit Avails to Content Partnerships at trcpartnersupport@roku.com. Review the selections and any requested changes together.
4. **Complete the CTL.** Use stable title identifiers, include the agreed rights, and complete every required field.
5. **Check and submit the file.** Follow workbook preparation and submission and update instructions.
6. **Deliver the content.** Provide the media and ingest metadata using the same title identifiers. Coordinate the delivery schedule with Content Operations.

Choose the agreed format

Only Excel (`.xlsx`) files are supported for MovieLabs EMA and Roku Avails/CTL submissions.

Format	When to use it	Reference
MovieLabs EMA Avails workbook	Roku supports EMA spreadsheet versions up to **1.9** and prefers **1.9**. EMA is preferred for Roku Subscriptions partners. Confirm the version used by your approved workflow.	MovieLabs EMA Avails
Roku Avails and CTL workbook	When your Roku workflow uses the Roku template. The column definitions in this guide describe this format.	Workbook preparation and field reference

EMA and the Roku workbook have different structures. Follow the selected format's own headers, worksheet structure, and field definitions. The Roku template's row rules do not apply automatically to an EMA workbook. Use the format and delivery method approved for your workflow.

Linear OTT for Roku: Include `Linear OTT` as a license type when offering content for distribution on linear OTT channels built by Roku, including in EMA submissions. `Linear OTT` is a Roku-specific value and is not an officially supported EMA license type. See Linear OTT in EMA submissions.

Plan the delivery schedule

For ongoing delivery, plan to provide the finalized CTL **60 days before the intended licensing window starts** and deliver the media **30 days before the intended licensing window starts**. This allows time for selection, ingest, processing, and quality control.

Coordinate the actual schedule with your Roku business contact and Content Operations. The CTL ingest date is normally used as a planning reference. The 60- and 30-day guidance does not define a fixed processing SLA or guarantee a publication date.

Content types and matching IDs

The Roku CTL and ingest formats use different names for the same content types:

CTL `Content Type`	Ingest content type	Use
`movie`	`film`	A stand-alone film, including a short film or stand-alone TV special.
`episode`	`tv`	An episode belonging to a series and season.
`shortForm`	`clip`	Clip content, including short-form companion or ancillary programs.

Keep the exact CTL value in the workbook. Do not enter `film`, `tv`, or `clip` in the CTL `Content Type` column. Use the ingest content definitions when deciding which type describes your title; runtime alone does not determine the type.

The CTL **Title ID must match the ingest** `asset_id` for that title. **Series ID must match ingest** `series_id` for the series. Partners generate these identifiers and must keep them stable across deliveries and updates. The same title can have several availability rows using one Title ID.

Title ID and Series ID have a maximum of 50 characters and may contain only alphanumeric characters, hyphens, and underscores. A Series ID must be the same for every episode in that series and must not equal an episode's Title ID. Ingest also requires a Season ID for episodic content; the Roku CTL workbook does not have a Season ID column. Supply it in the ingest metadata without adding a CTL column.

Content policies

Ad supported content

Offer content that is appropriate for Roku's users and advertisers. Content with excessive nudity or extreme or graphic violence may be unsuitable. If an asset is questionable, provide an alternative. Roku reserves the right to reject or remove inappropriate content.

Kids directed content policy

“Kids-Directed Content” is content that either: (i) is directed to children as defined by the applicable law of the jurisdiction in which the content is shown (e.g., The Children's Online Privacy Protection Act); or (ii) was made for viewing primarily by children within the jurisdiction in which the content is shown.

- You may NOT submit or distribute Kids-Directed content without Roku’s express written approval.
- Roku must be made aware of the intent to submit or distribute Kids-Directed content via submission of the avails and Committed Title List document populating the columns outlined below:
- Kids-Directed column must be populated with the value "true"
- The Rating Source column must be populated with a valid Rating Source
- The Rating Value column must be populated with a valid parental Rating from that Rating Source
- “UNRATED” and “Not Rated” are not acceptable ratings for kids directed content

Optional age demographics tags

Additional tags can be provided to help categorize kids-directed content around age demographics. Please use these tags to define different content directed age groups:

Ages	Tags
Ages 1-3	ages_1-3

Ages	Tags
Ages 4-6	ages_4-6
Ages 7-9	ages_7-9
Ages 10+	ages_10plus

Find the detail you need

Task	Page
Prepare an EMA workbook	MovieLabs EMA guidance
Complete the Roku template	Preparing the workbook
Define rights, languages, and dates	Availability windows and language rights
Look up an exact column	Field reference
Submit, correct, or update rights	Submitting and updating Avails
Review examples	Examples
Find downloads, allowed values, or definitions	Resources

Preparing Avails and CTL workbooks

Find the instructions for your agreed workbook format and check the file before submission.

Only Excel (`.xlsx`) files are supported for MovieLabs EMA and Roku Avails/CTL submissions.

Use the MovieLabs EMA workbook

For MovieLabs EMA, use the approved EMA workbook and the MovieLabs EMA Avails instructions. Roku supports EMA spreadsheet versions up to 1.9 and prefers 1.9. Follow that format's own headers, worksheet structure, and field definitions.

Include `Linear OTT` as a license type when offering content for distribution on linear OTT channels built by Roku. This is a Roku-specific value, not an officially supported EMA license type. See Linear OTT in EMA submissions.

Use the Roku template

Start with the v1.4 template. For completed examples, use the Examples.

The remaining instructions on this page apply to the Roku workbook.

