Ingest specification

Version 2.4 · English

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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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Content delivery

Use this overview to prepare and deliver content to Roku Channel.

- The linked pages contain the detailed requirements, templates, and field references for each part of the process.

  A **delivery package** contains the video, metadata, artwork, and closed captions where available. A multilingual package can also include audio dubs, subtitles, localized artwork, and localized metadata.

Delivery Process

1. **Confirm your delivery setup.** Agree on the metadata format and delivery method with Roku during onboarding. Roku prefers MovieLabs for Roku Subscriptions (SVOD) partners. Follow the tested workflow, and tell your Roku representative about planned changes early so any testing or configuration can be arranged. Share the agreed process with new team members who take over deliveries.
2. **Plan your titles and availability.** Follow the Avails and Committed Title List (CTL) specification for availability and rights requirements, submission instructions, templates, and examples. Provide an initial launch list and a content refresh schedule. Roku requests Avails at least **60 days** before the licensing window starts and content at least **30 days** before curation onto the channel. Review the metadata requirements for content types, title IDs, required fields, and availability windows. The ingest `asset_id` must match the Title ID in your Avails.
3. **Prepare the media files.** Follow the video, audio, closed captions and subtitles, and artwork requirements. Caption requirements depend on the delivery and its distribution territories. Use `00:00:00:00` as the timing origin for captions, subtitles, forced narratives, ad breaks, and cue points. For trailers, also follow trailer delivery.
4. **Prepare and check the metadata.** Use the format agreed during onboarding and the references below. Include all required fields, keep title IDs consistent, and check that every file reference matches the delivered file name exactly, including case. Validate XML against the applicable schema before delivery.
5. **Upload media, then metadata.** Follow file delivery for folder structure, file naming, and retention. For Aspera, production files go in `/prod` and test files may go in `/testing`. For S3, use the delivery prefix assigned by Roku. Keep a title's media and metadata together. All referenced media must finish uploading before its metadata arrives. For MovieLabs, also follow the series, season, and episode delivery order.
6. **Use the update process for later changes.** Follow metadata updates (MDU) and file replacements when correcting metadata, replacing or adding files, or requesting content removal. Keep the existing title identifiers and follow the replacement instructions for your delivery format.

Choose Your Metadata Reference

Format	Start here	Field references
MovieLabs	MEC and MMC delivery, Roku mappings, and validation	Roku-specific tags, TMS IDs, artwork references, and ad-break/cue-point markers
Roku XML	Schemas and annotated samples	Film, TV episodes, Short-form clips
Roku Excel	Templates and workbook rules	Film, TV episodes, Short-form clips

Content Policies and Viewer Experience

- Ad policy: content suitability, ad-break timing, and placement rules.
- Kids-directed content: approval, tagging, and rating requirements.
- External branding and calls to action: restrictions for video, key art, and closed captions.
- Gracenote and the viewer experience: title matching, displayed metadata, and artwork personalization.

Supported Values and Help

Use the supported values overview and the lists of crew roles, genres, ratings by system and country, and language codes when completing metadata.

Submit music cue sheets through the process described in Metadata. The change log preserves the release history of the previously published specification.

Resources collects templates, Avails links, tools, standards, and support contacts. Send delivery notifications to deliverynotifications@roku.com. For asset ID lookups or metadata/file update support, contact contentoperations@roku.com.

Video

Video file, format, resolution, and editorial requirements for all deliveries.

Language & Version Policy

Roku supports **one video file per title**. Additional languages **must** be delivered through one or both of the following, associated with that video file:

- Sidecar subtitle files
- Additional audio tracks

Do **not** deliver a separate video file for each language.

Alternate-language video versions, such as dubbed or regionally re-edited files, are **not supported** as separate deliverables for the same title. Roku ingests one video per title across all territories. Additional languages must use sidecar audio or subtitle files mapped to that video.

Program Content & Editorial

All video delivered to Roku **must** contain the **full program only**:

- No bars/tone or slates at program start
- No textless video after program end
- No more than 2 seconds of black at program start (**head black**)
- No more than 2 seconds of black after program end (**tail black**)
- No FBI warnings or MPAA cards
- No promotional material referencing theatrical, home video, or streaming release dates

Video files **should** be **semi-textless**: opening and end credit text may remain, but all subtitles for foreign dialogue must be removed. This is also called "texted with no subtitles" or "textless with main, ends, and graphic text."

Advertising & Commercial Blacks

- Do **not** include advertisements within the video. All ad insertion points for ad-supported content are provided separately in the metadata file, following the Roku Ad Policy guidelines.
- **Commercial blacks** (black frames at internal ad-break points, distinct from head/tail black above) **may** be included, provided each is no longer than 2 seconds.
- Commercial blacks are acceptable for episodic TV content but not expected for movie content.

File Delivery Format

- Video **must** be delivered as a **single, seamless file**.
- Do **not** deliver hard-parted files (i.e., broken into segments at ad-break points).
- Calls to action (CTAs) or links to external platforms or sites, including QR codes, are **not permitted** and must be removed before delivery. See External branding and calls to action.
- **High-quality mezzanine files are preferred**. Roku **strongly recommends** using the highest bitrate and resolution available.

Timecode

Roku **ignores** the timecode track and any timecode embedded in the video file. All video is treated as beginning at timecode hour `00:00:00:00`, regardless of the start timecode in the file (for example, a program that starts at `01:00:00:00`).

For this reason, sidecar closed captions/SDH, full subtitles, and forced narrative subtitles **must** also be timed to hour `00:00:00:00` so they stay in sync with the video.

Ad-break and cue-point times in the metadata are also measured from hour `00:00:00:00`.

Aspect Ratio & Frame

- **Full-frame presentation (1.78 aspect ratio) is preferred** whenever available.
- Letterboxed 16:9 is allowed. Roku **strongly recommends** keeping letterboxing to a minimum.
- HD video content **must** be delivered in a 16:9 container.
- SD 16:9 content **must not** be delivered letterboxed within a 4:3 frame.

Video Frame Rate

Roku supports a variety of frame rates and scan types. All video files **must** be delivered in their **original native frame rate and scan type**. Do not convert the frame rate.

Video Resolution

Type	Width	Height	Pixel Aspect Ratio
SD	720	480	4:3 or 16:9 (anamorphic pixels)
SD	640	480	1:1 (square pixels)
SD	853	480	1:1 (square pixels)
SD	720	576	4:3 or 16:9 (anamorphic pixels)
SD	768	576	1:1 (square pixels)
SD	1024	576	1:1 (square pixels)
HD	1280	720	1:1 (square pixels)
FHD	1920	1080	1:1 (square pixels)
UHD*	3840	2160	1:1 (square pixels)

* UHD is supported as an **input resolution only**. Roku does not currently encode to or display 4K UHD video on Roku Channel.

Video Formats

Name	Codecs	Extension	Bitrate
Apple® ProRes	ProRes 4444 (all profiles) ProRes 422 (all profiles)	.mov	50 Mbps or greater
XDCam		.mxf	50 Mbps or greater
MPEG-2	MPEG-2	.ts, .mpg	HD = 15 Mbps or greater SD = 3.75 Mbps or greater
MPEG-4	H.264	.mp4	5 Mbps or greater

Glossary

Term	Definition
Sidecar file	A subtitle or audio file delivered alongside (not embedded in) the video file, mapped to it via metadata.
Mezzanine file	A high-quality, typically near-lossless master file used as the source for further encoding.
Anamorphic pixels	Non-square pixels used to fit a widescreen image into a standard frame size.
Square pixels	Pixels with a 1:1 aspect ratio, common in modern digital video.
Hard-parted	A video file physically split into multiple segments at ad-break points, rather than delivered as one continuous file.
Semi-textless	Video with opening/end credit text intact but with foreign-dialogue subtitles removed.

Audio

Audio codec, channel configuration, and sidecar dub/descriptive audio requirements.

Scope

The audio requirements in this document apply **regardless of delivery method**. Channel configuration, channel labeling, and language and locale matching requirements are the same for:

- Audio **multiplexed (muxed) into the video file** container
- Audio delivered as a **sidecar file** separate from the video

Both delivery paths **must** conform to the same channel configuration and labeling rules described below.

Audio Codec & Sample Rate

- **PCM 16-Bit or 24-Bit, 48kHz** audio at the highest available bitrate is **preferred**.
- **Dolby AC3** audio is supported.

Roku **prefers to receive 5.1 Surround and Stereo audio whenever possible.**

Channel Configuration & Labeling

All channels **must** be clearly labeled for position and language. The label format depends on the file format. This applies to both muxed and sidecar audio; see Scope.

5.1 Surround + 2.0 Stereo (preferred)

Channel	Label
Channel 1	Left Front (L)
Channel 2	Right Front (R)
Channel 3	Center (C)
Channel 4	LFE (Lfe)
Channel 5	Left Surround (Ls)
Channel 6	Right Surround (Rs)
Channel 7	Stereo Left (SL)
Channel 8	Stereo Right (SR)

5.1 Surround only

Acceptable if 5.1 + Stereo is not available.

Channel	Label
Channel 1	Left Front (L)
Channel 2	Right Front (R)

Channel	Label
Channel 3	Center (C)
Channel 4	LFE (Lfe)
Channel 5	Left Surround (Ls)
Channel 6	Right Surround (Rs)

2.0 Stereo only

Acceptable if 5.1 + Stereo and 5.1 Surround only are not available.

Channel	Label
Channel 1	Stereo Left (SL)
Channel 2	Stereo Right (SR)

Sidecar Audio Deliverables

If the audio is **not in the primary language of the distribution territory**, the delivery must include a dub, subtitles, or both in that territory's primary language.

- Localized audio tracks **may** be multiplexed into the video file, or delivered as a single interleaved sidecar audio file.
- Regardless of delivery method, all localized audio tracks **must** be delivered as a **full audio mix**. Roku does **not** support dialogue-only dub tracks.
- Sidecar audio **must** be delivered as a **single interleaved file**. Roku does **not** support discrete single-channel files.
- Sidecar audio **must** sync to the video source file delivered to Roku.
- Roku supports **one sidecar audio dub file per language**.
- Sidecar audio **must** follow the same channel configuration and labeling rules defined in Channel Configuration & Labeling above.

Deliver sidecar audio at the highest bitrate and sampling rate available.

Supported Sidecar Audio Formats

Container	Codecs	Extension
WAV *(preferred)*	PCM GSM	.wav
MOV (must not include a video track)	AAC MP3 PCM	.mov
MP4 (MPEG-4) (must not include a video track)	AAC FLAC	.mp4
MPEG-1 Layer 3	MP3	.mp3
OGA	FLAC Opus Vorbis	.ogg

Descriptive Audio

Descriptive audio is an alternative audio track for viewers who are blind or have low vision, as described in the FCC Audio Description requirements.

- Roku **strongly prefers** to receive descriptive audio tracks wherever available.
- Descriptive audio deliveries **must** follow the same requirements outlined in Sidecar Audio Deliverables above.
- Descriptive audio **must** be provided in the same language and locale as its companion standard (non-descriptive) audio track for that language.
- **The audio language code of the descriptive audio track must exactly match the audio language code of its companion standard audio track.** For example, a descriptive track paired with a standard track coded `en-US` must also be coded `en-US`. Codes such as `en`, `en-GB`, or any other variant do not match.

Audio Channel Layout Hints

If a video file cannot include embedded audio channel labels, an **audio layout hint must be provided in the delivery metadata for that video**. This applies to muxed audio only where in-file labeling is not possible; it does not replace the labeling requirement for sidecar files.

Descriptor	Definition
`stereoOnly`	2-channel stereo audio only. May be delivered on a single track or 2 discrete tracks.
`surroundOnly`	6-channel 5.1 surround audio only. May be delivered on a single track or 6 discrete tracks.
`stereoPlusSurround`	8-channel audio with stereo on channels 1–2, followed by 5.1 surround on channels 3–8.
`surroundPlusStereo`	8-channel audio with 5.1 surround on channels 1–6, followed by stereo on channels 7–8.

Glossary

Term	Definition
Muxed / Multiplexed	Audio combined into the same file container as the video, rather than delivered separately.
Sidecar file	An audio or subtitle file delivered alongside (not embedded in) the video file, mapped to it via metadata.
Interleaved	Multiple audio channels combined into a single file, as opposed to separate discrete files per channel.
Discrete channel	An individual audio channel delivered as its own separate file/track rather than combined with others.
LFE	Low-Frequency Effects channel: the ".1" in 5.1 surround, typically routed to a subwoofer.
Full audio mix	A complete mixed audio track (dialogue, music, effects), as opposed to a dialogue-only or partial track.
Language code	A standardized code identifying language and, optionally, regional locale (e.g., `en-US`, `es-MX`).

Closed captions and subtitles

Requirements for Closed Captions/SDH, Full Subtitles, and Forced Narrative Subtitles.

Overview

Roku supports three types of text tracks: **Closed Captions/SDH**, **Full Subtitles**, and **Forced Narrative Subtitles**. They may look similar on screen, but each serves a different purpose and has its own delivery rules.

The Roku player displays **only one text track at a time**. As a result:

- Every CC/SDH or Full Subtitle track **must** contain a complete transcription or translation of all dialogue and on-screen text needed to understand the story. The player cannot display two text tracks together.
- Forced Narrative content **must also be included in** every CC/SDH or Full Subtitle track. Selecting one of those tracks hides the Forced Narrative track.

Closed captions must also comply with the external branding and calls to action requirements.

Track Types Compared

	Closed Captions / SDH	Full Subtitles	Forced Narrative Subtitles
Purpose	Accessibility for deaf/hard-of-hearing viewers	Localization: translates dialogue and text for viewers who do not understand the audio language	Localization for specific moments unintelligible to the viewer (foreign-language snippets, unreadable on-screen text, inaudible audio)
Viewer toggle	Can be turned on/off	Can be turned on/off	**Cannot** be turned on/off; displays automatically
Language/audio pairing	Must match the language and locale of its companion audio track; unavailable if no matching-language audio track is delivered	Available regardless of which audio track(s) are delivered	Must match the language and locale of its companion audio track; automatically displays when the viewer selects that audio and it includes unintelligible content
Content included	Full transcription of dialogue + sound effects/music cues/lyrics + all forced narrative content	Full translation of narratively important dialogue/text; does not describe sound effects or music cues (song lyrics translated only if narratively important)	Only the specific unintelligible moments, rather than a full transcription
Regulatory	May be required by regulatory agencies in certain territories (for example, the FCC in the US and the CRTC in Canada)	-	-

Forced Narrative Subtitles

Forced narratives translate or convey information the viewer would otherwise miss, including:

- Spoken dialogue in a language different from the viewer's selected audio track
- On-screen text in a language different from the viewer's selected audio track
- Inaudible or difficult-to-hear audio (e.g., noisy scenes, poor-quality recordings)

The forced narrative track is tied to the selected audio track. It is not a separate audio-language option. It covers dialogue or on-screen text in another language, as well as audio that is otherwise unintelligible.

When a viewer enables CC/SDH or Full Subtitles, the player hides the Forced Narrative track. **CC/SDH and Full Subtitle tracks must include all forced narrative content** so the viewer can still read that information.

Delivery Rules

- Forced narrative subtitles **must** match the language and locale of their companion audio track.
- Forced narrative subtitles **must not** be burned into (hardcoded onto) the video.
- Sidecar forced narrative subtitles **must** be timed to timecode hour `00:00:00:00`. The Roku encoder does **not** honor timecode embedded in the video file.
- Do **not** provide an empty file (a file with no text) as a sidecar forced narrative deliverable.
- Roku **supports** TTML and WebVTT positional data and places the text as defined in the file.
- Forced narrative content **must** also be included in every CC/SDH and Full Subtitle track (see above).
- Supported formats, text styling, language tagging, and file naming follow the same rules as Full Subtitles, subject to the companion audio language and locale matching requirement above.

Closed Captions / SDH

Also known as: subtitles for the deaf or hard of hearing (SDH), subtitles for the deaf and hard of hearing.

Roku **strongly prefers** closed captions/SDH for all content but does not require them for every delivery. **The partner is responsible for determining whether captions are required for a specific delivery and its distribution territories.** The regulatory information below is provided as a reference for that determination. Whenever captions are supplied, they **must** meet the format, synchronization, language, and other delivery requirements in this section.

Regulatory Requirements (US)

For US deliveries, partners can refer to the **FCC closed captioning rules for Internet Video Programming** when determining whether captions are required: https://www.fcc.gov/consumers/guides/captioning-internet-video-programming

- When the partner determines that FCC rules require captions for the delivery, the content **must** be delivered with CC/SDH, conformed and synced to the program.
- When the partner determines that the content is **exempt** from the requirement, the metadata **must** include a valid exemption code number.

Exemption codes:

Code	Definition
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 (47 C.F.R. § 79.4(b)).
6	The FCC and/or U.S. Congress has granted an exemption from caption requirements for this content.

Regulatory Requirements (Canada)

Beginning **May 25, 2027**, the Canadian Radio-television and Telecommunications Commission (CRTC) requires audio-visual online streaming services in Canada to provide closed captioning (Broadcasting Regulatory Policy CRTC 2026-98). The requirement covers English- and French-language programs, including new original programs, programs previously aired on Canadian linear television with captions, promotional and short-form content, and third-party content when the supplier makes captions available.

Because streaming services depend on supplier-delivered captions to meet this requirement, CC/SDH **should** be delivered for all content, including content intended for Canada. Captions should also meet the CRTC quality criteria:

- **Accuracy:** match the spoken dialogue with correct spelling, and convey non-speech information (background noise, music, other sounds), speaker identity, and manner of speaking
- **Placement:** do not cover action or visual elements needed to understand the content, do not overlap one another, and do not run off the edge of the screen
- **Synchronization:** coincide with the corresponding speech and sounds, and display at a speed viewers can read
- **Completeness:** run from the beginning to the end of the program

Other Territories

For deliveries to territories other than the US and Canada, the partner is responsible for determining whether the applicable territorial rules require captions for the delivery.

Delivery Method

When captions/SDH are supplied, they **may** be delivered as:

- **EIA-608/CEA-708** embedded in-stream in the video file, or
- A **sidecar** caption/SDH file

Roku **prefers** a human-readable sidecar file (`.ttml`, `.dfxp`, `.vtt`, or `.srt`).

Delivery Rules

- Sidecar captions/SDH **must** be timed to timecode hour `00:00:00:00`. The Roku encoder does **not** honor timecode embedded in the video file.
- Do **not** provide an empty file (a file with no text) as a sidecar caption/SDH deliverable.
- Roku **supports** TTML and WebVTT positional data and places the text as defined in the file.
- When CC/SDH is supplied with a QuickTime video file, it **must** be delivered as a sidecar closed caption file. Roku does **not** support the QuickTime text track.
- Supported text styling is limited to bold (`<b>`) and italic (`<i>`) tags, text color, and text positioning. The same rules apply to Full Subtitles; see Text Styling Support.

Supported Formats

Format Name	Positional Data	Style Data	Extension	Encoding	Delivery Type	Languages
Timed Text Markup Language (TTML)	Y	Y	`.ttml`	UTF-8	Sidecar	Follows audio language of video file or dub file
Web Video Text Track (WebVTT)	Y	Y	`.vtt` or `.webvtt`	UTF-8	Sidecar	Follows audio language of video file or dub file
Distribution Format Exchange Profile (DFXP)	N	N	`.dfxp`	UTF-8	Sidecar	Follows audio language of video file or dub file
EBU Subtitle Data Exchange Format (STL)	N	N	`.stl`	UTF-8	Sidecar	Follows audio language of video file or dub file
SubRip Text (SRT)	N	N	`.srt`	UTF-8	Sidecar	Follows audio language of video file or dub file
EIA-608/CEA-708	N	N	n/a	n/a	Embedded in MPEG stream	Embedded in video file

CC/SDH language: CC/SDH follows the language of the main or dub audio track it accompanies. Unlike Full Subtitles, it does not require a separate language-code declaration.

Legacy Format (supported, not preferred)

Format Name	Positional Data	Style Data	Extension	Encoding	Delivery Type	Languages
~~SCC~~ *(legacy; use a format above when possible)*	N	N	`.scc`	ASCII	Sidecar	Follows audio language of video file or dub file

Full Subtitles

If the audio is not in the primary language of the distribution territory, the delivery **must** include a dub, subtitles, or both in that territory's primary language. See Track Types Compared for the differences between text tracks.

Delivery Rules

- Subtitles **must not** be burned into (hardcoded onto) the video.
- Roku **prefers** a human-readable sidecar file (`.ttml`, `.dfxp`, `.vtt`, or `.srt`).
- Sidecar subtitles **must** be timed to timecode hour `00:00:00:00`. The Roku encoder does **not** honor timecode embedded in the video file.
- Do **not** provide an empty file (a file with no text) as a sidecar subtitle deliverable.
- Roku **supports** TTML and WebVTT positional data and places the text as defined in the file.

Text Styling Support

Closed Captions/SDH and Full Subtitles support the following text styling:

- Bold (`<b>`) and italic (`<i>`) tags
- Text color
- Text positioning

Supported Formats

Format Name	Positional Data	Style Data	Extension	Encoding	Delivery Type	Languages
Timed Text Markup Language (TTML)	Y	Y	`.ttml`	UTF-8	Sidecar	Must conform to a supported language code; include region code where possible
Web Video Text Track (WebVTT)	Y	Y	`.vtt` or `.webvtt`	UTF-8	Sidecar	Must conform to a supported language code; include region code where possible
Distribution Format Exchange Profile (DFXP)	N	N	`.dfxp`	UTF-8	Sidecar	Must conform to a supported language code; include region code where possible
EBU Subtitle Data Exchange Format (STL)	N	N	`.stl`	UTF-8	Sidecar	Must conform to a supported language code; include region code where possible
SubRip Text (SRT)	N	N	`.srt`	UTF-8	Sidecar	Must conform to a supported language code; include region code where possible

Full Subtitle language: each Full Subtitle track has its own language tag. A title can have subtitle tracks in multiple languages, regardless of which audio tracks are delivered.