The template contains **44 columns, A through AR**. Row 1 holds the column headers, row 2 holds completion hints, and data begins on **row 3**. Use the field reference, which follows the same column order.

Keep the workbook structure

- Keep the existing worksheet, columns, column order, and header names. Do not add sheets or columns.
- Keep row 2 and the `Instructions` column. The samples use column A to describe their scenarios; record actual rights in the named rights fields.
- Do not leave blank rows between entries. Processing stops at the first empty row, so later entries will not be processed.
- Save the file with the `.xlsx` extension.

Use the literal headers, including `LocalizationType` and `ExcludedTerritories`. Adding spaces to those names changes the headers.

Enter values consistently

Complete required fields on every data row. A repeated title still needs its required information on each availability row. Conditionally required fields must be populated when their stated condition applies. Leave optional fields blank when they do not apply; do not enter `N/A` or `n/a`.

Preserve identifiers and dates as text. Set the relevant cells to Text before entering or pasting values. Check that Excel has retained the complete ID and any time or UTC `Z` suffix. A display format alone does not establish that the intended value was preserved. See date formats and examples.

Use literal `true` and `false` values in Boolean fields. Use the allowed value lists for fields such as Content Type, License Type, Genre, and Rating Source. Descriptive text such as a title or synopsis can be written normally.

Remove formulas before submission. Replace formulas with their final values, retaining text where required for identifiers and dates. Live formulas cause rejection. Do not link to external data or another workbook; all submitted data must be contained in this file.

Decide when to use another row

Each row represents a title's availability under the specified rights, dates, territory, and language conditions. Use one Territory value per row. Use another row when the dates or other conditions differ. You may combine rights or language/localization pairs only when the other availability attributes are identical for all listed values.

For example, a title with English rights for January through June and Spanish rights for April through June needs separate rows.

Use the same Title ID for the same title across its windows. See window and language rules and the Examples.

Before you submit

1. Confirm the correct format and delivery route for your workflow.
2. Check all required fields, including **Rating Source, Rating Value, Main Cast, and Synopsis**. The selection Synopsis must not exceed 250 characters.
3. Check that Title ID and Series ID match the ingest identifiers and comply with the 50-character limit.
4. For `episode` rows, include Series Title, Series ID, Season Number, and Episode Number.
5. Check dates, times, territories, languages, and localization types against the agreed rights. Confirm that any FVOD window is fully contained in an SVOD window for the title.
6. For an SVOD update, retain every window that should remain within each combination replaced by the submission. See full extract behavior.
7. Check that the worksheet structure and hint row are intact, no formulas or external links remain, and no blank row interrupts the data.
8. Save, close, and reopen the `.xlsx` file. Inspect representative IDs, dates, and the final row before submitting.

If required information is unavailable, contact Content Operations for guidance before submitting an incomplete workbook.

Common problems

Problem	What to check	What to do
Rows after a certain point were not processed	A blank row may interrupt the data.	Remove the gap, check the complete file, and use the appropriate correction route.
Title does not match the expected delivered asset	CTL Title ID and ingest `asset_id`; Series ID for episodes.	Confirm the intended identifiers with Content Operations before changing an established ID.
Date or time changed after editing in Excel	Stored value, cell type, time component, and UTC suffix.	Enter the full supported value as text and inspect it after saving.
Required information is missing	Row 2 hints and the field's condition in the reference.	Complete the information; do not substitute `N/A`.
A rating is invalid	The rating belongs to the named rating system and applicable territory.	Use a permitted system/value pair. Follow the Kids Directed Content Policy where applicable.
An SVOD update removed a window you intended to keep	The full set of windows included for the affected title, partner, territory, and language.	Review the full-extract instructions and contact Content Operations if you need help preparing the correction.
The file arrived but you need processing status	The feedback route for that service.	Use the Zendesk ticket for AVOD, Linear OTT, or Howdy rights updates. Ask the Roku business team about an initial CTL. SVOD self-service does not provide proactive feedback; contact Content Operations for assistance.

Continue to submitting and updating Avails.

Avails and CTL field reference

EMA field guidance and Roku workbook requirements, formats, and examples.

How to use this reference

For MovieLabs EMA, use the EMA Avails field definitions. The reference below provides exact column names, requirements, formats, and examples for the Roku Avails and CTL workbook.

The tables follow the Roku workbook from column A through AR. Keep the headers exactly as shown, including capitalization and spacing.

- **Required:** populate the field on every data row.
- **Conditional:** populate the field when the stated condition applies.
- **Optional:** leave the field blank if it does not apply. Do not use `N/A` or `n/a`.

Examples illustrate syntax and do not grant rights. Use the values in your agreement with Roku. A comma-separated list contains multiple values in one cell where the field permits a list. Use one Territory value per row. Only combine rights or language values when the other availability attributes are identical. See availability windows and language rights.