Glossary

Term	Definition
SDH	Subtitles for the deaf or hard of hearing. In this specification, SDH and closed captions serve the same function.
EIA-608/CEA-708	Broadcast caption standards embedded directly in the video stream (in-stream), as opposed to a sidecar file.
Forced narrative	A non-toggleable text track that displays only for specific unintelligible moments (foreign dialogue, unreadable text, inaudible audio) within the viewer's selected audio track.
Burned-in / hardcoded subtitles	Subtitle text permanently rendered into the video image itself, rather than delivered as a separate, toggleable track. Not permitted for Full Subtitles.
Conformed and synced	Captions that have been time-aligned and verified to match the final program cut exactly.
Positional data	Information within a caption/subtitle file specifying where on screen the text should appear, rather than defaulting to a fixed position.

Artwork

Required image types, resolutions, and aspect ratios by content type.

Overview

Roku supports **six image types** for different locations within Roku Channel. Roku **prefers** to receive all image types that apply to the content whenever possible.

All image types must meet these delivery requirements:

- **Format:** JPEG or PNG
- **Color space:** RGB
- **Resolution (density):** 72ppi
- **File extension:** `.jpg`, `.jpeg`, or `.png`

Each image must also meet the requirements for its type:

- Images **must** meet or exceed the **minimum** resolution defined for their image type.
- Images **must** be delivered in the **exact** aspect ratio defined for their image type. No cropping tolerance is allowed.
- Deliver at Roku's **preferred** resolution where possible, to avoid delays in publishing.

Image Types

Image Type	Aspect Ratio	Preferred Resolution	Min Resolution	Max Resolution	Metadata Field
Key Art	16:9	1920×1080 or 3840×2160	1920×1080	3840×2160	`keyart`
Box Cover (Series)	4:3	2560×1920	1600×1200	2560×1920	`boxcover`
Box Cover (Movies)	3:4	1920×2560	1200×1600	1920×2560	`boxcover`
Poster Art	2:3	2000×3000	1000×1500	2000×3000	`poster`
Background Art	16:9	1920×1080 or 3840×2160	1920×1080	3840×2160	`background`
Episode Art	16:9	1920×1080 or 3840×2160	1920×1080	3840×2160	`thumbnail`

Use the names in the Metadata Field column to identify each image type in delivery metadata.

Key Art

16:9 artwork shown when browsing Roku Channel. It **must** include the title treatment (a graphic showing the full title), and the title text **must** be visible.

Box Cover (Series)

4:3 artwork. **Required for distribution to Howdy.** Must include the title treatment. Used for **series only**.

Box Cover (Movies)

3:4 artwork. **Required for distribution to Howdy.** Must include the title treatment. Used for **movies only**.

Poster Art

2:3 artwork that can appear when searching on Roku or Roku Channel. Must include the title treatment.

Background Art

16:9 artwork used as the background of the details page for a series or movie. **Must not** contain any text.

Episode Art

16:9 artwork representing an episode without spoilers, typically a still from the episode. It **must not** contain any text.

Minimum Art Requirements by Content Type

Image Type	Clip	Movie	Series	Episode
16:9 Key Art	**Required**	**Required**	**Required**	Not applicable
2:3 Poster Art	Not applicable	**Required**	**Required**	Not applicable
3:4 Box Cover	Not applicable	**Required for distribution to Howdy**	Not applicable	Not applicable
4:3 Box Cover	Not applicable	Not applicable	**Required for distribution to Howdy**	Not applicable
16:9 Background Art	Not applicable	**Required**	**Required**	**Required**
16:9 Episode Art (thumbnail)	Not applicable	Not applicable	Not applicable	**Required**

Episode-Specific Notes

Background Art delivered for an episode:

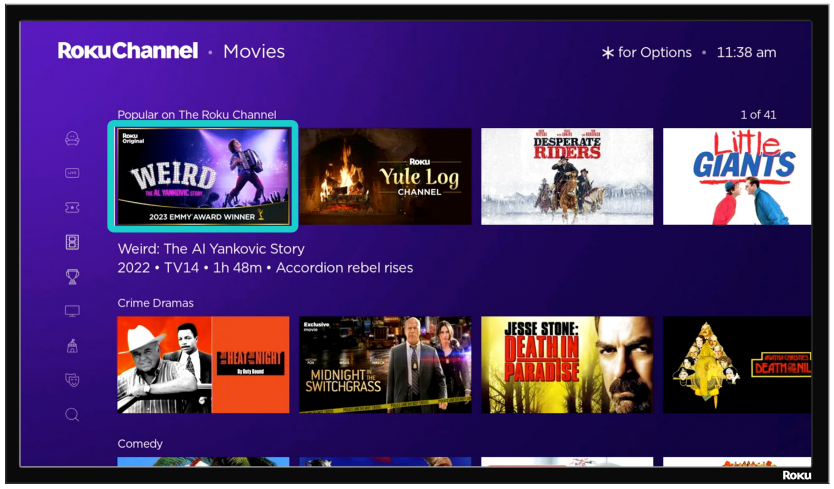
- **May** be letterboxed or pillarboxed depending on the source video's aspect ratio.
- **Must not** be windowboxed. Windowboxed images will be rejected.
- **Should** be unique per episode and representative of that episode's actual content.

Artwork Content Guidelines

- **No** sexually explicit or graphically violent artwork.
- Artwork **should** be for use after the theatrical release. Do not include language such as *"In Theaters Now"* or *"Coming Soon."*
- Artwork designed specifically for digital delivery is **preferred**.
- Artwork for international territories **should** be localized for each territory.
- Roku will **not** accept branded artwork without prior approval. This applies to individual videos, seasons, and series.
- Calls to action (CTAs) or links to external platforms or sites are **not permitted** and **must** be removed from the image before delivery. See External branding and calls to action.

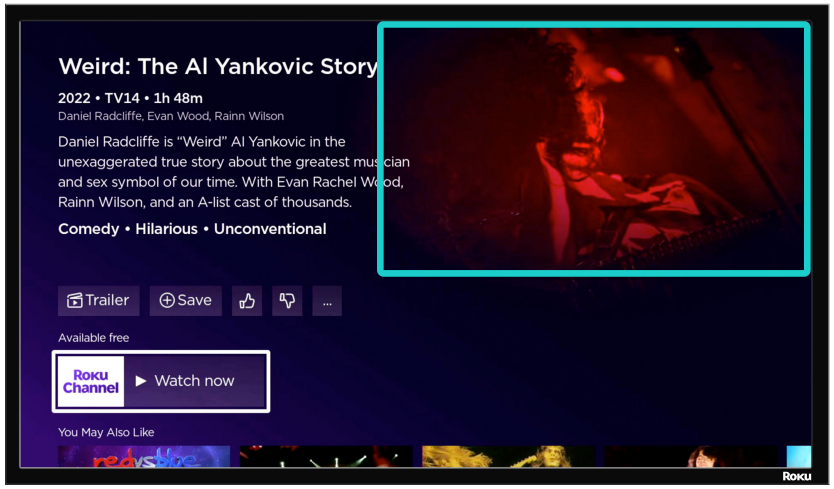
Artwork Placement Examples

Movie artwork: browse experience 16:9 texted image with title treatment, as shown when browsing.



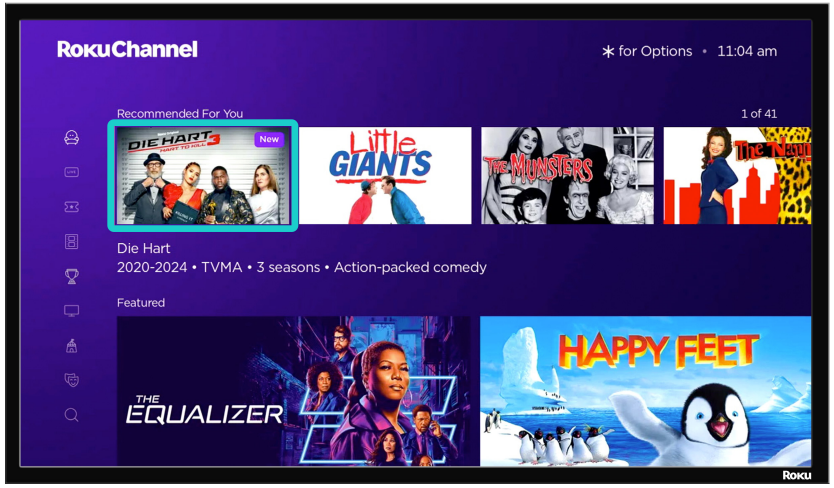
Movie browse example

Movie artwork: details experience 16:9 textless image, as shown on the movie details page.



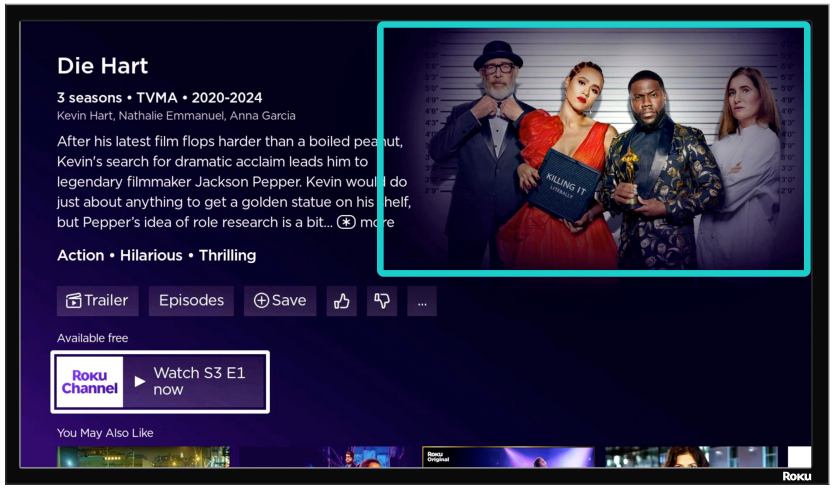
Movie details example

Series artwork: browse experience 16:9 texted series image with title treatment, as shown when browsing.



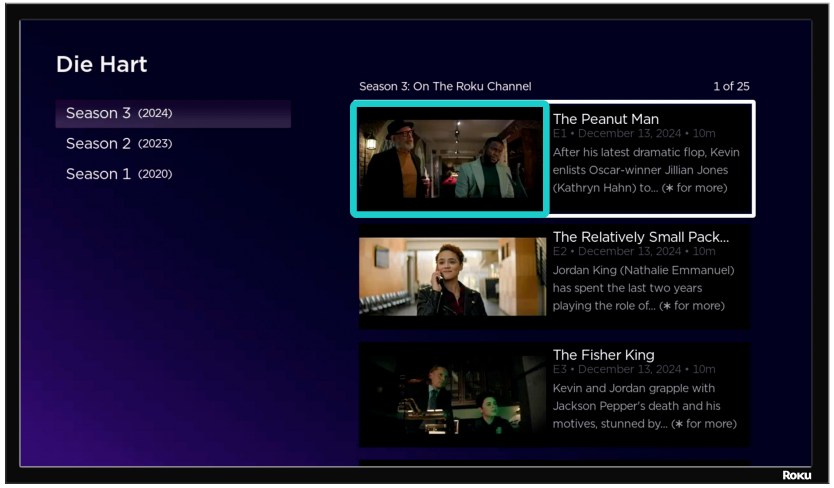
Series browse example

Series artwork: details experience 16:9 textless series image, as shown on the series details page.



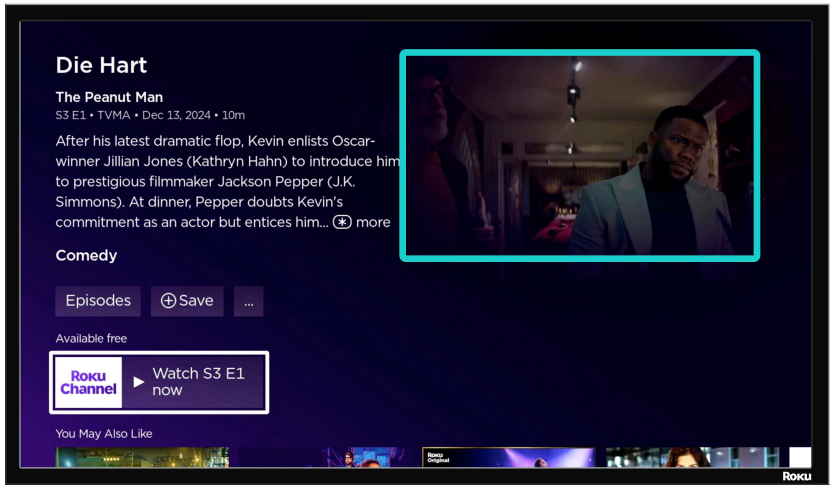
Series details example

Episode artwork: episode picker experience 16:9 textless episode images, as shown in the episode picker.



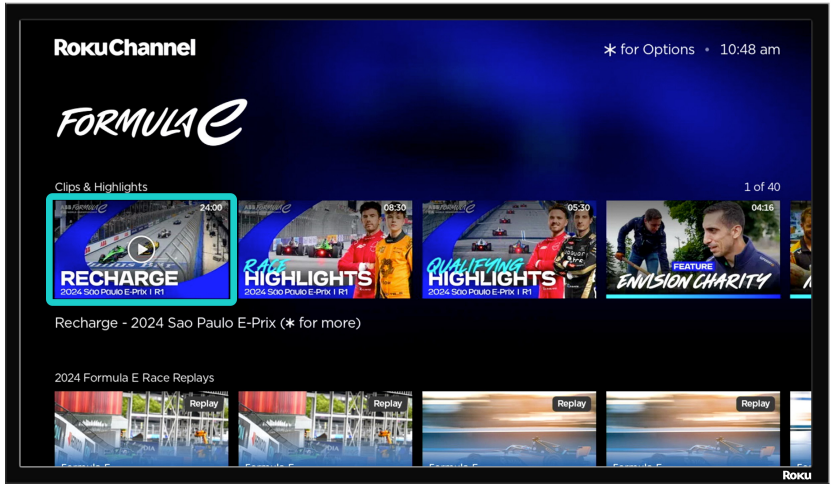
Episode picker example

Episode artwork: episode details experience 16:9 textless episode image, as shown on the episode details page.



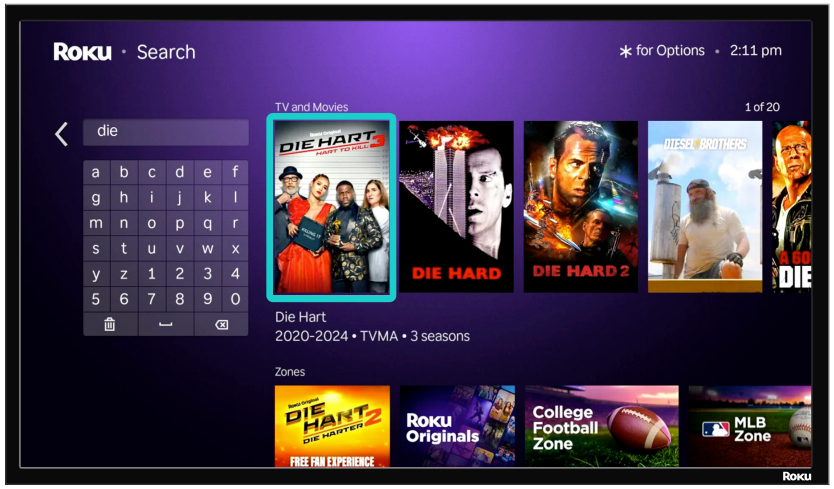
Episode details example

Clip artwork: browse experience 16:9 texted image with title treatment, as shown when browsing.



Clip browse example

Poster artwork: search experience 2:3 texted image with title treatment, as shown in the search experience. 2:3 images are **required** for series and movie content types.



Poster search example

Glossary

Term	Definition
Title treatment	A stylized graphic rendering of a title's name, designed to appear directly on key art/poster/box cover images.
Texted image	An image that includes text (typically the title treatment).
Textless image	An image with no text or title treatment overlaid.
Letterboxed	Black bars added above and below the image to fit a wider source into a taller frame.
Pillarboxed	Black bars added to the left and right of the image to fit a narrower source into a wider frame.
Windowboxed	Black bars on all four sides of an image, combining letterboxing and pillarboxing. Not accepted for Episode Art.

Trailers

MovieLabs-only trailer delivery requirements, including parent-title linking.

Current trailer support is limited to a single trailer at a movie or series level only. Season and episode level trailers are not currently supported.

Overview

Roku accepts trailers **only through MovieLabs delivery**. Each trailer is a **separate content record** linked to its parent movie or series, where viewers can access it.

Trailers follow the Video Specification and Audio Specification, with the additional requirements listed here. Some general rules are repeated below for reference. If a repeated rule differs from the general specification, follow the general specification unless the rule is specific to trailers.

Delivery Method

- Trailers **must** be delivered through **MovieLabs** (MEC/MMC/Avails). Legacy delivery methods are not supported.
- Each trailer **must** have its **own** MEC, MMC, and Avails. A trailer does not inherit these from its parent title.

Avails Requirements

Avails are required to publish a trailer. A trailer cannot go live on Roku Channel without an associated avail. See Avails and Committed Title Lists for The Roku Channel for the full submission process.

Trailers that viewers can watch without an active subscription (in front of the paywall), even when linked to SVOD content, **require an FVOD availability window.** The FVOD window **must** be fully contained within an active SVOD window for the trailer's parent title. Roku does not support FVOD-only availability. See FVOD submissions for FVOD window rules, examples of valid and invalid windows, and delivery instructions.

MEC (Media Entertainment Core)

Each trailer **requires** a MEC that conforms to the MovieLabs schema.

- `WorkType` **must** be delivered as `promotion`.
- The `Parent` element **must** be present to link the trailer to its parent program (movie or series).
- The `@relationshipType` attribute is expected to be `ispromotionfor`.
- `ParentContentID` **must** be the **exact** `ContentID` of the movie or series. IDs are **case-sensitive** and must match exactly, or the trailer will fail to link to its parent program.

```
    <md:WorkType>promotion</md:WorkType>
...
    <md:Parent relationshipType="ispromotionfor">
      <md:ParentContentID>md:cid:org:roku:1234567_89_00</md:ParentContentID>
    </md:Parent>
```

MMC (Media Manifest Core)

Each trailer **requires** an MMC that conforms to the MovieLabs schema.

Roku **prefers** that the `CardsetList` element be included, with `Cardset Type` set to `Trailer`, to identify the promotional video as a trailer.

- This is **optional**. Trailers can still appear on the platform if `CardsetList` is omitted.

```
<md:CardsetList>
  <md:Cardset>
    <md:Type>Trailer</md:Type>
  </md:Cardset>
</md:CardsetList>
```

Video

Content Standards

- Trailers **must** accurately represent the main program.
- Trailer content **must** be suitable for a general audience. **"Red Band" trailers are not accepted:**
- Trailers **must not** contain nudity or graphic sexual content.
- Trailers **must not** contain profanity or objectionable language.
- Trailers **must not** contain graphic violence.

Program Content & Editorial

Trailer videos **must** contain **only the complete trailer**:

- No bars/tone or slates at the start
- No textless video after the end
- No FBI warnings or MPAA cards
- No promotional material referencing theatrical, home video, or streaming release dates
- Calls to action (CTAs) or links to external platforms or sites, including QR codes, are **not permitted** and must be removed before delivery

Aspect Ratio & Frame

- HD video content **must** be delivered in a 16:9 container.
- **Full-frame presentation (1.78 aspect ratio) is preferred** whenever available.
- Letterboxed 16:9 is allowed. Roku **strongly recommends** keeping letterboxing to a minimum.
- SD 16:9 content **must not** be delivered letterboxed within a 4:3 frame.

File Quality

- **High-quality mezzanine files are preferred**. Roku **strongly recommends** using the highest bitrate and resolution available.

Audio

- At least one trailer audio language **must** match an audio language delivered for the main program. A trailer **is not required** to include a separate audio track for every language delivered for the main program.

Artwork

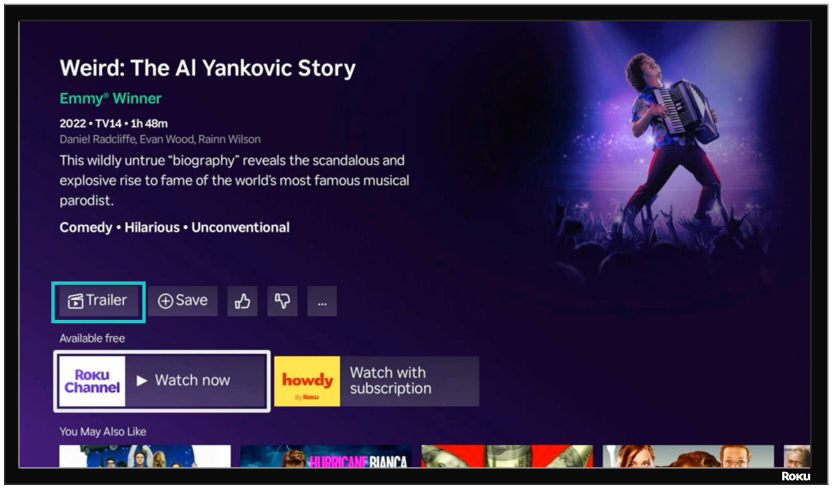
- Each trailer **must** include a thumbnail image: a clear, **textless 16:9** image sourced directly from the trailer video.