Submission identity and dates

Column	Exact header	Requirement	Meaning and format	Example
A	`Instructions`	Retain the column and hint row.	The template's completion instructions and the samples' scenario descriptions. Enter actual title and rights data in the named fields below.	Sample files describe the scenario in this column.
B	`Content Partner`	Required	Text. Name of the content owner, studio, or network offering the content to Roku.	`Example Studio`
C	`Content Type`	Required	One allowed value: `movie`, `episode`, or `shortForm`. These map to ingest `film`, `tv`, and `clip`, respectively.	`episode`
D	`License Type`	Required	Allowed rights: `AVOD`, `SVOD`, `FVOD`, `Linear OTT`. Values must match the distribution rights agreed with Roku. Multiple rights may share a row when all other attributes match.	`AVOD, Linear OTT`
E	`Excluded Rights`	Optional	Distribution rights excluded from the offering. Uses the same allowed values as License Type.	`Linear OTT`
F	`Start Date`	Required	Date/time text: `YYYY-MM-DD`, `YYYY-MM-DDTHH:MM:SS`, or UTC `YYYY-MM-DDTHH:MM:SSZ`. Use `open` when no start date is specified. A date without a time starts at local midnight.	`2027-01-01`
G	`End Date`	Required	The same date/time forms as Start Date. `open` means no end date is specified. `end of term` permits availability until the end of the deal terms with Roku. A date without a time ends at local `23:59:59`.	`2027-12-31` or `end of term`

See content-type definitions and ID matching, license types, and date behavior before preparing a row with multiple rights or a timed window.

Origin languages and territories

Column	Exact header	Requirement	Meaning and format	Example
H	`Country of Origin`	Required	One ISO 3166-1 alpha-2 country code. The primary country where the title was produced and its main creators, crew, and producers are established. This is different from the distribution territory.	`US`
I	`Original Spoken Language`	Required	The language in which the content was originally produced, using supported language codes. Multiple original languages may be comma-separated.	`en-us, fr-ca`
J	`Language`	Required	Language rights offered to Roku. Use a supported language code with the separate LocalizationType field for a single language, or inline `language:localizationType` pairs. For multiple languages, include localization on every pair.	`en-us:dub, es-mx:sub`
K	`LocalizationType`	Conditional: required for a single language when its localization type is not included in Language.	One of `sub`, `dub`, `subdub`, `any`. `dub` includes original-language audio. When localization is supplied inline in Language, the separate field may be left blank.	`dub`
L	`Excluded Languages`	Optional	Supported language codes for languages that must not be made available. Separate multiple languages with commas.	`de, fr`
M	`Territory`	Required	One value per row: a distribution country or territory code, normally ISO 3166-1 alpha-2, or a supported group value. Supported group values include `LATAM` and `WW`; confirm their country coverage with Content Operations before relying on a group.	`US`
N	`ExcludedTerritories`	Optional	ISO 3166-1 alpha-2 codes for countries or territories excluded from availability. Separate multiple values with commas.	`DE, FR`

Use the supported language codes and localization explanations. Language rights do not supply missing audio or subtitle files. If your included and excluded values have overlapping scope, confirm the intended combination with Content Operations instead of assuming how conflicts will be resolved.

Title and episode identity

Column	Exact header	Requirement	Meaning and format	Example
O	`Series Title`	Conditional: required for `episode`.	The series name as it should appear on the platform. Exclude non-title parentheticals such as `(Classic)`, a release year, a season marker, or a video format.	`Die Hart`
P	`Series ID`	Conditional: required for `episode`.	Immutable, unique partner-supplied identifier for the series. Must match ingest `series_id`, be consistent across all episodes, and differ from the episode Title ID. Maximum 50 characters; alphanumeric characters, hyphens, and underscores only.	`roseriesid_123`
Q	`Title`	Required	Name of the movie, episode, or clip. Exclude non-title parentheticals such as `(Classic)`, a release year, `(Season 1)`, or `(HD)`.	`The Recruit`
R	`Title ID`	Required	Immutable, unique partner-supplied identifier for the movie, episode, or clip. Must match ingest `asset_id`. Maximum 50 characters; alphanumeric characters, hyphens, and underscores only. Reuse the same ID for the same title across its availability rows and updates.	`roepisodeid_123`
S	`Season Number`	Conditional: required for `episode`.	Integer following the original broadcast or distribution sequence. Letters are not allowed.	`1`
T	`Episode Number`	Conditional: required for `episode`.	Integer following the episode's original broadcast or distribution sequence within its season. Do not use production numbers, such as `201` to mean season 2 episode 1.	`1`

Ingest requires a separate Season ID for episodic titles. Provide it in the ingest metadata; do not add a column to this workbook.

Runtime format and accessibility

Column	Exact header	Requirement	Meaning and format	Example
U	`Run Time`	Required	Runtime in whole minutes. Minimum value is `1`.	`22`
V	`Format`	Required	Highest available video resolution: `SD`, `HD`, or `UHD`. Lower resolutions are assumed to be available under this declaration.	`HD`
W	`DBO`	Optional	Domestic box office gross as text.	`$2,000,000`
X	`Closed Captioning`	Required	Boolean: `true` if captions are included with the content, otherwise `false`.	`true`
Y	`Caption Exemption`	Conditional: required for US availability when Closed Captioning is `false`.	Applicable caption exemption code, `1` through `6`. See caption exemption codes.	`1`
Z	`Audio Description`	Optional	Boolean indicating whether an audio description track is included. Audio description narrates relevant visual information for people who are blind or have low vision.	`true`
AA	`Audio Description Exemption`	Conditional: required when audio description is required for the content but is not supplied.	Text describing the applicable exemption reason.	Provide the reason applicable to the title.

For UHD source delivery and playback limitations, see the maintained video requirements. Declaring a resolution in a CTL does not change those requirements. For captions and audio description, follow the applicable accessibility delivery guidance.

Descriptive metadata ratings and audience

Column	Exact header	Requirement	Meaning and format	Example
AB	`Original Release Date`	Required	First release date in any presentation, formatted `YYYY-MM-DD`. A year alone, `YYYY`, is also accepted.	`2026-03-12` or `2026`
AC	`Genre`	Required	One or more supported genre values, separated by commas.	`drama`
AD	`Tags`	Optional	Keywords or categories describing the title for selection. Provide publication-facing tags separately in ingest metadata. See metadata best practices.	`friendship, coastal town`
AE	`Rating Source`	Required	Supported rating system applicable to the title and distribution territory. Must be paired with a value from that system. See ratings.	`USA_PR`
AF	`Rating Value`	Required	A supported value belonging to the specified Rating Source. See the Kids Directed Content Policy for kids-directed content requirements.	`TV-PG`
AG	`Kids-Directed`	Conditional: set to `true` for kids-directed content; otherwise optional.	Boolean. See the Kids Directed Content Policy for the definition, approval requirement, and submission instructions.	`false`
AH	`Recommended Age Group`	Optional, when Kids-Directed is `true`.	One of `ages_1-3`, `ages_4-6`, `ages_7-9`, `ages_10plus`.	`ages_7-9`
AI	`Main Cast`	Required	Top-billed cast, separated by commas, with names in Firstname Lastname form.	`Kevin Hart, John Travolta`
AJ	`Synopsis`	Required	A short description used for content selection. Maximum 250 characters. This is separate from the synopsis fields delivered with ingest metadata.	`Illustrative synopsis for this sample episode. Replace with an accurate synopsis before submission.`

The examples in this reference are illustrative. Use the actual cast, ratings, and other metadata for your title. See genres and ratings for allowed values.

External identifiers and additional information

Column	Exact header	Requirement	Meaning and format	Example
AK	`External ID Source`	Optional	External identifier source: `TMS` (Gracenote), `IMDb`, or `Wiki` (Wikipedia). For multiple sources, use comma-separated `source:ID` pairs as described below.	`TMS:E12345678, IMDb:tt12345678`
AL	`Series External ID`	Optional	Third-party identifier for the series.	The series identifier from the named source.
AM	`External ID`	Optional	Third-party identifier for the individual movie, episode, or clip.	The title identifier from the named source.
AN	`Screener Link`	Optional	URL for streaming or downloading a screener. Include any access password needed to view it. A screener supports content selection.	`https://example.com/screener`
AO	`Exclusive`	Optional	Boolean indicating whether the title is available exclusively on The Roku Channel.	`false`
AP	`Notes`	Optional	Additional availability information not captured in the other fields. For linear content, include runs, telecast restrictions, and other relevant limits.	`Maximum two telecasts per day.`
AQ	`Merchant of Record`	Optional	Entity to which financial transactions should be attributed, if different from Content Partner.	`Example Distribution`
AR	`Day Parting`	Optional, linear content only.	Text describing any time-of-day restrictions on the content.	Describe the agreed dayparting rule.

For a single external source, name the source and provide the associated title or series identifier in the appropriate external-ID field. For multiple sources, use source-prefixed IDs such as `TMS:E12345678, IMDb:tt12345678, Wiki:example_title`. External identifiers do not replace the required Roku-facing Title ID or Series ID.

Return to workbook preparation or the overview.

Availability windows and language rights

How to describe when, where, and in which languages Roku may make a title available.

What an availability window represents

An availability window describes the rights for a title over a period of time. It combines a **License Type**, **Territory**, and **Language** with a **Start Date** and **End Date**.

Each row describes one window with one Territory value. You may combine rights or languages on the same row when all other availability attributes are identical. Use separate rows when the dates or other attributes differ.

For example, the following sample availability for Weird: The Al Yankovic Story uses the same AVOD rights and dates in the United States and Canada, with a separate row for each country.

Title ID	License Type	Territory	Language	LocalizationType	Start Date	End Date
romovieid_12345	AVOD	US	en	dub	2026-11-01	2027-10-31
romovieid_12345	AVOD	CA	en	dub	2026-11-01	2027-10-31

These rows illustrate availability fields only. A submitted workbook must also contain the other required fields in the field reference.

License types

The License Type must reflect the rights in your agreement with Roku. Use the literal values below in the Roku workbook.

License Type	Meaning
AVOD	Ad-supported video on demand. Viewers watch for free with advertisements.
SVOD	Subscription video on demand. Viewers need an active subscription.
FVOD	Free video on demand. Roku Subscriptions content is made available for free without monetization during a window contained within an active SVOD window.
Linear OTT	Linear streaming rights for distribution on linear OTT channels built by Roku. Include this license type when offering content for that distribution.

Multiple license types may share a row when their other availability attributes match. Use `Excluded Rights` to identify distribution rights that are excluded.

Linear OTT in EMA submissions

`Linear OTT` is not an officially supported EMA license type. Roku accepts this Roku-specific value in EMA submissions so partners can identify content offered for distribution on linear OTT channels built by Roku. Include `Linear OTT` as a license type when offering those rights, whether you use the EMA or Roku workbook.

The rights, territories, languages, and availability dates supplied must describe the offering. The finalized CTL must reflect the rights agreed with Roku.

FVOD windows

An FVOD window **must be fully contained within an active SVOD window** for the title. It may have the same start and end dates as the SVOD window. FVOD-only availability is not supported.