Trailers require **only this thumbnail image type**. No other trailer-specific artwork is needed. See the Artwork Specification for the requirements that apply to the parent movie or series.

On-Platform Trailer Experience

Movie Trailer Experience

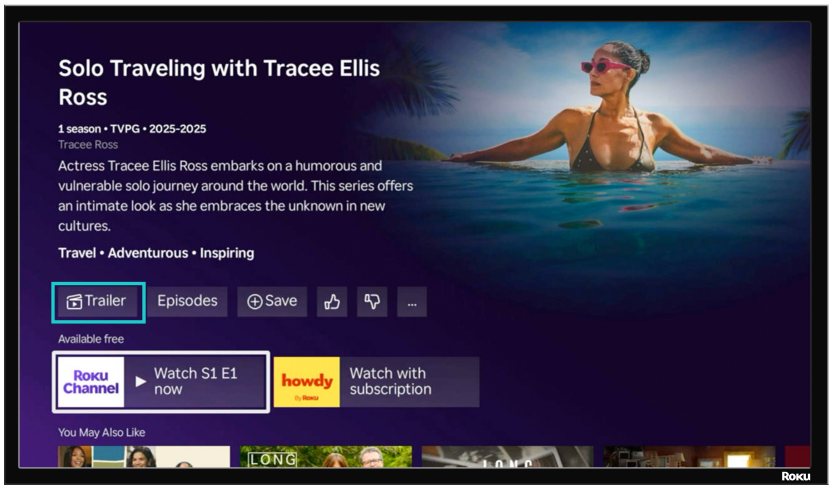
Clickable trailer button on a movie details page.



Movie trailer button

TV Trailer Experience

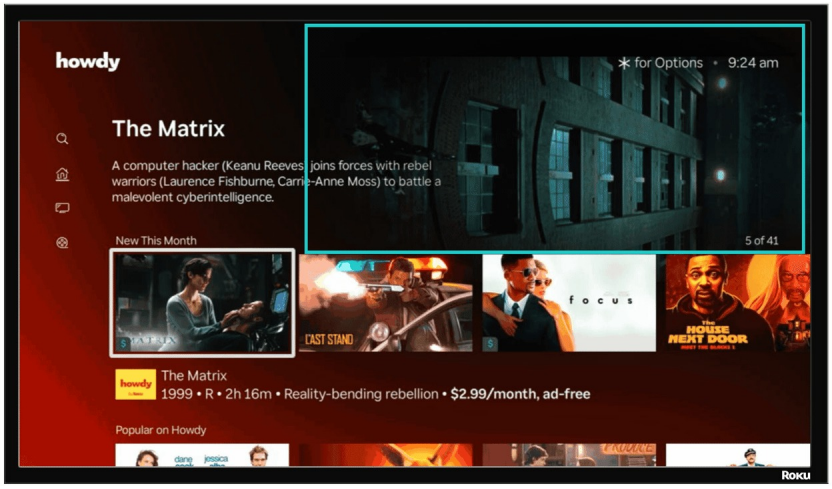
Clickable trailer button on a series details page.



TV trailer button

Roku Subscriptions Page Trailer Experience

Trailers play automatically on the branded Roku Subscriptions publisher page. **Auto-play is limited to** Roku Subscriptions content on that page.



Roku Subscriptions auto-play trailer (Still frame; animation available online.)

Glossary

Term	Definition
MEC	Media Entertainment Core: the MovieLabs metadata schema describing the content itself (title, work type, parent/child relationships, etc.).
MMC	Media Manifest Core: the MovieLabs schema describing the manifest of deliverable assets (video, audio, images) associated with a title.
Avails	EMA Avails: the metadata format expressing licensing/availability terms (territory, window, rights) for a piece of content.
ParentContentID / relationshipType	The mechanism by which a trailer's MEC links back to its parent movie or series: `relationshipType="ispromotionfor"` declares the relationship, and `ParentContentID` supplies the exact, case-sensitive ID of the parent title.
Cardset	An MMC element used to categorize a promotional asset (e.g., tagging a video as a `Trailer`) beyond its base `WorkType`.
Red Band trailer	Industry term for a trailer containing mature content (graphic violence, nudity, strong language) not suitable for general audiences. Not accepted by Roku.
Avails *(publish requirement)*	An availability submission required before a trailer can go live. This is separate from the EMA Avails metadata format described above; see Avails and Committed Title Lists.
FVOD	Free Video on Demand: a license type allowing temporarily free access to otherwise-SVOD content; required for trailers viewable in front of the paywall. See FVOD submissions.

Delivery methods

Supported transfer methods: Aspera (Shares/P2P) and direct S3 connection.

Overview

Roku supports two primary content delivery methods:

1. **Aspera**: via Aspera Shares (desktop app) or Aspera Enterprise/P2P (SSH-key authenticated)
2. **Direct S3 connection:** cross-account S3-to-S3 transfer

Roku will confirm your delivery method during onboarding. Other transfer methods, including physical media, **may** be considered case by case and **must** be approved in advance. If physical delivery is approved, any media or hard drives supplied to Roku will not be returned.

Aspera

Roku accepts content via Aspera, configured as either:

- **Aspera Shares** (using the IBM Aspera for Desktop application), or
- **Aspera Enterprise/P2P** (using Aspera Client or Console)

Aspera Shares suits occasional or smaller transfers. Aspera Enterprise/P2P uses SSH keys and is typically used for larger or more frequent automated transfers. Roku will confirm which option applies during onboarding.

Aspera Shares Delivery

Provide the names and email addresses of the people who will deliver content to Roku Channel.

- **Roku's Aspera Shares URL:** https://aspera.sr.roku.com
- **Required application:** IBM Aspera for Desktop. Installation is required to upload content via Aspera Shares.

> **Invitation emails:** Aspera Shares invitations come from Roku's server. If yours has not arrived, check your spam or junk folder and move the message to your inbox before opening the link. Your organization's email filter or firewall may also block the invitation.

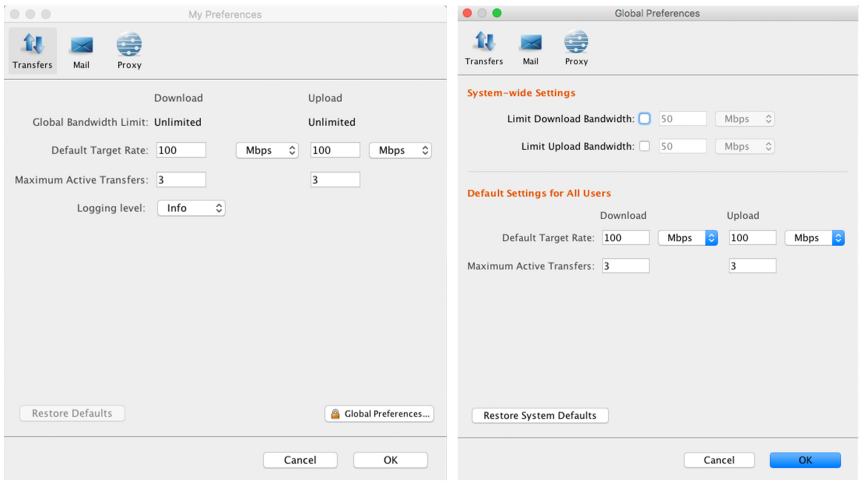
Aspera Enterprise/P2P/HSTS Delivery

Roku authenticates via **RSA public/private key exchange**. To complete configuration, provide a **public RSA-SSH key**.

- Steps to create SSH keys: Aspera's official documentation
- Roku will provide **host and username information** during onboarding.
- **Required application:** Aspera Client

Transfer Bandwidth

Roku applies a **global bandwidth cap of 300 Mbps**. Roku recommends verifying or updating your Aspera Client's global and user preferences to align with your preferred upload bandwidth.



Aspera preferences example

Where you configure transfer speed depends on which client/connection type you're using:

Connection Type	Where to Configure	Reference
Desktop Client GUI (global settings)	Global bandwidth preferences	IBM docs: global bandwidth settings
Desktop Client GUI (per-connection)	"Speed" setting when adding/editing a connection	IBM docs: adding/editing connections
Command line	`-l` switch on the transfer command, e.g. `ascp -l 100m ...` sets a 100 Mbps transfer rate	Not applicable
Aspera Shares (web interface)	System-wide or per-user target rate	Configuring transfer settings / Configure user settings

Use the configuration option for your connection type.

Direct S3 Connection

Roku supports direct S3-to-S3 transfer for content delivery. The Roku delivery bucket for S3 direct connect uses a **customer-managed KMS key**. Because this is a cross-account transfer, a KMS key and policy granting the partner's account permission is required.

What Roku Needs From Partners

Provide the **IAM role ARN** that your transfer system assumes for multipart uploads or S3 copies. Roku adds that role to the KMS policy allow list.

Typical ARN format:

```
arn:aws:iam::<AWS_ACCOUNT>:role/<ROLE_NAME>
```

Required IAM policy for the partner's assumed role:

```
{
"Version": "2012-10-17",
"Statement": [
  {
    "Effect": "Allow",
    "Action": [
      "kms:\*",
      "s3:\*"
    ],
    "Resource": "\*"
  }
]
}
```

What Partners Need From Roku

1. **Roku's production environment bucket name** for direct ingest:

```
ingest-direct1-886239521314
```

2. **Partner-specific prefix** within the bucket, supplied by Roku during onboarding, following this convention:

   Convention:

```
ingest/<partner_name>/prod/
```

   Full bucket path example:

```
ingest-direct1-886239521314/ingest/<partner_name>/prod/
```

Best Practices / Optimization

Roku's S3 bucket is located in the **us-east-1** region. Cross-region transfers are expected to be slower. Transfers can be optimized via multipart upload/copy settings:

```
aws configure set default.s3.multipart_chunksize 128MB
aws configure set default.s3.max_concurrent_requests 30
```

Testing

To validate configuration, perform the following:

1. Test uploading a file to the Roku S3 bucket, into the designated partner prefix.
2. Test copying a file from the partner's S3 bucket to the Roku S3 bucket, into the designated partner prefix.

Glossary

Term	Definition
Aspera Shares	A browser/desktop-app-based Aspera delivery method using user invitations rather than SSH-key authentication.
Aspera Enterprise/P2P/HSTS	An SSH-key-authenticated Aspera delivery method, typically used for larger or automated transfers. *(HSTS here refers to Aspera's "High-Speed Transfer Server")*
KMS key	AWS Key Management Service key used here to encrypt/decrypt content in Roku's S3 delivery bucket.
IAM role ARN	Amazon Resource Name identifying an AWS IAM role. This is the identity a partner's system assumes to perform the transfer.
Multipart upload	An S3 upload method that splits a large file into parts uploaded in parallel, improving transfer speed and reliability.
Cross-account transfer	A transfer between two separate AWS accounts (the partner's and Roku's), requiring explicit permission grants on both sides.

File delivery

Folder structure, retention windows, and file-naming rules.

Delivery Sequence

Video, closed caption, and artwork files **must** finish uploading before you deliver the metadata that references them. Delivering metadata while those files are missing or still transferring can cause processing failures.

Folder Structure

- Production files **must** be delivered to the `/prod` folder. Files delivered elsewhere will be delayed or may not be processed.
- Test files **may** be delivered to the `/testing` folder.

Subfolders

Content **should not** be delivered into subfolders. Deliver directly to `/prod` (or `/testing`) whenever possible. **If subfolders are necessary**, follow these guidelines:

- Subfolder names **must not** begin with an underscore. Roku's system will **ignore** any subfolder beginning with an underscore.
- Do **not** separate files into subfolders by file type (e.g., don't put all video in one subfolder and all artwork in another).
- All media files for a single title (episode, movie, or short-form) **must** be delivered to the **same** directory.
- Metadata **must** be delivered to the **same** directory as the media files it references. The ingest platform assumes referenced media files are located alongside the metadata file.
- When replacing a file delivered via subfolder, the replacement file **and** its associated metadata **must** be delivered to a folder named **identically** to the original delivery folder.

Delivery Notifications

Delivery notifications can be sent to: deliverynotifications@roku.com

File Retention

The delivery location is a **temporary** staging area for partners to upload files for ingestion into the Roku Channel content library.

- Upon successful ingest, automation moves files from the delivery location to an archive location, where they are stored **indefinitely**.
- Files uploaded to the delivery location are expected to be ingested within a **reasonable timeframe, not to exceed 30 days**.
- Valid and complete metadata **must** be delivered shortly after files are delivered, to ensure timely ingest.
- Files remaining in the delivery location **after 30 days without ingesting are subject to deletion.**

> **Exception:** files in the `/testing` folder may be exempted from the file retention policy.

File Naming

Source video, closed caption, and artwork files delivered for ingest **must** adhere to the following:

- File names **must not** exceed **125 characters** in length.
- File names **must** match the file name referenced in the metadata supplied for the title.

- File names are **case-sensitive**.
- File names **must** end with a proper file extension, and extensions **must** be **lowercase**.
- File names **must not** begin with an underscore. Roku's system will **ignore** any file beginning with an underscore.
- Whitespace and special characters **must not** be included in any file name. This restriction applies to video, subtitle, closed caption, sidecar audio, and metadata files alike. See the forbidden character table below for the complete list with character names.
- Reusing the same image across every episode of a series is **discouraged.** A unique per-episode image is preferred. **If** the same image is reused, it **must** still be delivered as a separate, uniquely-named file for each episode (e.g., `episode.jpg` delivered as `episode_01.jpg`, `episode_02.jpg`, etc.)

Characters Allowed in File Names

Character Set
`0-9`
`a-z`
`A-Z`

Character Name	Character
Hyphen	-
Period	.
Underscore	_

Characters Forbidden in File Names

Character Name	Character	Character Name	Character
"At" symbol	@	Left square bracket	[
Ampersand	&	Less than	<
Asterisk	*	Percent	%
Backslash	\	Plus	+
Caret	^	Pound/hashtag	#
Colon	:	Question mark	?
Comma	,	Quotation marks/double quote	"
Dollar	$	Right curly brace	}
Equals	=	Right square bracket	]
Exclamation point	!	Semicolon	;
Forward slash	/	Single quote/apostrophe	'
Grave accent	`	Space	
Greater than	>	Tilde	~
Left curly brace	{	Vertical pipe	|
Left parenthesis	(	Right parenthesis	)

Partner Responsibility

Partners are responsible for delivering files to the correct location, following the agreed delivery schedule, and using valid file names. Roku may not have visibility into individual partner schedules.

Glossary

Term	Definition
Ingest	The automated process by which Roku pulls delivered files and metadata into the Roku Channel content library.
Delivery location	The temporary staging folder(s) (`/prod`, `/testing`) partners upload to; distinct from the permanent archive location files move to after successful ingest.
Sidecar file	A subtitle, caption, or audio file delivered alongside (not embedded in) the video file, referenced by the metadata.

Metadata

Content type definitions, ID rules, availability windows, and supported formats.

Overview

Roku's **transform engine** converts partner metadata into the format used by its ingest system. Use the element and field names agreed upon during onboarding, and keep them consistent across deliveries. Whatever names you use, the data in every field **must** meet the Roku Channel Ingest Specification.

- If you already use an XML format to deliver content to other platforms, you **may** be able to repurpose it for Roku delivery.
- You **may** provide a sample of your existing metadata format during onboarding for Roku to evaluate its validity for ingest.
- Regardless of which format is delivered, **all required elements/fields must be provided** in the metadata deliverable.

Related Documentation

These requirements apply to all metadata delivery formats. For individual fields and delivery instructions, see:

- **MovieLabs**: MEC and MMC delivery
- **Roku XML**: Film, TV, and Clip field references
- **Roku Excel**: Film, TV, and Clip field references

Content Type Definitions

Roku Channel supports **three content types**: `tv`, `film`, and `clip`. All content **must** be delivered as one of these three types, and titles **must** be delivered under the same content type in which the program was originally released.

TV

Content structured in a **series > season > episode** hierarchy **must** be delivered under the TV specification.

- **Series:** a collection of programs/episodes released under a common title with a consistent narrative, characters, or theme. In North America, each year of a series is called a season; a series can span several seasons.
- **Season:** a group of programs/episodes released in one year, attributed to one series.
- **Episode:** a single self-contained narrative or informational segment of a series. An episode belongs to exactly one season of exactly one series.

Film

Stand-alone programs that are not part of a series/season/episode hierarchy **must** be delivered under the Film specification. These include feature films, stand-alone TV specials, and short films.

Clip

Short-form, stand-alone or ancillary titles intended as a companion to a longer program (e.g., sporting events, movies, TV series) **must** be delivered under the Clip specification.

Clips appear differently from films on Roku Channel:

- Runtime and title appear directly on the content tile, so viewers can see them without opening the clip.
- Clips **do not** have a content details page. Unlike Film, a viewer cannot click into a Clip to reach a synopsis or additional information screen.
- A Clip's synopsis is instead accessible by pressing the *** (asterisk/options) button** on the Roku remote.

Minimum Required Metadata by Content Type

`brief_synopsis` applies at the title, episode, and series levels, including localized versions. **Required for Linear OTT distribution.** It has a **100-character limit**.

Long synopses are always optional, including localized versions. Closed captions are **strongly preferred** for all content; partners determine whether they are required for a specific delivery. When a sidecar caption file is supplied, include the `captions file_name` reference. See Closed captions and subtitles for file requirements.

Film / Clip: Required Fields

- `provider`
- `content_type`
- `asset_id`
- `title`
- `release_date`
- `runtime`
- `genres`
- `rating`
- `rating_system`
- `short_synopsis`
- `video file_name`
- `key_art file_name`

TV: Required Fields

Episode-level:

- `provider`
- `content_type`
- `asset_id`
- `episode title`
- `episodeNumber`
- `episode release_date`
- `runtime`
- `rating`
- `rating_system`
- `episode short_synopsis`
- `video file_name`
- `episode thumbnail file_name`

Series-level:

- `series_id`
- `series title`
- `series release_date`
- `series genres`

- `series short_synopsis`
- `series key_art file_name`

Season-level:

- `season_id`
- `seasonNumber`

> TV requires metadata at three levels: series, season, and episode. Film and Clip require metadata for the individual title.

ID Requirements and Expectations

- Partners generate and supply all IDs. Roku does not assign them.
- Every **clip and movie** must be delivered with an `asset_id`.
- Every **episode** must be delivered with **three IDs**: `asset_id`, `series_id`, and `season_id`.
- IDs should be **meaningful to your team**, since they are how Roku positively identifies a title in its system.
- The `asset_id` in the ingest metadata **must match** the Title ID provided in the Avails document. This links the content across Roku's pipeline, from Avails submission through publication.
- Any update to a title already ingested into Roku's system **must** be accompanied by its `asset_id`.

All ID types share these rules:

- **Maximum 50 characters**
- **Alphanumeric characters, hyphens, and underscores only**
- **Spaces or special characters in any ID will fail ingestion**

ID	Identifies	Uniqueness / Consistency Rule	Required For
`asset_id`	A single clip, episode, or movie	Immutable, unique per asset	All content
`series_id`	A series	Immutable; must be consistent across **all** episodes of that series; cannot equal the season or episode ID	TV content
`season_id`	A season of a series	Immutable; must be consistent across all episodes **within that season**; cannot equal the series or episode ID	TV content

Availability Sheets / Planners

- At onboarding, Roku requests an **initial launch list** of titles/episodes/clips currently available for licensing, plus a schedule for when content will be refreshed.
- For ongoing delivery, Roku requests:
- **Avails** at least **60 days** prior to the licensing window start
- **Content delivery** at least **30 days** before curation onto the channel

This lead time allows for processing and QC before the content goes live. Delivery capacity is coordinated after signing.

Document	Link
Roku Avail Spec	View specification
Roku Avail Template	Download template

Availability Windows

By default, content becomes available at **12:00 AM (midnight)** and expires at **11:59:59 PM** in each user's local time zone. If a title must go live or expire at a specific time, that time **must** be included in the license window start/end values in the ingest metadata.

Roku supports two time designations:

Type	Behavior	Example
Relative	Content goes into window at the specified time in **each user's own local time zone**	A Saturday 9:00 PM premiere is available at 9:00 PM Eastern for Eastern-zone users, and separately at 9:00 PM Pacific for Pacific-zone users (i.e., three hours later in real time)
Absolute	Content goes into window at a **single fixed moment worldwide**	A new episode set for 9:00 PM Eastern (absolute) becomes available to Pacific users at 6:00 PM their local time, at the same instant

Time Value Format

Time Type	Format	Example
Relative	`yyyy-mm-ddThh:mm:ss`	`2019-11-01T21:00:00`
Absolute (UTC)	`yyyy-mm-ddThh:mm:ssZ`	`2019-11-02T01:00:00Z`

- **Absolute times must be expressed in UTC.** In the example above, 9:00 PM Eastern on November 1 is 1:00 AM UTC on November 2.
- **If no time is provided**, Roku assumes a relative start of `12:00:00 AM` and a relative end of `11:59:59 PM`.