SVOD window	FVOD window	Valid?	Explanation
`2026-11-01` to `2027-10-31`	`2026-12-01` to `2026-12-31`	Yes	The FVOD window falls entirely within the SVOD window.
`2026-11-01` to `2027-10-31`	`2026-11-01` to `2027-10-31`	Yes	Both windows have the same boundaries.
`2026-11-01` to `2027-10-31`	`2026-10-15` to `2026-11-30`	No	FVOD starts before SVOD.
`2026-11-01` to `2027-10-31`	`2027-10-01` to `2027-11-30`	No	FVOD ends after SVOD.
No SVOD window	`2026-12-01` to `2026-12-31`	No	The title has no supporting SVOD window.

When adding FVOD through a self-service SVOD submission, include the SVOD windows that must remain in the same covered combination. See full-extract submission behavior.

Territories and exclusions

`Territory` identifies where the rights apply. Enter one Territory value per row. Individual countries use two-character country codes, such as `US`, `CA`, `GB`, and `MX`. Use a separate row for each country.

The Roku workbook also accepts the group values `LATAM` and `WW` as a single Territory value. Confirm their country coverage with Content Operations before relying on a group value for your agreement.

`ExcludedTerritories` identifies territories that must not receive the availability described by the row. Review included and excluded territories together before submission. If the values conflict, contact Content Operations for guidance.

Language rights and delivered assets

Three different pieces of information describe a title's languages:

Information	What it tells Roku
`Language` and `LocalizationType`	Which language and audio or subtitle combinations may be made available under the rights in this row.
`Original Spoken Language`	The language or languages in which the content was originally produced.
Ingest metadata and delivered media	Which audio, caption, and subtitle assets are actually being delivered for the title.

Language rights do not supply an audio or subtitle file. Deliver the corresponding media and ingest metadata using the audio requirements and caption and subtitle requirements.

Localization types

Value	Meaning
`dub`	The language refers to audio. This includes original voice audio as well as dubbed audio.
`sub`	The language refers to subtitles.
`subdub`	The language includes both subtitles and audio.
`any`	Any available combination of subtitles or audio in the stated language.

Use a supported language code from the resources. Keep language rights separate from the original production language.

Entering languages in the Roku workbook

For one language, either enter the language code and its localization type in separate columns or include the localization type after a colon in `Language`. When the type is already included in `Language`, you may leave `LocalizationType` blank.

For multiple languages on one row, include the localization type with each language code and separate the entries with commas. The other availability attributes must be identical for all listed languages.

Language	LocalizationType	Meaning
`en-us`	`dub`	English (United States) audio, using separate columns.
`en-us:dub`	Leave blank	The same language right, using one inline value.
`en-us:dub, es-mx:sub`	Leave blank	English (United States) audio and Spanish (Mexico) subtitles with the same other availability attributes.

Use one consistent notation for each row. Contact Content Operations if inline values and the separate `LocalizationType` value conflict.

`Excluded Languages` identifies languages that must not be made available under the row's rights. Use supported language codes, separated by commas when listing more than one. Review them together with the included languages.

Dates and times

Enter the intended window in the CTL's `Start Date` and `End Date` fields. Use the formats below consistently and keep the values as text when preparing the workbook.

Form	Format or literal value	Meaning
Date only	`YYYY-MM-DD`	Starts at `00:00:00` or ends at `23:59:59` on that date in each viewer's local time zone.

Form	Format or literal value	Meaning
Relative date and time	`YYYY-MM-DDTHH:MM:SS`	The stated time in each viewer's local time zone.
Absolute date and time	`YYYY-MM-DDTHH:MM:SSZ`	One fixed moment, expressed in Coordinated Universal Time (UTC).
Unspecified date	`open`	No specific start or end date is set. Allowed in either date field.
End of the agreement	`end of term`	Availability ends when the Roku deal ends. Allowed in End Date only.

The date fields are required. Use the applicable literal value when the date is unspecified rather than leaving the field blank.

Relative time

`2026-11-15T21:00:00` means 9:00 PM on November 15 in each viewer's local time zone. A viewer in Eastern time receives availability at 9:00 PM Eastern; a viewer in Pacific time receives it at 9:00 PM Pacific.

Absolute time

`2026-11-15T02:00:00Z` means one fixed instant, 02:00 UTC on November 15. The local clock time depends on the viewer's time zone. The final `Z` identifies the value as UTC.

Use an explicit date and time when a title must start or expire at a specific time. A date-only end value continues through `23:59:59` in each viewer's local time zone on that date.

Related guidance

- Preparing the workbook
- Field reference
- Submitting and updating avails
- Examples

Submitting and updating avails

Submitting Avails and CTLs, updating rights, SVOD full extracts, and getting help.

Selection review

Send AVOD Avails to the Content Partnerships team at trcpartnersupport@roku.com for selection review. Roku returns the list with selections for your review and any revisions. The agreed selected list becomes the Committed Title List (CTL).

For definitions and the relationship between rights and media delivery, see the overview.

Initial finalized CTLs

Send the initial finalized CTL to the Roku business team at trcpartnersupport@roku.com for review.

For SVOD, complete this business review first. Then deliver the approved avail by the Aspera or direct S3 method approved for your account, as applicable, for automated ingestion.

Rights updates by service

Use the route below to request corrections, window changes, and removals for content already covered by an avail or CTL.

Service or rights	Update route	Processing feedback
AVOD	Submit a Zendesk request.	Feedback is provided through the Zendesk ticket.
Linear OTT	Submit a Zendesk request.	Feedback is provided through the Zendesk ticket.
Howdy	Submit a Zendesk request.	Feedback is provided through the Zendesk ticket.
SVOD (Roku Subscriptions)	Submit an updated avail through your approved self-service delivery method, Aspera or direct S3.	Proactive processing feedback is not provided. Contact Content Operations when you need confirmation or help.