Special Characters

Roku uses **CDATA sections** to allow special characters (e.g., `! @ # $ % ^ & * ( ) { } | [ ] ; : ' " ? / < >`, as well as foreign character sets) within **certain** node values in the ingest XML. Roku **highly recommends** wrapping such data in CDATA sections to ensure proper ingest.

> CDATA applies to metadata field values, such as titles and synopses. File names follow the separate File Delivery Specification.

Only the following nodes support CDATA sections:

- `title`
- `brief_synopsis`
- `long_synopsis`
- `short_synopsis`
- `display_name`

For nodes outside this list, the following characters **must** be escaped so Roku can read the XML:

Character Name	Character	Escaped Form
Ampersand	`&`	`&`
Less-than	`<`	`<`
Greater-than	`>`	`>`

Character Name	Character	Escaped Form
Quotes	"	"
Apostrophe	'	'

Special characters must not be used in file names or file name references within XML or Excel metadata. See the File Naming Guidelines for the complete forbidden-character list for file names specifically.

Supported Metadata Formats

- **XML** is the **preferred** format.
- **One complete XML file** must be delivered for **each** movie, clip, or TV episode video file delivered.
- Metadata **must** be delivered using the method approved during onboarding, **Aspera or S3**, to the **same folder location** as its associated video, captions, and artwork files.

Format	Extension	Encoding	Package Version(s)
XML *(preferred)*	`.xml`	UTF-8	`clip1.0`, `film5.0`, `tv1.0` *(additional XML schemas supported case-by-case)*
Excel	`.xlsx`	Not applicable	See Roku Excel Metadata Guidelines and templates

Music Cue Sheets

Music cue sheets for content distributed on Roku Channel may be submitted through the Music cue sheet submission form.

Do **not** submit music cue sheets with video package deliverables through Aspera. Cue sheets delivered with a video package are subject to deletion.

Glossary

Term	Definition
Transform engine	Roku's internal system that normalizes differently-named metadata fields from partner formats into Roku's ingest schema.
CDATA section	An XML construct (`<![CDATA[ ... ]]>`) that tells a parser to treat enclosed content as literal text, allowing special characters without requiring them to be escaped.
Avail / Title ID	The identifier for a title as declared in the Avails (licensing/availability) document. It must match the `asset_id` used in ingest metadata to link the two records.
Relative time	An availability time interpreted in each viewer's own local time zone, so the same title goes live at different real-world moments across time zones.
Absolute time	An availability time fixed to a single real-world instant (expressed in UTC), so the title goes live simultaneously worldwide regardless of viewer time zone.

MovieLabs

Roku-specific MovieLabs delivery order, tags, markers, and schema validation.

Overview

This page explains Roku's requirements for MovieLabs deliveries: schema versions, field mappings, delivery order, ad-break markers, and validation. The glossary defines the MovieLabs terms used here.

Delivery Order

Delivery order affects whether Roku can process a title. Follow both the file order and the series, season, and episode order below.

1. Media Files Must Precede Their XML

- For each **MMC**, all files referenced within it **must** be delivered before the MMC XML itself.
- For each **MEC**, all files referenced within it **must** be delivered before the MEC XML itself.

2. Hierarchy Ingest Order (Series > Season > Episode)

- **Movies and Episodes** require successful delivery of **both** MMC and MEC to ingest.
- **Series and Seasons** require successful delivery of **at least the MEC** to ingest. (Series and Season MMCs are supported if artwork references are delivered via MMC.)
- An **Episode** cannot ingest until the **MEC of its Season** has been successfully delivered and ingested.
- A **Season** cannot ingest until the **MEC of its Series** has been successfully delivered and ingested.

If content arrives out of order:

- An Episode processed before its Series and/or Season is held in an **un-ingested state** until the Series and/or Season has been successfully delivered.
- A Season processed before its Series and/or an Episode belonging to it is held in an **un-ingested state** until the Series and/or an Episode has been successfully delivered.
- A Series processed before a Season and an Episode belonging to it is held in an **un-ingested state** until a Season and Episode have been successfully delivered.

For replacement deliveries, see Metadata updates (MDU) and file replacements → MovieLabs File Replacements.

Roku-Specific Metadata and Media Files

Roku Channel supports metadata delivery via the MovieLabs specification, using the following schemas:

- **MMC and MEC:** Roku Channel's MovieLabs service is built on **MEC v2.9** and **MMC v1.10**, as defined on MovieLabs' site.
- **EMA Avails:** Roku Channel supports the latest version of the EMA specification, delivered via `.xlsx`.

All video, audio, closed caption, subtitle, and image files, along with minimum metadata requirements, genres, and ratings/rating sources, **must** adhere to the formats and requirements defined elsewhere in this specification.

Tags

Tags for merchandising/curation can be delivered via the `Keyword` node, supported in the MovieLabs MEC XML. See the MovieLabs MEC Schema for proper placement.

```
<md:LocalizedInfo language="en">
    <md:TitleDisplayUnlimited>Great Title of My Show</md:TitleDisplayUnlimited>
```

```
    <md:Summary190>Short summary of my show.</md:Summary190>
    <md:Summary400>Longer summary of my show.</md:Summary400>
    <md:Genre id="genre"/>
    <md:Keyword>keyword</md:Keyword>
</md:LocalizedInfo>
```

TMS IDs

Gracenote TMS IDs can be delivered via the MovieLabs MEC XML, as an `Identifier` with `Namespace TMSID` inside the `AltIdentifier` node. See the MovieLabs MEC Schema for proper structure.

```
<md:AltIdentifier>
    <md:Namespace>TMSID</md:Namespace>
    <md:Identifier>EP012345678910</md:Identifier>
</md:AltIdentifier>
```

MMC XML Ad Breaks and Cue Points

Ad break, intro credit, and end credit cue points are supplied in the MovieLabs MMC XML via the `Markers` node. See the MovieLabs MMC Schema for proper structure.

Note: Roku only needs a single **start point** for ad-break markers. Roku's player pauses playback at that point, plays the ad pod, and resumes from the same point.

```
    <manifest:Markers>

    <!--Opening credit cuepoint start and end-->
      <manifest:Marker>
        <manifest:Timecode format="seconds">155.071</manifest:Timecode>
        <manifest:DisplayLabel>FIRST_FRAME_EPISODE_INTRO</manifest:DisplayLabel>
        <manifest:Label>FFEI</manifest:Label>
      </manifest:Marker>
      <manifest:Marker>
        <manifest:Timecode format="seconds">200.867</manifest:Timecode>
        <manifest:DisplayLabel>LAST_FRAME_EPISODE_INTRO</manifest:DisplayLabel>
        <manifest:Label>LFEI</manifest:Label>
      </manifest:Marker>

      <!--End credit cuepoint start and end-->

      <manifest:Marker>
        <manifest:Timecode format="seconds">3669.207</manifest:Timecode>
        <manifest:DisplayLabel>FIRST_FRAME_UP_NEXT</manifest:DisplayLabel>
        <manifest:Label>FFUN</manifest:Label>
      </manifest:Marker>
      <manifest:Marker>
        <manifest:Timecode format="seconds">3812.517</manifest:Timecode>
        <manifest:DisplayLabel>LAST_FRAME_UP_NEXT</manifest:DisplayLabel>
        <manifest:Label>LFUN</manifest:Label>
      </manifest:Marker>

      <!--Ad Break cuepoints (Roku only needs a start point. Our player will effectively pause video
playback at this point, play the ad pod, and resume from this same point)-->

      <manifest:Marker>
        <manifest:Timecode format="seconds">737.111</manifest:Timecode>
        <manifest:DisplayLabel>FIXED_POINT_CANDIDATE_INSERTION</manifest:DisplayLabel>
        <manifest:Label>FPCI</manifest:Label>
      </manifest:Marker>
      <manifest:Marker>
        <manifest:Timecode format="seconds">1361.276</manifest:Timecode>
        <manifest:DisplayLabel>FIXED_POINT_CANDIDATE_INSERTION</manifest:DisplayLabel>
        <manifest:Label>FPCI</manifest:Label>
      </manifest:Marker>
      <manifest:Marker>
        <manifest:Timecode format="seconds">1948.821</manifest:Timecode>
        <manifest:DisplayLabel>FIXED_POINT_CANDIDATE_INSERTION</manifest:DisplayLabel>
        <manifest:Label>FPCI</manifest:Label>
      </manifest:Marker>
      <manifest:Marker>
        <manifest:Timecode format="seconds">2841.421</manifest:Timecode>
        <manifest:DisplayLabel>FIXED_POINT_CANDIDATE_INSERTION</manifest:DisplayLabel>
```

```
        <manifest:Label>FPCI</manifest:Label>
      </manifest:Marker>
      <manifest:Marker>
        <manifest:Timecode format="seconds">3270.100</manifest:Timecode>
        <manifest:DisplayLabel>FIXED_POINT_CANDIDATE_INSERTION</manifest:DisplayLabel>
        <manifest:Label>FPCI</manifest:Label>
      </manifest:Marker>
    </manifest:Markers>
```

MEC ArtReference for Roku Channel

Roku-specific image files are identified using the MovieLabs MEC `ArtReference` `purpose` attribute:

`purpose` Attribute Value	Roku Artwork Type
`keyart`	16:9 texted key art with title treatment for movies/shortform/series **OR** 16:9 textless image for episodes
`boxcover`	4:3 or 3:4 texted box art with title treatment
`poster`	2:3 texted poster art with title treatment
`background`	16:9 textless background image

```
<md:LocalizedInfo language="en" default="true">
    <md:TitleDisplayUnlimited>Ahed's Knee</md:TitleDisplayUnlimited>

    <!--MEC image references-->
    <!--16:9 texted key art with title treatment for movies/shortform/series to be delivered with
purpose="keyart"-->
    <md:ArtReference resolution="1920x1080"
purpose="keyart">16x9_texted_image_with_title_treatment.jpg</md:ArtReference>

    <!--16:9 textless image for episodes to be delivered with purpose="keyart"-->
    <md:ArtReference resolution="1920x1080"
purpose="keyart">16x9_textless_episode_image.jpg</md:ArtReference>

    <!--4:3 or 3:4 texted box image with title treatment to be delivered with purpose="boxcover". Aspect
ratio is content type dependent-->
    <md:ArtReference resolution="2560x1920"
purpose="boxcover">4x3_texted_image_with_title_treatment.jpg</md:ArtReference> <!--for content type of
series-->
    <md:ArtReference resolution="1920x2560"
purpose="boxcover">3x4_texted_image_with_title_treatment.jpg</md:ArtReference> <!--for content type of
movie-->

    <!--2:3 texted poster/box image with title treatment to be delivered with purpose="poster"-->
    <md:ArtReference resolution="2000x3000"
purpose="poster">2x3_texted_image_with_title_treatment.jpg</md:ArtReference>

    <!--16:9 textless background image to be delivered with purpose="background"-->
    <md:ArtReference resolution="1920x1080"
purpose="background">16x9_textless_background_image.jpg</md:ArtReference>

    <md:Summary190>Short Summary of the program in the language specified</md:Summary190>
    <md:Summary400>Long Summary of the program in the language specified</md:Summary400>
    <md:Genre>Drama</md:Genre>
</md:LocalizedInfo>
```

MovieLabs Schema Validation

Roku uses Apache xmlbeans to parse and validate MEC/MMC XML files. Its command-line validation tool can be used to pre-check files before delivery.

1. Download and extract xmlbeans locally.
2. From the command line, `cd` to the xmlbeans `bin` directory.

3. Inside `bin`, locate the `validate` tool.
4. Download the official MovieLabs schema XSD files locally:

- manifest-v1.10.xsd (for MMC)
- mdmec-v2.9.xsd (for MEC)

5. Run: `validate schema.xsd instance.xml`. Set `schema.xsd` to `mdmec-v2.9.xsd` for MEC files, or `manifest-v1.10.xsd` for MMC files.
6. The command-line output will indicate whether the given XML is valid.

Example usage:

```
./validate ~/dev/movielabsSpec/schema/mdmec-v2.9.xsd /path/to/file/directory/MEC_SAMPLE_123456789.xml
```

Example response:

```
XMLBEANS_LIB=./../lib
ERROR StatusLogger Log4j2 could not find a logging implementation. Please add log4j-core to the
classpath. Using SimpleLogger to log to the console...
/path/to/file/directory/MEC_SAMPLE_123456789.xml valid
```

Genre validation: the official MovieLabs schema may reject Roku-supported genre values. Roku accepts these values in its ingest pipeline, even when the standalone xmlbeans validator flags them.

Glossary

Term	Definition
MEC	Media Entertainment Core: the MovieLabs metadata schema describing the content itself.
MMC	Media Manifest Core: the MovieLabs schema describing the manifest of deliverable assets (video, audio, images) tied to a title.
EMA Avails	The MovieLabs/EMA specification expressing licensing and availability terms for content.
Markers node	The MMC XML element carrying cue-point timecodes for ad breaks, intro credits, and end credits.
ArtReference	The MEC XML element that references an artwork file, tagged with a `purpose` attribute identifying which Roku image type it represents.
TMS ID	A Gracenote-assigned identifier for a title, deliverable via the MEC `AltIdentifier` node.
xmlbeans	An Apache library/tool Roku uses to validate MEC/MMC XML files against the official MovieLabs schema.

Metadata updates (MDU) and file replacements

How to update metadata, replace files, or add files after delivery.

Overview

Roku processes updates automatically. You can submit an update whenever metadata or files need to change for a program already delivered to Roku Channel.

Every metadata update or file replacement **must** include these values exactly as originally delivered:

- **Provider**
- **Asset ID**
- **Content Type**

Roku manages metadata versions automatically. You do not need to include version information in the metadata.

> **Replacement file identification:** Roku manages metadata record versioning automatically. Replacement files must use a unique filename or, for files referenced in a MovieLabs MMC, an accurate MD5 checksum. These requirements identify replacement files and are separate from metadata record versioning.

Excel Update Templates

Download the Excel update templates (ZIP) for Film, TV, and Clip metadata updates and media file replacements or additions.

Supported Fields for Automated Metadata Update (MDU)

Roku currently supports updating the following fields via automated MDU:

- TMS ID
- EIDR ID
- Titles (primary and localized)
- Brief synopses (`brief_synopsis`, primary and localized, including series)
- Short Descriptions (primary and localized)
- Long Descriptions (primary and localized)
- Release Date
- Series Titles
- Season Number
- Episode Number
- Language (and localized languages)
- Availability Windows
- License Types
- Countries
- Genres
- Provider Tags
- Content Ratings (system & rating)
- Credits
- Ad Breaks

- Cue Points

Metadata Update (MDU)

Metadata updates are processed the same way as new ingest content. To update metadata **only** (no file changes), follow the requirements below.

Requirements

- Metadata updates **must** be delivered in the **same format** as the original ingest metadata.
- Metadata updates **must** include the **exact same Asset ID** used at original ingest. For a list of existing asset IDs, contact contentoperations@roku.com.
- **All file name references must be removed** from a metadata-only update. This includes:
- Source video file name
- Closed captions file name
- Subtitle file name
- Audio dub file name
- Key, background, and/or poster art file names

Field Groups

Some fields must be updated together, in complete groups. **All required fields in a group must be provided**, or the update will not process.

Metadata group:

Field	Required?
Language	Required
Title	Required
Brief synopsis (`brief_synopsis`)	**Required for Linear OTT distribution**
Short description	Required
Long description	**Optional**

`brief_synopsis` has a **100-character limit**, including localized and series values. **Required for Linear OTT distribution.** The required fields in the metadata group still apply.

Availability group:

Field	Required?
License Type	Required
Country	Required
Start Date	Required
End Date	Required

Procedure

1. Upload the metadata update using the delivery method approved during onboarding: the `/prod` folder in Aspera or the approved production location in S3.

> If the update isn't reflected on Roku Channel within **24 hours**, contact contentoperations@roku.com.

File Replacements and Additions

File replacements and additions are processed the same way as new ingest content.

- A **file replacement** replaces a file that currently exists in Roku Channel's library.
- A **file addition** adds a new file to an existing record, for example, adding localized subtitles or dubs to a title that didn't previously have them.

Requirements

- File replacements/additions **must** be delivered in the **same format** as the original ingest metadata.
- File replacements/additions **must** include the **exact same Asset ID** used at original ingest. For a list of existing asset IDs, contact contentoperations@roku.com.
- Replacement files **must** be delivered with a **unique filename**, both in the metadata and on the file itself. Adding a version suffix (`_v2`, `_v3`, etc.) is sufficient, for example, `movie_title_v2.mov`. Files referenced in a MovieLabs MMC may instead use an accurate MD5 checksum, as described under MovieLabs File Replacements.
- Replacement files **must** be delivered to the **exact same folder** as the original delivery.
- The metadata file **must** reference **only** files being replaced or added. Files not being replaced or added **must not** be delivered or referenced.
- If the source video file is replaced **and** its duration changes, any related files (captions, subtitles, audio dubs) **should** also be replaced to stay in sync.
- File replacements **require language values** to be provided in order to update properly.

MovieLabs File Replacements

The following requirements apply to replacement files referenced in a MovieLabs MMC. All general file-replacement requirements above continue to apply.

Identifying a Replacement

Each replacement file **must** provide at least one of the following so Roku can distinguish an intentional replacement from a duplicate delivery:

- A **unique filename** that differs from filenames previously delivered for that asset.
- An **accurate MD5 checksum**, supplied in the corresponding `<manifest:ContainerReference>` using `<manifest:Hash method="MD5">`.

If the previous filename is reused, an accurate MD5 checksum **must** be included. The checksum **must** be calculated from the exact replacement file being delivered; do not copy the checksum from an earlier version.

Using **both a unique filename and an MD5 checksum is recommended**, but either method is sufficient. Version suffixes or timestamps may be used to distinguish file versions, provided the complete filename follows the File Naming requirements.

Delivering the Replacement

- Deliver the replacement media file **before** the updated MMC. The file transfer **must** be complete before the MMC is delivered.
- The updated MMC **must** reference the replacement file. Its `<manifest:ContainerLocation>` value **must** match the delivered filename or location exactly, including case.

- When an MD5 checksum is supplied, it **must** appear in the same `<manifest:ContainerReference>` as the file to which it applies.
- Artwork referenced through a MEC `<md:ArtReference>` must have its corresponding MEC reference updated. The MMC hash instructions above apply to files referenced in an MMC.

A file delivered under a previously used filename without an updated MD5 checksum may be treated as a duplicate and may not replace the existing asset.

Files Supported for Automated Replacement/Addition

- Video file
- Series key art file
- Series poster art file
- Series background image file
- Episode image file
- Movie key art file
- Movie poster art file
- Movie background image file
- Shortform key art file
- Closed caption file
- Full subtitle file
- Forced narrative subtitle file
- Sidecar audio file (audio dubs and descriptive audio)

Procedure

1. Upload the file replacement/addition metadata using the delivery method approved during onboarding: the `/prod` folder in Aspera or the approved production location in S3.

Content Takedown

If rights change and content needs to be removed from Roku Channel immediately or on a future date, update the **availability end date** using the Metadata Update (MDU) process above.

- **Explicit updates must be provided for every territory** from which the content should be removed. A takedown in one territory does not automatically apply elsewhere.
- **Be aware:** end dates provided without an explicit time value will expire at **11:59:59 PM** on that date (local time), per the default behavior described in the Metadata Overview's Availability Windows section.

Glossary

Term	Definition
MDU	Metadata Update: an automated update to a title's metadata fields without changing any delivered files.
Asset ID	The immutable, partner-assigned identifier for a piece of content; required, unchanged, on every update to that content.
Field group	A set of related fields. An update must include every required field in the group to process successfully; optional fields may be omitted.
MD5 checksum	A checksum calculated from a media file. For MMC-referenced files, it is supplied through `<manifest:Hash method="MD5">` within `<manifest:ContainerReference>` and can identify a replacement without changing its filename.

XML metadata

Roku XML schemas and annotated samples for each content type.

Overview

Download the schema and annotated sample for the content type you are delivering. For individual field requirements, use the corresponding reference:

- **Roku XML: Film**
- **Roku XML: TV**
- **Roku XML: Clip**

Roku XML Schemas

Roku XML Schema	Download Link
Film XML Schema	Film XML Schema
TV XML Schema	TV XML Schema
Clip XML Schema	Clip XML Schema

Roku XML Samples (Annotated)

Roku XML Sample	Download Link
Annotated Roku Film XML	Annotated Roku Film XML
Annotated Roku TV XML	Annotated Roku TV XML
Annotated Roku Clip XML	Annotated Roku Clip XML

XML - film metadata fields

XML field reference for film delivery.

Overview

Use this reference to prepare XML metadata for films. Download the schema and annotated sample from the Roku XML Metadata Overview. The Metadata Overview explains content types, ID rules, and availability windows that apply to all content.

The fields are organized into Package Info, Content Descriptors, Ad Breaks & Cue Points, Cast & Crew, Localizations, Play Options / Availability, and Assets.

Package Info

package

Identifies the schema version used by the package.

XML XPath	Accepted Values	Required
`/package/@version`	`film5.0`	Required

```
<package version="film5.0">
```

provider

Name of the content owner, studio, or network.

XML XPath	Example	Required
`/package/provider`	Roku Originals	Required

```
<provider>Roku Originals</provider>
```

language

Primary language of the package metadata. The value **must** use a supported language code. A region code is recommended to distinguish regional language variants, such as Spanish spoken in Mexico (`es-MX`) and Spain (`es-ES`).

XML XPath	Accepted Values	Required
`/package/language`	Valid language value (`en`, `es`, etc.); may include region code (`en-US`, `es-MX`, etc.)	Required

```
<language>en</language>
```

type

Defines the content type of the package.

XML XPath	Accepted Values	Required
`/package/video/type`	`film`	Required

```
<type>film</type>
```

asset_id

Unique identifier for a movie that must remain unchanged. The partner generates and supplies the ID. The ID in the ingest metadata **must** match the Title ID in the Avails document so the title can be tracked from Avails submission through publication. **50-character limit.**

XML XPath	Accepted Values	Required
`/package/video/asset_id`	Alphanumeric characters, hyphens, and underscores only. 50 characters maximum.	Required

```
<asset_id>movieAssetIdHere</asset_id>
```

eidr

EIDR ID, if one exists.

XML XPath	Accepted Values	Required
`/package/video/eidr`	Any valid EIDR ID	Optional

```
<eidr></eidr>
```

tmsId

Gracenote ID, if one exists.

XML XPath	Accepted Values	Required
`/package/video/tmsId`	Any valid TMS ID	Optional

```
<tmsId></tmsId>
```

Content Descriptors

title

Title of the movie as it should appear on the platform. Do not add parenthetical information that is not part of the title, such as an original/remake indicator, release year, season, or video format (for example, `(Classic)`, `(1987)`, `(Season 1)`, `(HD)`).

XML XPath	Example	Required
`/package/video/title`	Movie Title	Required

```
<title><![CDATA[Movie Title. Required.]]></title>
```

brief_synopsis

A brief synopsis of the movie. CDATA supported. **100-character limit. Required for Linear OTT distribution.**

XML XPath	Accepted Values	Required
`/package/video/brief_synopsis`	Up to 100 characters	Required for Linear OTT distribution

```
<brief_synopsis><![CDATA[Brief movie summary. 100 characters maximum. Required for Linear OTT
distribution.]]></brief_synopsis>
```

short_synopsis

A short synopsis of the content. CDATA supported. **250-character limit.**

XML XPath	Accepted Values	Required
`/package/video/short_synopsis`	250-character synopsis	Required

```
<short_synopsis><![CDATA[Short summary of movie. 250 characters maximum. Required]]></short_synopsis>
```

long_synopsis

Optional. A long synopsis of the content. CDATA supported. **500-character limit.**

XML XPath	Accepted Values	Required
`/package/video/long_synopsis`	500-character synopsis	Optional

```
<long_synopsis><![CDATA[Long summary of movie. 500 characters maximum. Optional.]]></long_synopsis>
```

original_spoken_language

The original production language of the title. At minimum, the value **must** conform to a supported language code. As a best practice, **include a region code** as well (see language above for the `es-MX` / `es-ES` example).

XML XPath	Accepted Values	Required
`/package/video/original_spoken_language`	Valid language value (`en`, `es`, etc.); may include region code	Required

```
<original_spoken_language>en</original_spoken_language>
```

country_of_origin

The primary country where the film was produced and where the main creators, crew, and producers are established. Value **must** conform to a supported ISO 3166-1 alpha-2 2-character country code.

XML XPath	Accepted Values	Required
`/package/video/country_of_origin`	Valid 2-character country code per ISO 3166-1 alpha-2	Preferred

```
<country_of_origin>US</country_of_origin>
```

closedCaptions

This Y/N field is required for all content intended for Roku Channel in the US. It reports whether captions are included; see Full Captions for caption-file delivery requirements.

XML XPath	Accepted Values	Required
`/package/video/closedCaptions`	`Y` or `N`	Required for US content

```
<closedCaptions>Y</closedCaptions>
```

closedCaptionsExemption

FCC exemption code for the closed caption requirement. **Required if** `closedCaptions` **=** `N`**.**

Code	Definition
1	The content has never aired on television in the United States.

Code	Definition
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 (47 C.F.R. § 79.4(b)).
6	The FCC and/or U.S. Congress has granted an exemption from caption requirements for this content.

XML XPath	Accepted Values	Required
`/package/video/closedCaptionsExemption`	`1`, `2`, `3`, `4`, `5`, `6`	Required if `closedCaptions` = `N`

```
<closedCaptionsExemption>1</closedCaptionsExemption>
```

release_date

Original date the content was first made available in any presentation. Must include an accurate **year of release** at minimum.

XML XPath	Accepted Values	Required
`/package/video/release_date`	ISO 8601 format: `YYYY-MM-DD`	Required

```
<release_date>YYYY-MM-DD</release_date>
```

runtime

Total runtime of the content, in **whole minutes**.

XML XPath	Accepted Values	Required
`/package/video/runtime`	Integers only	Required

```
<runtime>120</runtime>
```

genre

Genre classification of the content. Each movie **must** be delivered with **at least one** supported genre. See the enumerated genre list.

XML XPath	Accepted Values	Required
`/package/video/genres/genre`	See enumerated list. No more than 10 genres per title.	Required

```
<genres>
  <genre>drama</genre>
  <!-- Additional genres here-->
</genres>
```

rating

Parental/content advisory rating from a rating source. A valid movie or TV rating from the rating authority (`ratingSystem`) of the territory where the content will be available **must** be provided for each movie. If the title hasn't been rated by that territory's official authority, include a valid rating from the `USA_PR` rating system instead. There is no official ratings body for `USA_PR`; use the guidelines at tvguidelines.org to assign the appropriate rating.

XML XPath	Accepted Values	Required
`/package/video/ratings/rating` (must include the `system` attribute)	See rating values by system and country. Multiple rating/rating-system pairs allowed.	Required

```
<ratings>
  <rating system="MPAA" reason="For drug content, some sensuality and war violence.">PG-13</rating>
  <rating system="BBFC">12A</rating>
  <rating system="CHVRS">14A</rating>
</ratings>
```

tag

Tags categorize content beyond its genre. Roku's editorial team and recommendations engine use them to help viewers find content. Additional tags can give Roku more ways to group and recommend a title. There is no limit on the number of tags and no predefined tag set.

- Tags are case-sensitive: `"Rom-Com"` and `"rom-com"` are distinct tags. Use consistent capitalization.

XML XPath	Accepted Values	Required
`/package/video/tags/tag`	Any string under 50 characters	Optional, but **highly recommended**

```
<tags>
  <tag>energy</tag>
  <tag>dance</tag>
  <!-- Additional tags here-->
</tags>
```

Ad Breaks & Cue Points

adBreak start_time

Used to determine Ad Breaks for Ad Supported Content. Values **must** be accurate to the millisecond. If the video includes commercial blacks, provide the timecode at the **midpoint** of the commercial black. Not required for SVOD content, but frame-accurate adBreak data can be ingested if available.

XML XPath	Accepted Values	Required
`/package/video/adBreaks/adBreak/start_time`	`HH:MM:SS.sss`	Preferred for AVOD content

```
<adBreaks>
  <adBreak>
    <start_time>00:03:15.000</start_time>
  </adBreak>
  <adBreak>
    <start_time>00:07:45.425</start_time>
  </adBreak>
<!-- Additional adBreaks here-->
</adBreaks>
```

cuePoint start_time and end_time

Used to identify the in/out points of opening credits, content recaps, end credits, and behind-the-scenes footage. `cuePoint` tags **must** include the `type` attribute. Values **must** be accurate to the millisecond.

XML XPath	Accepted Values	Required
`/package/video/cuePoints/cuePoint/start_time`	`HH:MM:SS.sss`	Preferred
`/package/video/cuePoints/cuePoint/end_time`	`HH:MM:SS.sss`	Preferred

```
<cuePoints>
    <cuePoint type="ad overlay">
        <start_time>00:09:10.456</start_time>
        <end_time>00:09:12.678</end_time>
    </cuePoint>
    <cuePoint type="behind the scenes">
        <start_time>00:07:08.123</start_time>
        <end_time>00:07:59.123</end_time>
    </cuePoint>
    <cuePoint type="intro">
        <start_time>00:01:08.123</start_time>
        <end_time>00:01:59.123</end_time>
    </cuePoint>
    <cuePoint type="recap">
        <start_time>00:21:08.123</start_time>
        <end_time>00:21:59.123</end_time>
    </cuePoint>
    <cuePoint type="end">
        <start_time>00:41:08.123</start_time>
        <end_time>00:41:59.123</end_time>
    </cuePoint>
</cuePoints>
```

cuePoint type attribute

Defines the type of a given `cuePoint`. The attribute name **must** be `type`, with one of the following values. Every cuePoint provided requires both `start_time` and `end_time`, regardless of type.

Type Value	Description
`ad overlay`	The point within the video for in-program product placement advertisements.
`behind the scenes`	Behind-the-scenes footage, typically at the tail of a video.
`intro`	The opening credits of the program.
`recap`	A recap of previous content, typically for episodic television.
`end`	The end credits of the program.

XML XPath	Accepted Values	Required
`/package/video/cuePoints/cuePoint`	One of the values above	Required if providing cuePoints

```
<cuePoint type="intro">
```

Cast & Crew

cast display_name

Name of a cast member. CDATA supported.

XML XPath	Accepted Values	Required
`/package/video/cast/cast_member/display_name`	Firstname Lastname	Optional

```
<cast>
  <cast_member>
    <display_name><![CDATA[Harrison Ford]]></display_name>
  </cast_member>
<!-- Additional cast members here-->
</cast>
```

crew display_name

Name of a crew member. CDATA supported.

XML XPath	Accepted Values	Required
`/package/video/crew/crew_member/display_name`	Firstname Lastname	Required if providing a `crew_member`

```
<display_name><![CDATA[George Lucas]]></display_name>
```

> **Excel deliveries:** Director is the only supported `crew_member` role. XML supports the full crew role list.

role

Role of the crew member named in `display_name`. Every crew member included **must** also include their role. See the enumerated crew roles list. **Roles are case-sensitive.**

XML XPath	Accepted Values	Required
`/package/video/crew/crew_member/roles/role`	See enumerated list	Required if providing a `crew_member`

```
<role>Director</role>
```

Localizations

localizations

Contains localized metadata for multilingual packages: language, translated title, `brief_synopsis`, `short_synopsis`, and `long_synopsis`.

XML XPath	Accepted Values	Required
`/package/video/localizations`	-	Required

```
<localizations>
```

localization name attribute

Identifies the language of the fields in a `localization` block. The attribute name **must** be `name`, and its value **must** use a supported language code. A region code is recommended; see language.

XML XPath	Accepted Values	Required
/package/video/localizations/localization	Valid language code; may include region code	Required

```
<localization name="es">
```

localized title

Localized title of the movie, in the language specified by the enclosing `localization` block's `name` attribute. The restrictions on parenthetical information in title also apply. **Must be accompanied by** a localized `short_synopsis`. A localized `long_synopsis` is optional.

XML XPath	Accepted Values	Required
/package/video/localizations/localization/title	Localized Movie Title	Required

```
<title><![CDATA[Localized Movie Title. Required.]]></title>
```

localized brief_synopsis

A localized brief synopsis of the movie. CDATA supported. **100-character limit. Required for Linear OTT distribution.** The language is defined by the enclosing `localization` block's `name` attribute.

XML XPath	Accepted Values	Required
/package/video/localizations/localization/brief_synopsis	Up to 100 characters	Required for Linear OTT distribution

```
<brief_synopsis><![CDATA[Localized brief movie summary. 100 characters maximum. Required for Linear OTT
distribution.]]></brief_synopsis>
```

localized short_synopsis

Localized short synopsis, in the language specified by the enclosing `localization` block. CDATA supported. **250-character limit.** Must be accompanied by a localized `title`. A localized `long_synopsis` is optional.

XML XPath	Accepted Values	Required
/package/video/localizations/localization/short_synopsis	250 characters	Required

```
<short_synopsis><![CDATA[Localized Short summary of movie. 250 characters maximum.
Required]]></short_synopsis>
```

localized long_synopsis

Optional. Localized long synopsis, in the language specified by the enclosing `localization` block. CDATA supported. **500-character limit.** If provided, it must accompany localized `title` and `short_synopsis`.

XML XPath	Accepted Values	Required
/package/video/localizations/localization/long_synopsis	500 characters	Optional

```
<long_synopsis><![CDATA[Localized Long summary of movie. 500 characters maximum.
Optional.]]></long_synopsis>
```

Play Options / Availability

playOptions

Contains the package's availability information: countries or territories, monetization type, and availability start and end dates.

XML XPath	Accepted Values	Required
`/package/video/playOptions`	-	Optional

```
<playOptions>
```

country

Country code of the territory where the content is available. Multiple `country` nodes are allowed, provided `vodType`, `licensePeriodStart`, and `licensePeriodEnd` are identical across them.

XML XPath	Accepted Values	Required
`/package/video/playOptions/playOption/country`	`US`, `CA`, `GB`, `MX`	Preferred

```
<playOption>
  <country>US</country>
  <!-- Additional country nodes here -->
</playOption>
```

vodType

Monetization type of the movie. Multiple `vodType` nodes are allowed, provided `country`, `licensePeriodStart`, and `licensePeriodEnd` are identical across them.

XML XPath	Accepted Values	Required
`/package/video/playOptions/playOption/vodType`	`AVOD`, `SVOD`	Preferred

```
<playOption>
  <vodType>AVOD</vodType>
  <!-- Additional vodType nodes here -->
</playOption>
```

licensePeriodStart

Start date of content availability to Roku Channel users. **One** `licensePeriodStart` per `playOption`. Must be chronologically **before** `licensePeriodEnd`; the two **must not** be identical.

XML XPath	Accepted Values	Required
`/package/video/playOptions/playOption/licensePeriodStart`	ISO 8601 format: `YYYY-MM-DDTHH:MM:SS`	Optional

```
<playOption>
  <licensePeriodStart>YYYY-MM-DDTHH:MM:SS</licensePeriodStart>
</playOption>
```

licensePeriodEnd

End date of content availability to Roku Channel users. **One** `licensePeriodEnd` per `playOption`. Must be chronologically **after** `licensePeriodStart`; the two **must not** be identical.

XML XPath	Accepted Values	Required
`/package/video/playOptions/playOption/licensePeriodEnd`	ISO 8601 format: `YYYY-MM-DDTHH:MM:SS`	Optional

```
<playOption>
  <licensePeriodEnd>YYYY-MM-DDTHH:MM:SS</licensePeriodEnd>
</playOption>
```

Assets

The `assets` block references every file delivered as part of the package (video, captions, audio, subtitles, artwork). Each individual file is described by an `asset`/`data_file` pair, with attributes identifying the asset's type and role.

assets

Begins the asset block.

XML XPath	Accepted Values	Required
`/package/video/assets`	`media_type="video"`	Required

```
<assets media_type="video">
```

Full Source (Video)

Describes the source video file. The `asset` tag's attribute must be `type="full"`, and the `data_file` tag's attribute must be `role="source"`. `<locale>` and `<file_name>` are also required.

XML XPath	Accepted Values	Required
`/package/video/assets/asset/data_file`	`asset type="full"`; `data_file role="source"`	Required

```
<asset type="full">
  <data_file role="source">
```

Full Captions

Describes closed captions for the source video file. `asset type="full"`; `data_file role="captions"`. If a sidecar caption file is supplied, `<locale>` and `<file_name>` are required.

Closed captions are strongly preferred for every delivery. The partner determines whether captions are required for the specific delivery.

XML XPath	Accepted Values	Required
`/package/video/assets/asset/data_file`	`asset type="full"`; `data_file role="captions"`	Strongly preferred

```
<asset type="full">
  <data_file role="captions">
```

Full Audio

Describes audio delivered separately from the source video file (sidecar audio): a full language dub or a descriptive audio track for accessibility. `asset type="full"`; `data_file role="audio"` (translation dub) or `role="audio description"` (accessibility). `<locale>` and `<file_name>` are also required.

Sidecar audio may be required when localized assets are needed (i.e., the source's original audio is not native to the distribution territory) or when complying with FCC regulations.

XML XPath	Accepted Values	Required
/package/video/assets/asset/data_file	asset type="full"; data_file role="audio" or role="audio description"	Optional*; audio description strongly preferred

```
<asset type="full">
  <data_file role="audio">
```

Full Subtitles

Describes sidecar subtitles for the source video file. asset type="full"; data_file role="subtitles". <locale> and <file_name> are also required.

Sidecar subtitles may be required when localized assets are needed (i.e., the source's original audio is not native to the distribution territory).

XML XPath	Accepted Values	Required
/package/video/assets/asset/data_file	asset type="full"; data_file role="subtitles"	Optional*

```
<asset type="full">
  <data_file role="subtitles">
```

Forced Subtitles

Describes sidecar forced narrative subtitles for the source video file. asset type="full"; data_file role="forced subtitles". <locale> and <file_name> are also required.

XML XPath	Accepted Values	Required
/package/video/assets/asset/data_file	asset type="full"; data_file role="forced subtitles"	Optional*

```
<asset type="full">
  <data_file role="forced subtitles">
```

Artwork

Describes artwork files. asset type="artwork". <locale> and <file_name> are also required. See Artwork for full image delivery specifications.

XML XPath	Accepted Values	Required
/package/video/assets/asset/data_file	asset type="artwork"	Required

```
<asset type="artwork">
  <file_name>

<asset type="artwork">
  <file_name type="background_image">

<asset type="artwork">
  <file_name type="boxcover">

<asset type="artwork">
  <file_name type="poster">
```

A file_name without a type attribute represents key art. Explicit type values are only needed for background_image, boxcover, and poster.

locale

Identifies the language of the `data_file`. At minimum, the value **must** conform to a supported language code; include a region code as a best practice. Applicable to `data_file` roles `source`, `captions`, `audio`, `subtitles`, and asset type `artwork`.

XML XPath	Accepted Values	Required
`/package/video/assets/asset/data_file/locale`	Supported language code	Required

```
<locale name="en"/>
```

file_name

Filename of the asset indicated by the enclosing `data_file`'s `role` or `type` attribute. All `file_name` values are **case-sensitive** and **must** include the proper file extension.

Asset Type	Required
Video / captions / audio / subtitles / forced subtitles (source assets generally)	Required for each asset delivered
Artwork: default/unlabeled	Required
Artwork: `type="background_image"`	Preferred
Artwork: `type="boxcover"` (3:4 movie)	Required for distribution to Howdy
Artwork: `type="poster"`	Preferred

```
<file_name>VideoFilename.mxf</file_name>
```

audio

Audio layout descriptor for the delivered video file.

XML XPath	Accepted Values	Required
`/package/video/assets/asset/data_file/audio`	`stereoOnly`, `surroundOnly`, `stereoPlusSurround`, `surroundPlusStereo`	Optional

```
<audio>stereoOnly</audio>
```

XML - episodic TV metadata fields

XML field reference for TV series, seasons, and episodes.

Overview

Use this reference to prepare XML metadata for TV content. Roku organizes TV content as `series > season > episode`; see Content Type Definitions. Download the schema and annotated sample from the Roku XML Metadata Overview.

The fields `title`, `brief_synopsis`, `short_synopsis`, `long_synopsis`, `cast`, `crew`, and `localizations` appear at both the episode and series levels. The headings identify the level, for example, "Episode Title" and "Series Title".

The fields are organized into Package Info, Episode Content Descriptors, Ad Breaks & Cue Points, Episode Cast & Crew, Episode Localizations, Series Block, Season Block, Play Options / Availability, and Assets.

Package Info

package

Identifies the schema version used by the package.

XML XPath	Accepted Values	Required
`/package/@version`	`tv1.0`	Required

```
<package version="tv1.0">
```

provider

Name of the content owner, studio, or network.

XML XPath	Example	Required
`/package/provider`	Roku Originals	Required

```
<provider>Roku Originals</provider>
```

language

Primary language of the package metadata. The value must use a supported language code. A region code is recommended to distinguish regional language variants, such as `es-MX` and `es-ES`.

XML XPath	Accepted Values	Required
`/package/language`	Valid language code	Required

```
<language>en</language>
```

type

Defines the content type of the package.

XML XPath	Accepted Values	Required
`/package/video/type`	`tv`	Required

```
<type>tv</type>
```

asset_id (Episode)

Unique identifier for an episode that must remain unchanged. The partner generates and supplies the ID. The ID in the ingest metadata **must** match the Title ID in the Avails document so the title can be tracked from Avails submission through publication. **50-character limit.**

XML XPath	Accepted Values	Required
`/package/video/asset_id`	Alphanumeric characters, hyphens, and underscores only. 50 characters maximum.	Required

```
<asset_id>episodeAssetIdHere</asset_id>
```

eidr

EIDR ID, if one exists.

XML XPath	Accepted Values	Required
`/package/video/eidr`	Any valid EIDR ID	Optional

```
<eidr></eidr>
```

tmsId

Gracenote ID, if one exists.

XML XPath	Accepted Values	Required
`/package/video/tmsId`	Any valid TMS ID	Optional

```
<tmsId></tmsId>
```

Episode Content Descriptors

Episode Title

Title of the episode. Include only the name as it should appear on the platform. Do not add parenthetical information that is not part of the title (e.g., `(Classic)`, `(1987)`, `(Season 1)`, `(HD)`).

XML XPath	Example	Required
`/package/video/title`	Episode Title	Required

```
<title><![CDATA[Episode Title. Required.]]></title>
```

episodeNumber

Numerical position of the episode within its season. This determines the viewing order on the platform. Values **must** reflect original broadcast/exhibition order; production numbers **must not** be used. Integers only.