Zendesk requests

Include enough information for Roku to identify the affected rights and understand the requested change:

- Content Partner and Title ID.
- Title name for reference.
- Affected license types, territories, and languages.
- Existing and requested window dates, including a time when the change must take effect at a specific time.

- A brief explanation of the correction or removal.

Follow the feedback in the ticket. If you need help accessing the request process, contact Content Operations.

Self-service SVOD submissions

Deliver the updated avail by the Aspera or direct S3 method approved for your account. Include all windows that should remain for every Title ID, Content Partner, Territory, and Language combination covered by the submission.

Prepare the file using the workbook instructions, then check the replacement behavior below before sending it. Keep the Title ID and Content Partner consistent with the records being updated.

How an SVOD full extract works

A **full extract** is a complete replacement of the windows for each covered combination of:

Title ID + Content Partner + Territory + Language

For each combination included in the submission, the new windows replace all existing windows for that combination. Include every window that you want to retain there.

Existing availability in a territory or language omitted from the submission remains unchanged. To update that territory or language, submit its complete set of windows as well.

Before-and-after example

The following example uses Weird: The Al Yankovic Story, Title ID `romovieid_12345`, Content Partner `Example Studio`, and English audio (`en` with `LocalizationType` set to `dub`). Only the availability columns needed to explain the change are shown. These tables are not complete submit-ready workbooks.

Existing availability

Territory	License Type	Start Date	End Date
US	SVOD	2026-11-01	2027-10-31
CA	SVOD	2026-11-01	2027-10-31

The partner wants to add a free window in the United States while keeping the existing subscription windows.

New submission

Territory	License Type	Start Date	End Date
US	SVOD	2026-11-01	2027-10-31
US	FVOD	2026-12-01	2026-12-31

Resulting availability under the full-extract rule

Territory	License Type	Start Date	End Date	Why it is present
US	SVOD	2026-11-01	2027-10-31	Included in the replacement submission.
US	FVOD	2026-12-01	2026-12-31	Added by the replacement submission.
CA	SVOD	2026-11-01	2027-10-31	Canada was omitted, so its existing availability remains unchanged.

The US SVOD row must be included to preserve it in the covered combination. A file containing only the US FVOD row omits the supporting SVOD window required by the FVOD rules and does not provide the complete intended set of windows.

Removals and urgent changes

For AVOD, Linear OTT, or Howdy, submit a Zendesk request and identify the exact titles, rights, territories, languages, and effective dates involved.

For SVOD, contact Content Operations for guidance when removing the final window in a combination or requesting an urgent change. Omitting a territory or language from a self-service submission leaves its existing availability unchanged.

For a change that needs a precise effective time, include an explicit time using the date and time formats. A date-only end value expires at `23:59:59` in each viewer's local time zone on that date.

Confirming and correcting a submission

Zendesk feedback is provided in the ticket. Self-service SVOD submissions do not provide proactive processing feedback. Contact Content Operations if you need confirmation that an update was applied or if the resulting availability differs from the intended change.

When asking for help, provide the file name, delivery date and time, delivery method, Content Partner, affected Title IDs, and the change you expected. For a Zendesk request, include the ticket reference.

Before resubmitting a corrected SVOD file, check all windows in every covered combination. The corrected submission follows the same full-extract replacement rule.

Related guidance

- Overview
- Preparing the workbook
- Availability windows and language rights
- Examples

Avails and CTL examples

Examples of title identity, dates, language rights, and availability updates.

Downloadable workbooks

For MovieLabs EMA, use the EMA Avails resources for your approved version.

For the Roku workbook, use these v1.4 downloads:

- AVOD examples v1.4
- SVOD examples v1.4
- Blank v1.4 template

The sample workbooks demonstrate the full column layout. Their titles, identifiers, windows, cast entries, and synopses are examples, not current rights or verified title metadata. Replace the example information before preparing a submission for your own content.

The tables below show only the fields needed to explain each scenario. They are not complete submission rows. Populate all required fields in the actual workbook, including Rating Source, Rating Value, Main Cast, and Synopsis.

Movie and episode identifiers

The movie examples use **Weird: The Al Yankovic Story**, and the TV examples use **Die Hart**. The identifiers below are illustrative and match the downloadable sample workbooks.

Example title	Content Type	Title ID	Series ID	Season Number	Episode Number	Ingest mapping
Weird: The Al Yankovic Story	`movie`	`romovieid_12345`	Blank	Blank	Blank	`film`; `asset_id=romovieid_12345`
Die Hart: The Recruit	`episode`	`roepisodeid_123`	`roseriesid_123`	`1`	`1`	`tv`; `asset_id=roepisodeid_123`, `series_id=roseriesid_123`
Weird: The Al Yankovic Story - Behind the Scenes	`shortForm`	`roclipid_12345`	Blank	Blank	Blank	`clip`; `asset_id=roclipid_12345`

For the episode row, enter `Die Hart` in Series Title and `The Recruit` in Title. Provide the episode's Season ID in the ingest metadata; the CTL workbook has no Season ID column. Use the same Title ID, `romovieid_12345`, for every availability window of Weird: The Al Yankovic Story.

Separate rows for different windows

The following rows describe Weird: The Al Yankovic Story. English and Spanish have different start dates, so they use separate rows.