XML XPath	Accepted Values	Required
`/package/video/episodeNumber`	Integers only	Required

```
<episodeNumber>2</episodeNumber>
```

Episode brief_synopsis

A brief synopsis of the episode. CDATA supported. **100-character limit. Required for Linear OTT distribution.**

XML XPath	Accepted Values	Required
`/package/video/brief_synopsis`	Up to 100 characters	Required for Linear OTT distribution

```
<brief_synopsis><![CDATA[Brief episode summary. 100 characters maximum. Required for Linear OTT distribution.]]></brief_synopsis>
```

Episode short_synopsis

A short synopsis of the episode. CDATA supported. **250-character limit.**

XML XPath	Accepted Values	Required
`/package/video/short_synopsis`	250-character synopsis	Required

```
<short_synopsis><![CDATA[Short summary of episode. 250 characters maximum. Required]]></short_synopsis>
```

Episode long_synopsis

Optional. A long synopsis of the episode. CDATA supported. **500-character limit.**

XML XPath	Accepted Values	Required
`/package/video/long_synopsis`	500-character synopsis	Optional

```
<long_synopsis><![CDATA[Long summary of episode. 500 characters maximum. Optional.]]></long_synopsis>
```

closedCaptions

This Y/N field is required for all content intended for Roku Channel in the US. It reports whether captions are included; see Full Captions for caption-file delivery requirements.

XML XPath	Accepted Values	Required
`/package/video/closedCaptions`	`Y` or `N`	Required for US content

```
<closedCaptions>Y</closedCaptions>
```

closedCaptionsExemption

FCC exemption code for the closed caption requirement. **Required if** `closedCaptions` **=** `N`**.**

Code	Definition
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 (47 C.F.R. § 79.4(b)).
6	The FCC and/or U.S. Congress has granted an exemption from caption requirements for this content.

XML XPath	Accepted Values	Required
/package/video/closedCaptionsExemption	1, 2, 3, 4, 5, 6	Required if closedCaptions = N

```
<closedCaptionsExemption>1</closedCaptionsExemption>
```

release_date (Episode)

Original date the episode was first made available in any presentation. Must include an accurate **year of release** at minimum.

XML XPath	Accepted Values	Required
/package/video/release_date	ISO 8601 format: YYYY-MM-DD	Required

```
<release_date>YYYY-MM-DD</release_date>
```

runtime

Total runtime of the episode, in **whole minutes**.

XML XPath	Accepted Values	Required
/package/video/runtime	Integers only	Required

```
<runtime>45</runtime>
```

rating (Episode)

Parental/content advisory rating from a rating source. A valid TV rating from the rating authority (ratingSystem) of the territory where the content will be available **must** be provided for each episode. If not rated by that territory's official authority, use a valid USA_PR rating instead, per tvguidelines.org guidelines (there is no official ratings body for USA_PR).

XML XPath	Accepted Values	Required
/package/video/ratings/rating (must include the system attribute)	See rating values by system and country. Multiple rating/rating-system pairs allowed.	Required

```
<ratings>
<rating system="MPAA" reason="For drug content, some sensuality and war violence.">PG-13</rating>
<rating system="BBFC">12A</rating>
<rating system="CHVRS">14A</rating>
</ratings>
```

tag (Episode)

Tags categorize content beyond its genre. Roku's editorial team and recommendations engine use them to help viewers find content. There is no limit on the number of tags and no predefined tag set. Tags are case-sensitive, so use consistent capitalization.

XML XPath	Accepted Values	Required
/package/video/tags/tag	Any string under 50 characters	Optional, but **highly recommended**

```
<tags>
  <tag>energy</tag>
  <tag>dance</tag>
  <!-- Additional tags here-->
</tags>
```

Ad Breaks & Cue Points

adBreak start_time

Used to determine Ad Breaks for Ad Supported Content. Values **must** be accurate to the millisecond. If commercial blacks are present, provide the timecode at the **midpoint**. Not required for SVOD, but frame-accurate data can be ingested if available.

XML XPath	Accepted Values	Required
`/package/video/adBreaks/adBreak/start_time`	`HH:MM:SS.sss`	Preferred for AVOD content

```
<adBreaks>
  <adBreak>
    <start_time>00:03:15.000</start_time>
  </adBreak>
  <adBreak>
    <start_time>00:07:45.425</start_time>
  </adBreak>
<!-- Additional adBreaks here-->
</adBreaks>
```

cuePoint start_time and end_time

Identifies in/out points of opening credits, recaps, end credits, and behind-the-scenes footage. `cuePoint` tags **must** include the `type` attribute. Values **must** be accurate to the millisecond.

XML XPath	Accepted Values	Required
`/package/video/cuePoints/cuePoint/start_time`	`HH:MM:SS.sss`	Preferred
`/package/video/cuePoints/cuePoint/end_time`	`HH:MM:SS.sss`	Preferred

```
<cuePoints>
    <cuePoint type="ad overlay">
        <start_time>00:09:10.456</start_time>
        <end_time>00:09:12.678</end_time>
    </cuePoint>
    <cuePoint type="behind the scenes">
        <start_time>00:07:08.123</start_time>
        <end_time>00:07:59.123</end_time>
    </cuePoint>
    <cuePoint type="intro">
        <start_time>00:01:08.123</start_time>
        <end_time>00:01:59.123</end_time>
    </cuePoint>
    <cuePoint type="recap">
        <start_time>00:21:08.123</start_time>
        <end_time>00:21:59.123</end_time>
    </cuePoint>
    <cuePoint type="end">
        <start_time>00:41:08.123</start_time>
        <end_time>00:41:59.123</end_time>
    </cuePoint>
</cuePoints>
```

cuePoint type attribute

Defines the type of a given `cuePoint`. Attribute name **must** be `type`. Every cuePoint provided requires both `start_time` and `end_time`, regardless of type.

Type Value	Description
`ad overlay`	The point within the video for in-program product placement advertisements.

Type Value	Description
`behind the scenes`	Behind-the-scenes footage, typically at the tail of a video.
`intro`	The opening credits of the program.
`recap`	A recap of previous content, typically for episodic television.
`end`	The end credits of the program.

XML XPath	Accepted Values	Required
`/package/video/cuePoints/cuePoint`	One of the values above	Required if providing cuePoints

```
<cuePoint type="intro">
```

Episode Cast & Crew

Episode cast display_name

Name of a cast member for the episode. CDATA supported.

XML XPath	Accepted Values	Required
`/package/video/cast/cast_member/display_name`	Firstname Lastname	Optional

```
<cast>
  <cast_member>
    <display_name><![CDATA[Harrison Ford]]></display_name>
  </cast_member>
<!-- Additional cast members here-->
</cast>
```

Episode crew display_name

Name of a crew member for the episode. CDATA supported.

> **Excel deliveries:** Director is the only supported `crew_member` role. XML supports the full crew role list.

XML XPath	Accepted Values	Required
`/package/video/crew/crew_member/display_name`	Firstname Lastname	Required if providing a `crew_member`

```
<display_name><![CDATA[George Lucas]]></display_name>
```

Episode crew role

Role of the crew member named in `display_name`. Every crew member **must** also include their role. See the enumerated crew roles list. **Roles are case-sensitive.**

XML XPath	Accepted Values	Required
`/package/video/crew/crew_member/roles/role`	See enumerated list	Required if providing a `crew_member`

```
<role>Director</role>
```

Episode Localizations

Episode localizations

Contains localized episode metadata: language, translated title, `brief_synopsis`, `short_synopsis`, and `long_synopsis`.

XML XPath	Accepted Values	Required
`/package/video/localizations`	-	Required

```
<localizations>
```

Episode localization name attribute

Defines the language of the localized fields within an episode `localization` block. Attribute name **must** be `name`; value must, at minimum, conform to a supported language code (region code recommended, e.g. `es-MX` vs. `es-ES`).

XML XPath	Accepted Values	Required
`/package/video/localizations/localization`	Valid language code; may include region code	Required

```
<localization name="es">
```

Localized Episode Title

Localized episode title. The restrictions on parenthetical information in Episode Title also apply. **Must be accompanied by** a localized `short_synopsis`. A localized `long_synopsis` is optional.

XML XPath	Accepted Values	Required
`/package/video/localizations/localization/title`	Localized Episode Title	Required

```
<title><![CDATA[Localized Episode Title. Required.]]></title>
```

Localized Episode brief_synopsis

A localized brief synopsis of the episode. CDATA supported. **100-character limit. Required for Linear OTT distribution.** The language is defined by the enclosing `localization` block's `name` attribute.

XML XPath	Accepted Values	Required
`/package/video/localizations/localization/brief_synopsis`	Up to 100 characters	Required for Linear OTT distribution

```
<brief_synopsis><![CDATA[Localized brief episode summary. 100 characters maximum. Required for Linear OTT
 distribution.]]></brief_synopsis>
```

Localized Episode short_synopsis

CDATA supported. **250-character limit.** Must be accompanied by a localized `title`. A localized `long_synopsis` is optional.

XML XPath	Accepted Values	Required
`/package/video/localizations/localization/short_synopsis`	250 characters	Required

```
<short_synopsis><![CDATA[Localized Short summary of episode. 250 characters maximum.
```

```
Required]]></short_synopsis>
```

Localized Episode long_synopsis

Optional. CDATA supported. **500-character limit.** If provided, it must accompany localized `title` and `short_synopsis`.

XML XPath	Accepted Values	Required
`/package/video/localizations/localization/long_synopsis`	500 characters	Optional

```
<long_synopsis><![CDATA[Localized Long summary of episode. 500 characters maximum.
Optional.]]></long_synopsis>
```

Series Block

series

Begins the block referencing metadata for the show to which the episode belongs. Roku follows the US definition of a series. Episodes nest as `series > season > episode`.

XML XPath	Example	Required
`/package/video/series`	-	Required

```
<series>
```

series_id

Immutable, unique identifier for a series. The partner generates and supplies the ID, which **must** match the series ID in the Avails document. **50-character limit.**

XML XPath	Accepted Values	Required
`/package/video/series/series_id`	Alphanumeric characters, hyphens, and underscores only. 50 characters maximum.	Required

```
<series_id>seriesIdHere</series_id>
```

Series Title

Title of the series. Include only the name as it should appear on the platform. Do not add parenthetical information that is not part of the title.

XML XPath	Example	Required
`/package/video/series/title`	Series Title	Required

```
<title><![CDATA[Series Title. Required.]]></title>
```

Series brief_synopsis

A brief synopsis of the series. CDATA supported. **100-character limit. Required for Linear OTT distribution.**

XML XPath	Accepted Values	Required
`/package/video/series/brief_synopsis`	Up to 100 characters	Required for Linear OTT distribution

```
<brief_synopsis><![CDATA[Brief series summary. 100 characters maximum. Required for Linear OTT
distribution.]]></brief_synopsis>
```

Series short_synopsis

CDATA supported. **250-character limit.**

XML XPath	Accepted Values	Required
`/package/video/series/short_synopsis`	250-character synopsis	Required

```
<short_synopsis><![CDATA[Short summary of series. 250 characters maximum. Required]]></short_synopsis>
```

Series long_synopsis

Optional. CDATA supported. **500-character limit.**

XML XPath	Accepted Values	Required
`/package/video/series/long_synopsis`	500-character synopsis	Optional

```
<long_synopsis><![CDATA[Long summary of series. 500 characters maximum. Optional.]]></long_synopsis>
```

original_spoken_language

Original production language of the series. At minimum, must conform to a supported language code (region code recommended).

XML XPath	Accepted Values	Required
`/package/video/series/original_spoken_language`	Valid language code; may include region code	Required

```
<original_spoken_language>en</original_spoken_language>
```

country_of_origin

The primary country where the **series** was produced, and where the main creators, crew, and producers are established. Must conform to a supported ISO 3166-1 alpha-2 code.

XML XPath	Accepted Values	Required
`/package/video/series/country_of_origin`	Valid 2-character country code per ISO 3166-1 alpha-2	Preferred

```
<country_of_origin>US</country_of_origin>
```

release_date (Series)

Original date the series was first made available, typically the release date of the first episode. Must include an accurate **year of release** at minimum.

XML XPath	Accepted Values	Required
`/package/video/series/release_date`	ISO 8601 format: `YYYY-MM-DD`	Required

```
<release_date>YYYY-MM-DD</release_date>
```

genre

Genre classification. Each episode **must** be delivered with **at least one** supported genre via its series record. See the enumerated genre list.

XML XPath	Accepted Values	Required
`/package/video/series/genres/genre`	See enumerated list. No more than 10 genres per title.	Required

```
<genres>
  <genre>drama</genre>
  <!-- Additional genres here-->
</genres>
```

tag (Series)

Tags categorize a series beyond its genre. The same rules as Episode tag apply: tags are case-sensitive, with no limit on their number and no predefined set.

XML XPath	Accepted Values	Required
`/package/video/series/tags/tag`	Any string under 50 characters	Optional, but **highly recommended**

```
<tags>
  <tag>energy</tag>
  <tag>dance</tag>
  <!-- Additional tags here-->
</tags>
```

Series cast display_name

Name of a cast member of the series. CDATA supported.

XML XPath	Accepted Values	Required
`/package/video/series/cast/cast_member/display_name`	Firstname Lastname	Optional

```
<cast>
  <cast_member>
    <display_name><![CDATA[Harrison Ford]]></display_name>
  </cast_member>
<!-- Additional cast members here-->
</cast>
```

Series crew display_name

Name of a crew member of the series. CDATA supported.

> **Excel deliveries:** Director is the only supported `crew_member` role.

XML XPath	Accepted Values	Required
`/package/video/series/crew/crew_member/display_name`	Firstname Lastname	Required if providing a `crew_member`

```
<display_name><![CDATA[George Lucas]]></display_name>
```

Series crew role

Role of the crew member named in `display_name`. See the enumerated crew roles list. **Case-sensitive.**

XML XPath	Accepted Values	Required
`/package/video/series/crew/crew_member/roles/role`	See enumerated list	Required if providing a `crew_member`

```
<role>Director</role>
```

Series localizations

Contains localized series metadata for multilingual packages.

XML XPath	Accepted Values	Required
`/package/video/series/localizations`	-	Required

```
<localizations>
```

Series localization name attribute

Defines the language of localized fields within a series `localization` block. Attribute name **must** be `name`; value must, at minimum, conform to a supported language code (region code recommended).

XML XPath	Accepted Values	Required
`/package/video/series/localizations/localization`	Valid language code; may include region code	Required

```
<localization name="es">
```

Localized Series Title

Localized series title. The restrictions on parenthetical information in Series Title also apply. **Must be accompanied by** a localized `short_synopsis`. A localized `long_synopsis` is optional.

XML XPath	Accepted Values	Required
`/package/video/series/localizations/localization/title`	Localized Series Title	Required

```
<title><![CDATA[Localized Series Title. Required.]]></title>
```

Localized Series brief_synopsis

A localized brief synopsis of the series. CDATA supported. **100-character limit. Required for Linear OTT distribution.** The language is defined by the enclosing `localization` block's `name` attribute.

XML XPath	Accepted Values	Required
`/package/video/series/localizations/localization/brief_synopsis`	Up to 100 characters	Required for Linear OTT distribution

```
<brief_synopsis><![CDATA[Localized brief series summary. 100 characters maximum. Required for Linear OTT
distribution.]]></brief_synopsis>
```

Localized Series short_synopsis

CDATA supported. **250-character limit.** Must be accompanied by a localized `title`. A localized `long_synopsis` is optional.

XML XPath	Accepted Values	Required
`/package/video/series/localizations/localization/short_synopsis`	250 characters	Required

```
<short_synopsis><![CDATA[Localized Short summary of series. 250 characters maximum.
Required]]></short_synopsis>
```

Localized Series long_synopsis

Optional. CDATA supported. **500-character limit.** If provided, it must accompany localized `title` and `short_synopsis`.

XML XPath	Accepted Values	Required
`/package/video/series/localizations/localization/long_synopsis`	500 characters	Optional

```
<long_synopsis><![CDATA[Localized Long summary of series. 500 characters maximum.
Optional.]]></long_synopsis>
```

Season Block

season

Begins the block referencing metadata for the season of the series to which the episode belongs. Episodes nest as `series > season > episode`.

XML XPath	Example	Required
`/package/video/season`	-	Required

```
<season>
```

season_id

Immutable, unique identifier for a season. The partner generates and supplies the ID, which **must** match the season ID in the Avails document. **50-character limit.**

XML XPath	Accepted Values	Required
`/package/video/season/season_id`	Alphanumeric characters, hyphens, and underscores only. 50 characters maximum.	Required

```
<season_id>seasonIdHere</season_id>
```

seasonNumber

Numerical position of the season within the series. This determines the viewing order of its episodes. Values **must** reflect original broadcast/exhibition order. Integers only; **must not be 0.**

XML XPath	Accepted Values	Required
`/package/video/season/seasonNumber`	Integers greater than 0 only	Required

```
<seasonNumber>2</seasonNumber>
```

Play Options / Availability

playOptions

Contains availability information: countries or territories, monetization type, and availability start and end dates.

XML XPath	Accepted Values	Required
`/package/video/playOptions`	-	Optional

```
<playOptions>
```

country

Country code of the territory where the content is available. Multiple `country` nodes allowed if `vodType`, `licensePeriodStart`, and `licensePeriodEnd` are identical across them.

XML XPath	Accepted Values	Required
/package/video/playOptions/playOption/country	US, CA, GB, MX	Preferred

```
<playOption>
  <country>US</country>
  <!-- Additional country nodes here -->
</playOption>
```

vodType

Monetization type of the episode. Multiple `vodType` nodes allowed if `country`, `licensePeriodStart`, and `licensePeriodEnd` are identical across them.

XML XPath	Accepted Values	Required
/package/video/playOptions/playOption/vodType	AVOD, SVOD	Preferred

```
<playOption>
  <vodType>AVOD</vodType>
  <!-- Additional vodType nodes here -->
</playOption>
```

licensePeriodStart

Start date of content availability. **One** per `playOption`. Must be chronologically **before** `licensePeriodEnd`; the two **must not** be identical.

XML XPath	Accepted Values	Required
/package/video/playOptions/playOption/licensePeriodStart	ISO 8601 format: YYYY-MM-DDTHH:MM:SS	Optional

```
<playOption>
  <licensePeriodStart>YYYY-MM-DDTHH:MM:SS</licensePeriodStart>
</playOption>
```

licensePeriodEnd

End date of content availability. **One** per `playOption`. Must be chronologically **after** `licensePeriodStart`; the two **must not** be identical.

XML XPath	Accepted Values	Required
/package/video/playOptions/playOption/licensePeriodEnd	ISO 8601 format: YYYY-MM-DDTHH:MM:SS	Optional

```
<playOption>
  <licensePeriodEnd>YYYY-MM-DDTHH:MM:SS</licensePeriodEnd>
</playOption>
```

Assets

The `assets` block references every file delivered with the package (video, captions, audio, subtitles, artwork), described via `asset`/`data_file` pairs with attributes identifying type and role.

assets

Begins the asset block.

XML XPath	Accepted Values	Required
`/package/video/assets`	`media_type="video"`	Required

```
<assets media_type="video">
```

Full Source (Video)

Describes the source video file. `asset type="full"`; `data_file role="source"`. `<locale>` and `<file_name>` are also required.

XML XPath	Accepted Values	Required
`/package/video/assets/asset/data_file`	`asset type="full"`; `data_file role="source"`	Required

```
<asset type="full">
  <data_file role="source">
```

Full Captions

Describes closed captions for the source video file. `asset type="full"`; `data_file role="captions"`. If a sidecar caption file is supplied, `<locale>` and `<file_name>` are required.

Closed captions are strongly preferred for every delivery. The partner determines whether captions are required for the specific delivery.

XML XPath	Accepted Values	Required
`/package/video/assets/asset/data_file`	`asset type="full"`; `data_file role="captions"`	Strongly preferred

```
<asset type="full">
  <data_file role="captions">
```

Full Audio

Describes audio delivered separately from the source video file (sidecar audio): a full language dub or a descriptive audio track for accessibility. `asset type="full"`; `data_file role="audio"` (translation dub) or `role="audio description"` (accessibility). `<locale>` and `<file_name>` are also required.

Sidecar audio may be required when localized assets are needed (source audio not native to the distribution territory) or to comply with FCC regulations.

XML XPath	Accepted Values	Required
`/package/video/assets/asset/data_file`	`asset type="full"`; `data_file role="audio"` or `role="audio description"`	Optional*; audio description strongly preferred

```
<asset type="full">
  <data_file role="audio">
```

Full Subtitles

Describes sidecar subtitles for the source video file. `asset type="full"`; `data_file role="subtitles"`. `<locale>` and `<file_name>` are also required.

Sidecar subtitles may be required when localized assets are needed (source audio not native to the distribution territory).

XML XPath	Accepted Values	Required
`/package/video/assets/asset/data_file`	`asset type="full"`; `data_file role="subtitles"`	Optional*

```
<asset type="full">
  <data_file role="subtitles">
```

Forced Subtitles

Describes sidecar forced narrative subtitles for the source video file. `asset type="full"`; `data_file role="forced subtitles"`. `<locale>` and `<file_name>` are also required.

XML XPath	Accepted Values	Required
`/package/video/assets/asset/data_file`	`asset type="full"`; `data_file role="forced subtitles"`	Optional*

```
<asset type="full">
  <data_file role="forced subtitles">
```

Artwork

Describes artwork files at either the episode or series level. `asset type="artwork"`. `<locale>` and `<file_name>` are also required. See Artwork for full image delivery specifications.

Use the `data_file` attribute `role="episode"` for episode artwork and `role="series"` for series artwork.

XML XPath	Accepted Values	Required
`/package/video/assets/asset/data_file`	`asset type="artwork"`; `data_file role="episode"`	Preferred
`/package/video/assets/asset/data_file`	`asset type="artwork"`; `data_file role="series"`	Preferred

```
<asset type="artwork">
  <data_file role="episode">
```

```
<asset type="artwork">
  <data_file role="series">
```

locale

Identifies the language of the `data_file`. At minimum, must conform to a supported language code (region code recommended). Applicable to `data_file` roles `source`, `captions`, `audio`, `subtitles`, and asset type `artwork`.

XML XPath	Accepted Values	Required
`/package/video/assets/asset/data_file/locale`	Supported language code	Required

```
<locale name="en"/>
```

file_name

Filename of the asset indicated by the enclosing `data_file`'s `role` or `type` attribute. All values are **case-sensitive** and **must** include the proper file extension.

For artwork files specifically, the `file_name` tag's `type` attribute can be **omitted** (indicating **key art**), or set to `type="background_image"`, `type="boxcover"`, or `type="poster"`.

Asset Type	Required
Video / captions / audio / subtitles / forced subtitles (source assets generally)	Required for each asset delivered
Artwork: omitted attribute (key art)	Required
Artwork: `type="background_image"`	Preferred
Artwork: `type="boxcover"` (4:3 series)	Required for distribution to Howdy
Artwork: `type="poster"`	Preferred

```
<file_name>VideoFilename.mxf</file_name>
```

audio

Audio layout descriptor for the delivered video file.

XML XPath	Accepted Values	Required
`/package/video/assets/asset/data_file/audio`	`stereoOnly`, `surroundOnly`, `stereoPlusSurround`, `surroundPlusStereo`	Optional

```
<audio>stereoOnly</audio>
```

XML - shortForm clip metadata fields

XML field reference for clip delivery.

Overview

Use this reference to prepare XML metadata for short-form clips, whether standalone or related to another program. See Content Type Definitions for details. Download the schema and annotated sample from the Roku XML Metadata Overview.

Clips also support fields that are not available for Film or TV: `subType` and `parentInfo` describe a clip's relationship to a parent program, and sports metadata fields (`sportType`, `sportLeague`, `teams`) describe sports clips. Sports metadata is optional for clips in general and required when delivering sports clips. Requirements for each field are listed below.

The fields are organized into Package Info, Content Descriptors, Cast & Crew, Localizations, Play Options / Availability, Assets, Parent Info, and Sports Metadata.

Package Info

package

Identifies the schema version used by the package.

XML XPath	Accepted Values	Required
`/package/@version`	`clip1.0`	Required

```
<package version="clip1.0">
```

provider

Name of the content owner, studio, or network.

XML XPath	Accepted Values	Required
`/package/provider`	Roku Originals	Required

```
<provider>Roku Originals</provider>
```

language

Primary language of the package metadata. The value must use a supported language code. A region code is recommended to distinguish regional language variants, such as `es-MX` and `es-ES`.

XML XPath	Accepted Values	Required
`/package/language`	Valid language code	Required

```
<language>en</language>
```

type

Defines the content type of the package.

XML XPath	Accepted Values	Required
`/package/video/type`	`clip`	Required

```
<type>clip</type>
```

subType

Identifies the clip's subtype. Use one of the values below to describe ancillary or related content. Roku does not create a system-level link between the clip and its parent program. You can provide descriptive metadata about that program in Parent Info.

XML XPath	Accepted Values	Required
`/package/video/subType`	`trailer`, `highlight`, `making_of`, `behind_scenes`, `interview`, `related`, `recap`, `extra`	Optional

```
<subType>trailer</subType>
```

asset_id

Unique identifier for a shortForm clip that must remain unchanged. The partner generates and supplies the ID. The ID in the ingest metadata **must** match the Title ID in the Avails document so the title can be tracked from Avails submission through publication. **50-character limit.**

XML XPath	Accepted Values	Required
`/package/video/asset_id`	Alphanumeric characters, hyphens, and underscores only. 50 characters maximum.	Required

```
<asset_id>clipAssetIdHere</asset_id>
```

eidr

EIDR ID, if one exists.

XML XPath	Accepted Values	Required
`/package/video/eidr`	Any valid EIDR ID	Optional

```
<eidr></eidr>
```

tmsId

Gracenote ID, if one exists.

XML XPath	Accepted Values	Required
`/package/video/tmsId`	Any valid TMS ID	Optional

```
<tmsId></tmsId>
```

Content Descriptors

title

Title of the shortForm clip. Include only the name as it should appear on the platform. Do not add parenthetical information that is not part of the title (e.g., `(Classic)`, `(1987)`, `(Season 1)`, `(HD)`).

XML XPath	Example	Required
`/package/video/title`	Clip Title	Required

```
<title><![CDATA[Clip Title. Required.]]></title>
```

brief_synopsis

A brief synopsis of the clip. CDATA supported. **100-character limit. Required for Linear OTT distribution.**

XML XPath	Accepted Values	Required
/package/video/brief_synopsis	Up to 100 characters	Required for Linear OTT distribution

```
<brief_synopsis><![CDATA[Brief clip summary. 100 characters maximum. Required for Linear OTT
distribution.]]></brief_synopsis>
```

short_synopsis

A short synopsis of the content. CDATA supported. **250-character limit.**

XML XPath	Accepted Values	Required
/package/video/short_synopsis	250-character synopsis	Required

```
<short_synopsis><![CDATA[Short summary of clip. 250 characters maximum. Required]]></short_synopsis>
```

long_synopsis

Optional. A long synopsis of the content. CDATA supported. **500-character limit.**

XML XPath	Accepted Values	Required
/package/video/long_synopsis	500-character synopsis	Optional

```
<long_synopsis><![CDATA[Long summary of clip. 500 characters maximum. Optional.]]></long_synopsis>
```

original_spoken_language

Original production language of the title. At minimum, must conform to a supported language code (region code recommended).

XML XPath	Accepted Values	Required
/package/video/original_spoken_language	Valid language code; may include region code	Required

```
<original_spoken_language>en</original_spoken_language>
```

country_of_origin

The primary country where the clip was produced, and where the main creators, crew, and producers are established. Must conform to a supported ISO 3166-1 alpha-2 code.

XML XPath	Accepted Values	Required
/package/video/country_of_origin	Valid 2-character country code per ISO 3166-1 alpha-2	Preferred

```
<country_of_origin>US</country_of_origin>
```

closedCaptions

This Y/N field is required for all content intended for Roku Channel in the US. It reports whether captions are included; see Full Captions for caption-file delivery requirements.

XML XPath	Accepted Values	Required
`/package/video/closedCaptions`	`Y` or `N`	Required for US content

```
<closedCaptions>Y</closedCaptions>
```

closedCaptionsExemption

FCC exemption code for the closed caption requirement. **Required if** `closedCaptions` **=** `N`**.**

Code	Definition
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 (47 C.F.R. § 79.4(b)).
6	The FCC and/or U.S. Congress has granted an exemption from caption requirements for this content.

XML XPath	Accepted Values	Required
`/package/video/closedCaptionsExemption`	`1`, `2`, `3`, `4`, `5`, `6`	Required if `closedCaptions` = `N`

```
<closedCaptionsExemption>1</closedCaptionsExemption>
```

release_date

Original date the content was first made available in any presentation. Must include an accurate **year of release** at minimum.

XML XPath	Accepted Values	Required
`/package/video/release_date`	ISO 8601 format: `YYYY-MM-DD`	Required

```
<release_date>YYYY-MM-DD</release_date>
```

runtime

Total runtime of the content, in **whole minutes**.

XML XPath	Accepted Values	Required
`/package/video/runtime`	Integers only	Required

```
<runtime>3</runtime>
```

genre

Genre classification of the content. Each shortForm clip **must** be delivered with **at least one** supported genre. See the enumerated genre list.

XML XPath	Accepted Values	Required
`/package/video/genres/genre`	See enumerated list. No more than 10 genres per title.	Required

XML XPath	Accepted Values	Required

```
<genres>
  <genre>drama</genre>
  <!-- Additional genres here-->
</genres>
```

rating

Parental/content advisory rating from a rating source. A valid movie or TV rating from the rating authority (`ratingSystem`) of the territory where the content will be available **must** be provided for each shortForm clip. If not rated by that territory's official authority, use a valid `USA_PR` rating instead, per tvguidelines.org guidelines (there is no official ratings body for `USA_PR`).

XML XPath	Accepted Values	Required
`/package/video/ratings/rating` (must include the `system` attribute)	See rating values by system and country. Multiple rating/rating-system pairs allowed.	Required

```
<ratings>
  <rating system="MPAA" reason="For drug content, some sensuality and war violence.">PG-13</rating>
  <rating system="BBFC">12A</rating>
  <rating system="CHVRS">14A</rating>
</ratings>
```

tag

Tags categorize content beyond its genre. Roku's editorial team and recommendations engine use them to help viewers find content. There is no limit on the number of tags and no predefined tag set. Tags are case-sensitive, so use consistent capitalization.

XML XPath	Accepted Values	Required
`/package/video/tags/tag`	Any string under 50 characters	Optional, but **highly recommended**

```
<tags>
  <tag>energy</tag>
  <tag>dance</tag>
  <!-- Additional tags here-->
</tags>
```

Cast & Crew

cast display_name

Name of a cast member. CDATA supported.

XML XPath	Accepted Values	Required
`/package/video/cast/cast_member/display_name`	Firstname Lastname	Optional

```
<cast>
  <cast_member>
    <display_name><![CDATA[Harrison Ford]]></display_name>
  </cast_member>
<!-- Additional cast members here-->
</cast>
```

crew display_name

Name of a crew member. CDATA supported.

> **Excel deliveries:** Director is the only supported `crew_member` role. XML supports the full crew role list.

XML XPath	Accepted Values	Required
`/package/video/crew/crew_member/display_name`	Firstname Lastname	Required if providing a `crew_member`

```
<display_name><![CDATA[George Lucas]]></display_name>
```

role

Role of the crew member named in `display_name`. Every crew member **must** also include their role. See the enumerated crew roles list. **Roles are case-sensitive.**

XML XPath	Accepted Values	Required
`/package/video/crew/crew_member/roles/role`	See enumerated list	Required if providing a `crew_member`

```
<role>Director</role>
```

Localizations

localizations

Contains localized metadata for multilingual packages: language, translated title, `brief_synopsis`, `short_synopsis`, and `long_synopsis`.

XML XPath	Accepted Values	Required
`/package/video/localizations`	-	Required

```
<localizations>
```

localization name attribute

Defines the language of the localized fields within a `localization` block. Attribute name **must** be `name`; value must, at minimum, conform to a supported language code (region code recommended).

XML XPath	Accepted Values	Required
`/package/video/localizations/localization`	Valid language code; may include region code	Required

```
<localization name="es">
```

localized title

Localized title of the shortForm clip. The restrictions on parenthetical information in title also apply. **Must be accompanied by** a localized `short_synopsis`. A localized `long_synopsis` is optional.

XML XPath	Example	Required
`/package/video/localizations/localization/title`	Localized Clip Title	Required

```
<title><![CDATA[Localized Clip Title. Required.]]></title>
```

localized brief_synopsis

A localized brief synopsis of the clip. CDATA supported. **100-character limit. Required for Linear OTT distribution.** The language is defined by the enclosing `localization` block's `name` attribute.

XML XPath	Accepted Values	Required
`/package/video/localizations/localization/brief_synopsis`	Up to 100 characters	Required for Linear OTT distribution

```
<brief_synopsis><![CDATA[Localized brief clip summary. 100 characters maximum. Required for Linear OTT distribution.]]></brief_synopsis>
```

localized short_synopsis

CDATA supported. **250-character limit.** Must be accompanied by a localized `title`. A localized `long_synopsis` is optional.

XML XPath	Accepted Values	Required
`/package/video/localizations/localization/short_synopsis`	250 characters	Required

```
<short_synopsis><![CDATA[Localized Short summary of clip. 250 characters maximum.
Required]]></short_synopsis>
```

localized long_synopsis

Optional. CDATA supported. **500-character limit.**

XML XPath	Accepted Values	Required
`/package/video/localizations/localization/long_synopsis`	500 characters	Optional

```
<long_synopsis><![CDATA[Localized Long summary of clip. 500 characters maximum.
Optional.]]></long_synopsis>
```

Play Options / Availability

playOptions

Contains availability information: countries or territories, monetization type, and availability start and end dates.

XML XPath	Accepted Values	Required
`/package/video/playOptions`	-	Required

```
<playOptions>
```

country

Country code of the territory where the content is available. Multiple `country` nodes allowed if `vodType`, `licensePeriodStart`, and `licensePeriodEnd` are identical across them.

XML XPath	Accepted Values	Required
`/package/video/playOptions/playOption/country`	`US`, `CA`, `GB`, `MX`	Preferred

```
<playOption>
  <country>US</country>
  <!-- Additional country nodes here -->
</playOption>
```

vodType

Monetization type of the shortForm clip. Multiple `vodType` nodes allowed if `country`, `licensePeriodStart`, and `licensePeriodEnd` are identical across them.

XML XPath	Accepted Values	Required
`/package/video/playOptions/playOption/vodType`	`AVOD`, `SVOD`	Preferred

```
<playOption>
  <vodType>AVOD</vodType>
  <!-- Additional vodType nodes here -->
</playOption>
```

licensePeriodStart

Start date of content availability. **One** per `playOption`. Must be chronologically **before** `licensePeriodEnd`; the two **must not** be identical.

XML XPath	Accepted Values	Required
`/package/video/playOptions/playOption/licensePeriodStart`	ISO 8601 format: `YYYY-MM-DDTHH:MM:SS`	Optional

```
<playOption>
  <licensePeriodStart>YYYY-MM-DDTHH:MM:SS</licensePeriodStart>
</playOption>
```

licensePeriodEnd

End date of content availability. **One** per `playOption`. Must be chronologically **after** `licensePeriodStart`; the two **must not** be identical.

XML XPath	Accepted Values	Required
`/package/video/playOptions/playOption/licensePeriodEnd`	ISO 8601 format: `YYYY-MM-DDTHH:MM:SS`	Optional

```
<playOption>
  <licensePeriodEnd>YYYY-MM-DDTHH:MM:SS</licensePeriodEnd>
</playOption>
```

Assets

The `assets` block references every file delivered as part of the package (video, captions, audio, subtitles, artwork), each described by an `asset`/`data_file` pair.

assets

Begins the asset block.

XML XPath	Accepted Values	Required
`/package/video/assets`	`media_type="video"`	Required

```
<assets media_type="video">
```

Full Source (Video)

Describes the source video file. `asset type="full"`; `data_file role="source"`. `<locale>` and `<file_name>` are also required.

XML XPath	Accepted Values	Required
/package/video/assets/asset/data_file	asset type="full"; data_file role="source"	Required

```
<asset type="full">
  <data_file role="source">
```

Full Captions

Describes closed captions for the source video file. `asset type="full"`; `data_file role="captions"`. If a sidecar caption file is supplied, `<locale>` and `<file_name>` are required.

Closed captions are strongly preferred for every delivery. The partner determines whether captions are required for the specific delivery.

XML XPath	Accepted Values	Required
/package/video/assets/asset/data_file	asset type="full"; data_file role="captions"	Strongly preferred

```
<asset type="full">
  <data_file role="captions">
```

Full Audio

Describes audio delivered separately from the source video file (sidecar audio): a full language dub or a descriptive audio track for accessibility. `asset type="full"`; `data_file role="audio"` (translation dub) or `role="audio description"` (accessibility). `<locale>` and `<file_name>` are also required.

Sidecar audio may be required when localized assets are needed (source audio not native to the distribution territory) or to comply with FCC regulations.

XML XPath	Accepted Values	Required
/package/video/assets/asset/data_file	asset type="full"; data_file role="audio" or role="audio description"	Optional*; audio description strongly preferred

```
<asset type="full">
  <data_file role="audio">
```

Full Subtitles

Describes sidecar subtitles for the source video file. `asset type="full"`; `data_file role="subtitles"`. `<locale>` and `<file_name>` are also required.

Sidecar subtitles may be required when localized assets are needed (source audio not native to the distribution territory).

XML XPath	Accepted Values	Required
/package/video/assets/asset/data_file	asset type="full"; data_file role="subtitles"	Optional*

```
<asset type="full">
  <data_file role="subtitles">
```

Forced Subtitles

Describes sidecar forced narrative subtitles for the source video file. `asset type="full"`; `data_file role="forced subtitles"`. `<locale>` and `<file_name>` are also required.

XML XPath	Accepted Values	Required
/package/video/assets/asset/data_file	asset type="full"; data_file role="forced subtitles"	Optional*

```
<asset type="full">
  <data_file role="forced subtitles">
```

Artwork

Describes the artwork files. asset type="artwork". <locale> and <file_name> are also required. See Artwork for full image delivery specifications.

Clips require one 16:9 key art image type, as described in the Artwork Specification. Clip artwork does not use separate background_image, boxcover, or poster variants.

XML XPath	Accepted Values	Required
/package/video/assets/asset/data_file	asset type="artwork"	Required

```
<asset type="artwork">
  <data_file>
```

locale

Identifies the language of the data_file. At minimum, must conform to a supported language code (region code recommended). Applicable to data_file roles source, captions, audio, and subtitles, and asset type artwork.

XML XPath	Accepted Values	Required
/package/video/assets/asset/data_file/locale	Supported language code	Required

```
<locale name="en"/>
```

file_name

Filename of the asset indicated by the enclosing data_file's role or type attribute. All values are **case-sensitive** and **must** include the proper file extension.

XML XPath	Accepted Values	Required
/package/video/assets/asset/data_file/file_name	See guidelines above for asset delivery specifications	Required for each asset delivered

```
<file_name>VideoFilename.mxf</file_name>
```

audio

Audio layout descriptor for the delivered video file.

XML XPath	Accepted Values	Required
/package/video/assets/asset/data_file/audio	stereoOnly, surroundOnly, stereoPlusSurround, surroundPlusStereo	Optional

```
<audio>stereoOnly</audio>
```

Parent Info

`parentInfo` describes the program a clip comes from or relates to. Use it with a valid `subType` value. This metadata does not create a navigable link or an on-platform relationship between the clip and its parent program.

parentInfo

Begins the block providing parent information for the package.

XML XPath	Accepted Values	Required
`/package/video/parentInfo`	-	Optional

```
<parentInfo>
```

parent contentType

Content type of the parent the clip is derived from or describes.

XML XPath	Accepted Values	Required
`/package/video/parentInfo/contentType`	`episode`, `movie`, `series`	Optional

```
<parentInfo>
  <contentType>episode</contentType>
</parentInfo>
```

parent title

Title of the parent program, if the parent is a movie or series.

XML XPath	Accepted Values	Required
`/package/video/parentInfo/title`	Title of Parent Movie or Series	Optional

```
<parentInfo>
  <title>Title of Parent Movie or Series</title>
</parentInfo>
```

parent runtime

Runtime of the parent program, if the parent is a movie or episode.

XML XPath	Accepted Values	Required
`/package/video/parentInfo/runtime`	Integer	Optional

```
<parentInfo>
  <runtime>45</runtime>
</parentInfo>
```

parent releaseDate

Release date of the parent movie, episode, or series.

XML XPath	Accepted Values	Required
`/package/video/parentInfo/releaseDate`	ISO 8601 format: `YYYY-MM-DD`	Optional

```
<parentInfo>
  <releaseDate>YYYY-MM-DD</releaseDate>
```

```
</parentInfo>
```

parent tmsId

TMS ID of the parent movie, episode, or series.

XML XPath	Accepted Values	Required
/package/video/parentInfo/tmsId	Valid TMS ID	Optional

```
<parentInfo>
  <tmsId>TMSID</tmsId>
</parentInfo>
```

parent seriesTitle

Series title of the parent program, if the parent is an episode.

XML XPath	Accepted Values	Required
/package/video/parentInfo/seriesTitle	Parent Series Title	Optional

```
<parentInfo>
  <seriesTitle>Parent Series Title</seriesTitle>
</parentInfo>
```

parent seasonNumber

Season number of the parent program, if the parent is an episode.

XML XPath	Accepted Values	Required
/package/video/parentInfo/seasonNumber	Integer greater than 0	Optional

```
<parentInfo>
  <seasonNumber>2</seasonNumber>
</parentInfo>
```

parent episodeNumber

Episode number of the parent program, if the parent is an episode.

XML XPath	Accepted Values	Required
/package/video/parentInfo/episodeNumber	Integer	Optional

```
<parentInfo>
  <episodeNumber>14</episodeNumber>
</parentInfo>
```

Sports Metadata

Sports metadata is optional for clips in general. When delivering a sports clip, all of the following fields are required.

sportType

Name of the sport featured in the clip/highlight.

XML XPath	Accepted Values	Required
/package/video/sportType	Name of the sport	Required for sports clips

XML XPath	Accepted Values	Required

```
<sportType>Baseball</sportType>
```

sportLeague

Name of the sport league featured in the clip/highlight.

XML XPath	Accepted Values	Required
`/package/video/sportLeague`	Name of the sport league	Required for sports clips

```
<sportLeague>MLB</sportLeague>
```

teams

Teams featured in the sport clip/highlight. Home and away teams are defined via the `location` attribute.

> [!NOTE] Roku currently supports participant metadata for team sports only. Support for individual sports, such as tennis and golf, is planned for a later date.

XML XPath	Accepted Values	Required
`/package/video/teams/team`	`team location="away"`; `team location="home"`	Required for sports clips

```
<teams>
    <team location="away">Chicago Cubs</team>
    <team location="home">St. Louis Cardinals</team>
</teams>
```

Excel metadata

Formatting, structure, and file requirements for Excel metadata workbooks.