Title ID	License Type	Start Date	End Date	Language	LocalizationType	Territory
romovieid_12345	AVOD	2027-01-01	2027-06-30	en-us	dub	US
romovieid_12345	AVOD	2027-04-01	2027-06-30	es-mx	dub	US

If both languages had the same dates and all other attributes matched, Language could contain `en-us:dub, es-mx:dub` on one row, with LocalizationType blank. Do not combine rows that grant different dates or conditions.

Single and multiple language forms

Language	LocalizationType	Meaning
en-us	dub	English (US) audio rights, including original-language audio.
en-us:dub	Blank	The same single-language information supplied inline, as permitted by the template hint.
en-us:dub, es-mx:sub	Blank	English (US) audio rights and Spanish (Mexico) subtitle rights under otherwise identical availability conditions.
es-mx	subdub	Spanish (Mexico) subtitle and audio rights.

Language rights and delivered tracks are separate. These entries do not create audio or subtitle assets. See localization definitions.

Dates and times

Start Date	End Date	Meaning
2027-01-01	2027-01-31	Starts at local `00:00:00` on January 1 and ends at local `23:59:59` on January 31.
2027-01-15T21:00:00	2027-01-31T23:59:59	Applies the specified times in each viewer's local time zone.
2027-01-16T02:00:00Z	2027-02-01T04:59:59Z	Both boundaries are fixed UTC instants, simultaneous for all viewers.
open	2027-12-31	No start date is specified; an explicit end date is supplied.
2027-01-01	open	An explicit start date is supplied; no end date is specified.
2027-01-01	end of term	Availability may continue until the end of the deal terms with Roku.

Use these values in accordance with the agreed rights. `open` does not mean that a required cell should be left blank. Preserve date and timestamp values as text when entering them in Excel.

Rights and territories

If all other attributes match, one row can list `AVOD, Linear OTT` in License Type. Use one Territory value per row: availability in both the US and Canada uses a row for `US` and a separate row for `CA`. If a right has a different window or other availability condition, use separate rows.

Excluded Rights, Excluded Languages, and ExcludedTerritories describe exclusions from the offering. For example, `Excluded Languages=de` records a German-language exclusion. Keep exclusions consistent with the agreement. When a broad territory group or overlapping inclusion makes the result unclear, confirm the intended scope with Content Operations rather than using the example to infer precedence.

Valid and invalid FVOD windows

FVOD provides a free window within an active SVOD window. For this example, the SVOD window is `2027-01-01` through `2027-12-31` for the same title, partner, territory, and language.

FVOD window	Validity	Why
`2027-04-01` through `2027-04-30`	Valid	Fully inside the SVOD window.
`2027-01-01` through `2027-12-31`	Valid	Matches the SVOD boundaries.
`2026-12-15` through `2027-01-31`	Invalid	Begins before SVOD availability.
`2027-12-01` through `2028-01-15`	Invalid	Ends after SVOD availability.
Any FVOD window without an active covering SVOD window	Invalid	FVOD-only availability is not supported.

For SVOD full-extract submission, include both the SVOD window to retain and the FVOD window to add. An FVOD-only row omits the covering SVOD window and does not describe the complete intended set of windows.

Full extract before and after

All rows in this scenario refer to Weird: The Al Yankovic Story, with `Title ID=romovieid_12345` and `Content Partner=Example Studio`. Existing rights include US English SVOD for all of 2027 and Canadian English SVOD for all of 2027. You want to add a US English FVOD window in April.

Submit the following US rows together:

License Type	Start Date	End Date	Language	LocalizationType	Territory
SVOD	2027-01-01	2027-12-31	en	dub	US
FVOD	2027-04-01	2027-04-30	en	dub	US

The submission replaces the existing windows for that title, partner, US territory, and English language combination. The resulting US windows are the SVOD and FVOD rows shown above. The Canadian combination was not covered by this submission, so its existing window remains unchanged.

To remove every window in a combination, do not assume that omitting it from a file performs the removal. Contact Content Operations for the appropriate instruction. See submitting and updating Avails.

Example correction request

For an AVOD, Linear OTT, or Howdy update, submit a Zendesk request that identifies the affected partner, service, Title IDs, territories, languages, and current and requested windows. Attach the applicable updated CTL and explain what should change.

For example: “Please extend Title ID `romovieid_12345`, AVOD, US, English audio, from an end date of `2027-06-30` to `2027-12-31`. The updated CTL is attached.”

Return to workbook preparation before submitting your file.

Avails and CTL resources

Templates, allowed values, contacts, and definitions for the v1.4 specification.

Formats and downloads

Resource	Use
MovieLabs EMA Avails	EMA workbooks and format instructions. Roku supports spreadsheet versions up to 1.9 and prefers 1.9.
Roku Avails and CTL template v1.4	Blank Roku workbook with required-field and formatting hints.
AVOD examples v1.4	Sample movie, clip, and episode availability rows.
SVOD examples v1.4	Sample SVOD and FVOD availability rows.

For the Roku workbooks, use the supplied worksheet names and 44-column layout. The v1.4 blank template uses the worksheet name `RokuAvails_v1.4`. The sample values are illustrative, including the cast and synopsis examples. Replace them with your own title information before submission.

The Examples explains dates, language rights, exclusions, and full-extract updates.

Allowed values

Some fields accept only values from a defined list. For example, `Content Type` accepts `movie`, `episode`, or `shortForm`; a title or synopsis is free text. Use an allowed value with the spelling and capitalization shown in the reference.

Genres

Use the shared ingest genre list for allowed values. You may provide more than one genre, separated by commas.

Ratings

Rating Source and Rating Value are required on every row. Use the shared rating values by rating system and country. Select the system appropriate to the title and its distribution territory, and pair it with a value from that system.

Do not mix a value from one rating system with another system's name.

Self-rating titles

If a title has not been rated by the official rating authority for its distribution territory, **Roku strongly encourages partners to self-rate the title using `USA_PR` (USA Parental Rating).** There is no official ratings body for `USA_PR`; the partner reviews the content and assigns the appropriate rating using the TV Parental Guidelines.

To enter a self-assigned rating in the Roku workbook:

1. Review the title against the TV Parental Guidelines and choose the appropriate allowed `USA_PR` rating.
2. Enter `USA_PR` in **Rating Source**.
3. Enter the selected rating in **Rating Value**. For example, enter `TV-PG` only if that rating is appropriate for the title under the guidelines.

When NR is used

Use `NR` (Not Rated) only as a last resort, when neither an official rating nor a self-assigned rating is available and the selected rating system allows `NR`. Roku strongly prefers an official or self-assigned rating on all content.

NR titles are subject to manual verification, which can **delay or prevent selection and publication** on Roku Channel. Their discoverability may also be affected, and they **cannot appear in the Kids & Family experience**.

See the Kids Directed Content Policy for requirements that apply to kids-directed content.

Language codes

Use the shared ingest language codes for Original Spoken Language, Language, and Excluded Languages. The same code set applies to these CTL fields.

Language identifies the language or locale, such as `en-us` or `es-mx`. LocalizationType identifies the audio or subtitle rights associated with that language. See language and localization rules.

Other allowed values

Field	Allowed values or reference
Content Type	`movie`, `episode`, `shortForm`; mapping to ingest
License Type and Excluded Rights	`AVOD`, `SVOD`, `FVOD`, `Linear OTT`; rights definitions
LocalizationType	`sub`, `dub`, `subdub`, `any`; localization definitions
Country of Origin	One ISO 3166-1 alpha-2 country code
Territory	One country/territory code or supported group value per row; see the field reference.
ExcludedTerritories	Country/territory codes separated by commas; see the field reference.
Format	`SD`, `HD`, `UHD`
Boolean fields	`true`, `false`
Recommended Age Group	`ages_1-3`, `ages_4-6`, `ages_7-9`, `ages_10plus`; supply only one when applicable.
External ID Source	`TMS` for Gracenote, `IMDb`, `Wiki` for Wikipedia
Caption Exemption	Codes `1` through `6`, defined below.

`Linear OTT` is a Roku-specific value, not an officially supported EMA license type. Include it when offering content for distribution on linear OTT channels built by Roku, including in EMA submissions. See Linear OTT in EMA submissions.

Howdy identifies the service or workflow. For License Type, use the rights agreed with Roku for that service.

Accessibility

The workbook records whether captions and audio description are included. It does not replace the caption and subtitle delivery requirements or audio requirements.

For US availability, when `Closed Captioning` is `false`, supply the applicable Caption Exemption code. When audio description is required for a title but is not supplied, include the applicable reason in `Audio Description Exemption`. Partners are responsible for determining which requirements and exemptions apply to their content and territories.

Caption exemption codes

Code	Meaning
1	The content has never aired on television in the United States.
2	The content has only aired on television in the United States without captions.
3	The content has not aired on television in the United States with captions since September 30, 2012.
4	The content does not consist of full-length video programming.
5	The content does not fall within a category of online programming that requires captions under FCC regulations.
6	The FCC or US Congress has granted a captioning exemption for this content.

For the regulatory references maintained with the delivery rules, see closed captions and subtitles, the FCC captioning guide, and the FCC audio description reference.

Contacts and submission routes

Purpose	Contact or route
Avails selection and initial finalized CTL	Your Roku business team, using trcpartnersupport@roku.com.
AVOD, Linear OTT, or Howdy updates	Roku VOD support in Zendesk. Feedback is provided through the ticket.
SVOD self-service delivery	The approved Aspera or direct S3 delivery method for your workflow. No proactive processing feedback is provided.
Questions or help with an SVOD submission	Contact Content Operations for assistance.

See submitting and updating Avails for the distinction between business approval, delivery, and rights updates.

Related specifications

- MovieLabs EMA Avails: Roku supports EMA spreadsheet versions up to 1.9 and prefers 1.9.
- The Roku Channel ingest specification
- Roku metadata overview
- Metadata updates and file replacements: media and metadata procedures; use this CTL guide's service-specific route for CTL rights changes.
- Film ratings, TV parental guidelines, BBFC, Canadian film ratings, and Canadian television ratings

Glossary

Term	Meaning
Avails	Titles offered to Roku for licensing or distribution.
CTL	Committed Title List: the agreed titles and their availability information.
Availability window	The dates and conditions under which a title may be offered.
License Type	The distribution right, such as AVOD or SVOD.
Territory	A country or territory covered by the rights.
LocalizationType	The audio/subtitle rights associated with a language.
Relative time	A time applied separately in each viewer's local time zone.
Absolute time	One instant for all viewers, represented in UTC.
Full extract	An SVOD submission that replaces existing windows for the title, partner, territory, and language combinations covered by that submission.
EMA	The MovieLabs Avails format for exchanging title availability and rights information.
Ingest	Processing a submitted file into Roku's systems. File delivery alone does not establish successful processing.

Return to the overview.