Overview

Roku **only accepts** Excel metadata delivered in one of the approved templates below. The same workbook rules apply to all three templates. For individual field requirements, use the reference for your content type:

- **Roku Excel: Film**
- **Roku Excel: TV**
- **Roku Excel: Clip**

Templates

Excel Metadata	Download Link
Film Metadata Excel Template	Film Metadata Excel Template
TV Metadata Excel Template	TV Metadata Excel Template
Clip Metadata Excel Template	Clip Metadata Excel Template

Template Completion Rules

You **must** complete all required fields before submitting the Roku Excel metadata template.

- **Row 2** of each template identifies required cells and explains any special formatting. Refer to these hints as you complete the template.
- **Do not delete** the legend/hint row (row 2).

Formatting Requirements

- Dates **must** use `YYYY-MM-DD` format. If Excel changes the value automatically, set the cell format to **"Text"**.
- File names **must not** contain special characters or spaces.

Workbook Structure Rules

- **Do not** link to external data or other Excel workbooks. All data **must** be included in the workbook delivered to Roku.
- **Do not** add additional sheets to the workbook.
- **Do not** add additional columns to the workbook.
- Any formulas used **must** be converted to plain text before submission. **Live formulas cause rejected deliveries and processing delays or failures.**

Data Population Rules

- **Do not** supply a value of `"N/A"` or `"n/a"` anywhere in the workbook.

- Required cells **must** contain valid data.
- Optional cells **may** be left blank.

Multiple Entries and Volume Limits

You may include multiple entries of the **same content type** in one workbook, such as several movies in a Film workbook or several episodes in a TV workbook. Each content type has its own template; a workbook is not intended to combine Film, TV, and Clip rows.

- **Each row** represents one episode, movie, or clip.
- **Do not leave a blank row between entries.** Roku's system **stops processing at the first empty row**. Later rows will not be processed, and no warning will be issued.
- **Do not include more than 900 rows** in a single sheet.

File Format and Export

Roku accepts `.xlsx` and `.csv`. **The** `.xls` **format is not supported.**

- If exporting from **Microsoft Excel**, save as `.xlsx`.
- If your spreadsheet program cannot produce a valid `.xlsx` file, export as `.csv`.

Excel - film metadata fields

Field-by-field reference for the Film Excel template.

Overview

This reference describes the fields in the **Film** Excel metadata template. For template downloads and rules on formatting, structure, row limits, and file format, see the Excel Metadata Overview.

Deliver the workbook and its referenced files using the Aspera or S3 delivery method approved during onboarding.

Each row represents a single movie. The `language` column identifies the language of the title, synopses, video, captions, subtitles, audio dub, and artwork in that row. See the Excel Metadata Overview.

Fields are grouped below into: **Package Info**, **Content Descriptors**, **Ad Breaks & Cue Points**, **Cast & Crew**, **Assets**, **Artwork**, and **Availability**.

Package Info

provider

Name of the content owner, studio, or network.

Excel Column	Accepted Values	Required
`provider`	Example: Roku Originals	Required

contentType

Content type of the package.

Excel Column	Accepted Values	Required
`contentType`	`film`	Required

language

Language of the title, synopses, video, captions, subtitles, audio dubs, and artwork listed in the row. The value must use a supported language code. A region code is recommended to distinguish variants such as `es-MX` and `es-ES`.

Excel Column	Accepted Values	Required
`language`	Valid language value	Required

original_spoken_language

Original production language of the title. The value must use a supported language code. A region code is recommended.

Excel Column	Accepted Values	Required
`original_spoken_language`	Valid language value	Required

country_of_origin

The primary country where the film was produced, and where the main creators, crew, and producers are established. Must conform to a supported ISO 3166-1 alpha-2 code.

Excel Column	Accepted Values	Required
`country_of_origin`	Valid 2-character country code per ISO 3166-1 alpha-2	Preferred

asset_id

Immutable, unique identifier for a movie. The partner generates or supplies this ID. It **must match** the Title ID in the Avails document so Roku can track the title through processing. **50-character limit.**

Excel Column	Accepted Values	Required
`asset_id`	Alphanumeric characters, hyphens, and underscores only. 50 characters maximum.	Required

eidr

EIDR ID, if one exists.

Excel Column	Accepted Values	Required
`eidr`	Any valid EIDR ID	Optional

tms_id

Gracenote ID, if one exists.

Excel Column	Accepted Values	Required
`tms_id`	Any valid TMS ID	Optional

Content Descriptors

title

Title of the movie, in the language defined in the `language` column. Include **only** the name as it should appear on the platform. Do not add parenthetical information that is not part of the title (e.g., `(Classic)`, `(1987)`, `(Season 1)`, `(HD)`).

Excel Column	Accepted Values	Required
`title`	Example: Movie Title	Required

genres

Genre classification of the content. Each movie **must** be delivered with **at least one** supported genre. See the enumerated genre list.

Excel Column	Accepted Values	Required
`genres`	See enumerated list. No more than 10 genres per title.	Required

tags

Freeform tags that describe the content beyond its genre. Roku's editorial team and recommendations engine use these tags to help viewers find content. There is no limit on the number of tags and no predefined tag list. Tags are **case-sensitive**, so use consistent capitalization (e.g., `"Rom-Com"` and `"rom-com"` are two distinct tags).

Excel Column	Accepted Values	Required
`tags`	Any string under 50 characters	**Highly recommended**

runtime

Total runtime of the content, in **whole minutes**.

Excel Column	Accepted Values	Required
`runtime`	Integers only. Example: `90`	Required

release_date

Original date the content was first made available in any presentation. Must include an accurate **year of release** at minimum.

Excel Column	Accepted Values	Required
`release_date`	ISO 8601 format: `YYYY-MM-DD`	Required

rating_system and ratings

A valid movie or TV rating from the rating authority (`ratingSystem`) of the territory where the content will be available **must** be provided for each movie. If not rated by that territory's official authority, use a valid `USA_PR` rating instead, per tvguidelines.org guidelines (there is no official ratings body for `USA_PR`).

Excel Column	Accepted Values	Required
`rating_system`	See rating values by system and country	Required
`ratings`	See rating values by system and country	Required

brief_synopsis

A brief synopsis of the movie, in the language defined in the `language` column. **100-character limit. Required for Linear OTT distribution.**

Excel Column	Accepted Values	Required
`brief_synopsis`	Up to 100 characters	Required for Linear OTT distribution

short_synopsis

A short synopsis of the content, in the language defined in the `language` column. **250-character limit.**

Excel Column	Accepted Values	Required
`short_synopsis`	250-character synopsis	Required

long_synopsis

An optional long synopsis of the content, in the language defined in the `language` column. **500-character limit.**

Excel Column	Accepted Values	Required
`long_synopsis`	500-character synopsis	Optional

localized_brief_synopsis

A localized brief synopsis of the movie, in the language defined in the `localized_language` column. **100-character limit. Required for Linear OTT distribution.**

Excel Column	Accepted Values	Required
`localized_brief_synopsis`	Up to 100 characters	Required for Linear OTT distribution

closed_captions

Indicates whether the delivered title contains closed captions. **The Y/N flag is required for all content intended for Roku Channel in the US.** Providing this flag does not by itself require a caption file; the partner determines whether captions are required for that delivery.

Excel Column	Accepted Values	Required
`closed_captions`	`Y` or `N`	Required

closed_captions_exemption

FCC exemption code for the closed caption requirement. **Required in the US if `closed_captions` = `N`.**

Code	Definition
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 (47 C.F.R. § 79.4(b)).
6	The FCC and/or U.S. Congress has granted an exemption from caption requirements for this content.

Excel Column	Accepted Values	Required
`closed_captions_exemption`	`1`, `2`, `3`, `4`, `5`, `6`	Required in US if `closed_captions` = `N`

Ad Breaks & Cue Points

ad_breaks

Identifies ad breaks for ad-supported content. Values **must** be accurate to the millisecond. If the video contains black frames for a commercial break, provide the timecode at the **midpoint** of that interval. This field is not required for SVOD, but Roku can ingest frame-accurate data if available.

Excel Column	Accepted Values	Required
`ad_breaks`	`HH:MM:SS.sss`	Preferred

cue_points

Identifies the start and end times of opening credits, recaps, end credits, and behind-the-scenes footage. Values **must** be accurate to the millisecond.

> Enter cue points as a **single comma-separated text string** in one cell. XML provides the same information in nested `cuePoint` elements; see the Film XML Reference.

Format: a comma-separated list of `type=startTime>endTime` pairs.

Example:

```
intro=00:05:10.253>00:07:15.123,recap=00:01:12.456>00:03:12.052
```

Excel Column	Accepted Values	Required
`cue_points`	Format: `type=HH:MM:SS.sss>HH:MM:SS.sss`. Allowable `type` values: `ad overlay`, `behind the scenes`, `intro`, `recap`, `end`	Optional

Cast & Crew

cast

Names of cast members.

Excel Column	Accepted Values	Required
`cast`	Comma-separated list of `Firstname Lastname`	Preferred

director

Name of the movie's director or directors.

> **Excel** metadata currently supports **only the director role** for crew credits. The Film XML Reference lists the additional roles available in XML.

Excel Column	Accepted Values	Required
`director`	Comma-separated list of `Firstname Lastname`	Preferred

Assets

video_file_name

File name of the video, in the language defined in the `language` column, delivered using the approved method. **Only one video is allowed per** `asset_id`**.** The file name must exactly match the delivered file, including capitalization, and must not contain whitespace or special characters.

Excel Column	Accepted Values	Required
`video_file_name`	Example: `movieVideoFile.mov`	Required

video_file_language

Primary language of the video file's spoken dialogue, visible text, or both. If there is no dialogue or visible text, use the language spoken by the intended audience. **Also applies to** `caption_file_name` and `forced_subtitle_file_name`. **Only one language is allowed.**

Excel Column	Accepted Values	Required
`video_file_language`	One valid language value	Required

audio_layout

Audio layout descriptor for the delivered video file.

Excel Column	Accepted Values	Required
`audio_layout`	`stereoOnly`, `surroundOnly`, `stereoPlusSurround`, `surroundPlusStereo`	Optional

descriptive_audio_file_name

For audio description files only. File name of the descriptive audio file, in the language defined in `descriptive_audio_language`, delivered using the approved method. The file name must exactly match the delivered file, including capitalization, and must not contain whitespace or special characters.

Excel Column	Accepted Values	Required
`descriptive_audio_file_name`	Example: `movieDubFile.wav`	Required when providing a sidecar descriptive audio file for accessibility purposes

descriptive_audio_language

For audio description files only. Primary language of the audio file's spoken dialogue track. **Only one language is allowed.**

Excel Column	Accepted Values	Required
`descriptive_audio_language`	One valid language value	Required when providing descriptive audio files

caption_file_name

Roku **strongly prefers** closed captions. The partner is responsible for determining whether captions are required for a specific delivery.

If supplied, enter the name of the closed caption file delivered using the approved method, in the language defined in the `language` column. The file name must exactly match the delivered file, including capitalization, and must not contain whitespace or special characters. Its language is derived from `video_file_language`.

Excel Column	Accepted Values	Required
`caption_file_name`	Example: `movieCaptions.srt`	Strongly preferred

forced_subtitle_file_name

File name of the forced narrative subtitle, in the language defined in `video_file_language`, delivered using the approved method. The file name must exactly match the delivered file, including capitalization, and must not contain whitespace or special characters. Its language is derived from `video_file_language`.

Excel Column	Accepted Values	Required
`forced_subtitle_file_name`	Example: `movieForcedSubtitle.srt`	Required when providing forced narrative subtitles

Artwork

keyart_file_name

File name of the texted key art image, in the language defined in the `language` column, delivered using the approved method. The file name must exactly match the delivered file, including capitalization, and must not contain whitespace or special characters.

Excel Column	Accepted Values	Required
`keyart_file_name`	Example: `movieKeyArt.jpg`	Required

background_file_name

File name of the textless background image, delivered using the approved method. The file name must exactly match the delivered file, including capitalization, and must not contain whitespace or special characters.

Excel Column	Accepted Values	Required
`background_file_name`	Example: `movieBGimage.jpg`	Preferred

boxcover_file_name

File name of the texted 3:4 boxcover image for the movie, in the language defined in the `language` column, delivered using the approved method. The file name must exactly match the delivered file, including capitalization, and must not contain whitespace or special characters.

Excel Column	Accepted Values	Required
`boxcover_file_name`	Example: `movieBoxArt.jpg`	Required for distribution to Howdy

poster_file_name

File name of the texted poster image, in the language defined in the `language` column, delivered using the approved method. The file name must exactly match the delivered file, including capitalization, and must not contain whitespace or special characters.

Excel Column	Accepted Values	Required
`poster_file_name`	Example: `moviePoster.jpg`	Preferred

Availability

All four fields below are preferred, as shown in the tables. None is required.

territory

Country codes for the territories where the content is available. You may enter multiple country codes separated by commas, provided `vod_type`, `license_start_date`, and `license_end_date` are identical across them.

Excel Column	Accepted Values	Required
`territory`	`US`, `CA`, `GB`, `MX`	Preferred

vod_type

Monetization type of the movie. You may enter multiple values separated by commas, provided `territory`, `license_start_date`, and `license_end_date` are identical across them.

Excel Column	Accepted Values	Required
`vod_type`	Example: `avod`, `svod`, `avod`, `svod`	Preferred

license_start_date

Start date of content availability. The date must be **before** `license_end_date`; the dates **must not** be the same.

Excel Column	Accepted Values	Required
`license_start_date`	ISO 8601 format: `YYYY-MM-DDTHH:MM:SS`	Preferred

license_end_date

End date of content availability. The date must be **after** `license_start_date`; the dates **must not** be the same.

Excel Column	Accepted Values	Required
`license_end_date`	ISO 8601 format: `YYYY-MM-DDTHH:MM:SS`	Preferred

Excel - episodic TV metadata fields

Field-by-field reference for the TV Excel template.

Overview

This reference describes the fields in the **TV** Excel metadata template. Fields follow Roku's `series > season > episode` hierarchy. For template downloads and rules on formatting, structure, row limits, and file format, see the Excel Metadata Overview.

Deliver the workbook and its referenced files using the Aspera or S3 delivery method approved during onboarding.

Each row represents a single episode. Fields are grouped by level (**Series**, **Season**, **Episode**) so you can identify which part of the hierarchy each field describes.

Fields are grouped into: **Package Info**, **Series Block**, **Season Block**, **Episode Content Descriptors**, **Ad Breaks & Cue Points**, **Episode Cast & Crew**, **Assets**, **Artwork**, and **Availability**.

Package Info

provider

Name of the content owner, studio, or network.

Excel Column	Accepted Values	Required
`provider`	Example: Roku Originals	Required

contentType

Content type of the package. For the TV Excel template, this value is `episode` (distinct from the `tv` value used to identify the TV content type elsewhere, e.g., in the TV XML Reference's `/package/video/type` field).

Excel Column	Accepted Values	Required
`contentType`	`episode`	Required

language

Language of the title, synopses, video, captions, subtitles, audio dubs, and artwork listed in the row. The value must use a supported language code. A region code is recommended to distinguish variants such as `es-MX` and `es-ES`.

Excel Column	Accepted Values	Required
`language`	One valid language value	Required

asset_id

Immutable, unique identifier for an **episode**. The partner generates or supplies this ID. It **must match** the Title ID in the Avails document so Roku can track the title through processing. **50-character limit.**

Excel Column	Accepted Values	Required
`asset_id`	Alphanumeric characters, hyphens, and underscores only. 50 characters maximum.	Required

episode_eidr

EIDR ID for the episode, if one exists.

Excel Column	Accepted Values	Required
`episode_eidr`	Any valid episodic EIDR ID	Optional

episode_tms_id

Gracenote ID for the episode, if one exists.

Excel Column	Accepted Values	Required
`episode_tms_id`	Any valid episodic TMS ID	Optional

Series Block

series_id

Immutable, unique identifier for a series. The partner generates or supplies this ID. It **must match** the Series ID in the Avails document. **50-character limit.**

Excel Column	Accepted Values	Required
`series_id`	Alphanumeric characters, hyphens, and underscores only. 50 characters maximum.	Required

series_title

Title of the series, in the language defined in the `language` column. Include **only** the name as it should appear on the platform. Do not add parenthetical information that is not part of the title.

Excel Column	Accepted Values	Required
`series_title`	Example: Series Title	Required

series_tms_id

Gracenote ID for the series, if one exists.

Excel Column	Accepted Values	Required
`series_tms_id`	Any valid Show TMS ID	Optional

series_release_date

Original date the series was first made available in any presentation. Must include an accurate **year of release** at minimum.

Excel Column	Accepted Values	Required
`series_release_date`	ISO 8601 format: `YYYY-MM-DD`	Required

series_genres

Genre classification of the content. Each series **must** be delivered with **at least one** supported genre. See the enumerated genre list.

> Genre is specified **only at the series level**. There is no separate genre field for each episode. The TV XML Reference uses the same structure.

Excel Column	Accepted Values	Required
`series_genres`	See enumerated list. No more than 10 genres per title.	Required

series_tags

Freeform tags that describe the content beyond its genre. Roku's editorial team and recommendations engine use these tags to help viewers find content. There is no limit on the number of tags and no predefined tag list. Tags are **case-sensitive**, so use consistent capitalization.

Excel Column	Accepted Values	Required
`series_tags`	Any string under 50 characters	**Highly recommended**

series_cast

Names of series cast members.

Excel Column	Accepted Values	Required
`series_cast`	Comma-separated list of `Firstname Lastname`	Preferred

series_directors

Name of the series director or directors.

> Excel metadata currently supports **only the director role** for crew credits.

Excel Column	Accepted Values	Required
`series_directors`	Comma-separated list of `Firstname Lastname`	Preferred

series_brief_synopsis

A brief synopsis of the series, in the language defined in the `language` column. **100-character limit. Required for Linear OTT distribution.**

Excel Column	Accepted Values	Required
`series_brief_synopsis`	Up to 100 characters	Required for Linear OTT distribution

series_short_synopsis

A short synopsis of the series, in the language defined in the `language` column. **250-character limit.**

Excel Column	Accepted Values	Required
`series_short_synopsis`	250-character synopsis	Required

series_long_synopsis

An optional long synopsis of the series, in the language defined in the `language` column. **500-character limit.**

Excel Column	Accepted Values	Required
`series_long_synopsis`	500-character synopsis	Optional

localized_series_brief_synopsis

A localized brief synopsis of the series, in the language defined in the `localized_language` column. **100-character limit. Required for Linear OTT distribution.**

Excel Column	Accepted Values	Required
`localized_series_brief_synopsis`	Up to 100 characters	Required for Linear OTT distribution

Season Block

season_id

Immutable, unique identifier for a season. The partner generates or supplies this ID. It **must match** the Season ID in the Avails document. **50-character limit.**

Excel Column	Accepted Values	Required
`season_id`	Alphanumeric characters, hyphens, and underscores only. 50 characters maximum.	Required

season_number

Numerical position of the season within the series. This determines the viewing order of its episodes. Values **must** reflect the original broadcast or exhibition order and **must be integers greater than 0**.

Excel Column	Accepted Values	Required
`season_number`	Integers greater than 0 only	Required

Episode Content Descriptors

episode_title

Title of the episode, in the language defined in the `language` column. Include **only** the name as it should appear on the platform. Do not add parenthetical information that is not part of the title.

Excel Column	Accepted Values	Required
`episode_title`	Example: Episode Title	Required

episode_number

Numerical position of the episode within its season. This determines the viewing order on the platform. Values **must** reflect the original broadcast or exhibition order; production numbers **must not** be used. Only integers are allowed.

Excel Column	Accepted Values	Required
`episode_number`	Integers only	Required

original_spoken_language

Original production language of the **episode**. The value must use a supported language code. A region code is recommended to distinguish variants such as `es-MX` and `es-ES`.

> [!NOTE] this field is not prefixed `episode_` in the template, but applies at the **episode level**, not the series level.

Excel Column	Accepted Values	Required
`original_spoken_language`	One valid language value	Required

country_of_origin

The primary country where the **episode** was produced, and where the main creators, crew, and producers are established. Must conform to a supported ISO 3166-1 alpha-2 code.

> [!NOTE] this field is not prefixed `episode_` in the template, but applies at the **episode level**, not the series level.

Excel Column	Accepted Values	Required
`country_of_origin`	One valid 2-character country code per ISO 3166-1 alpha-2	Preferred

episode_release_date

Original date the episode was first made available in any presentation. Must include an accurate **year of release** at minimum.

Excel Column	Accepted Values	Required
`episode_release_date`	ISO 8601 format: `YYYY-MM-DD`	Required

episode_runtime

Total runtime of the episode, in **whole minutes**.

Excel Column	Accepted Values	Required
`episode_runtime`	Integers only. Example: `22`	Required

rating_system and episode_ratings

`rating_system` holds the rating authority (e.g., `USA_PR`), and `episode_ratings` holds the corresponding rating value (e.g., `TV-14`) for that authority. A valid TV rating from the rating authority of the territory where the content will be available **must** be provided for each episode. If not rated by that territory's official authority, use a valid `USA_PR` rating instead, per tvguidelines.org guidelines.

> Rating is specified **only at the episode level**. There is no separate rating field for the series.

Excel Column	Accepted Values	Required
rating_system	See rating values by system and country	Required
episode_ratings	See rating values by system and country	Required

episode_tags

Freeform tags that describe the episode beyond its genre. The same rules apply as for series_tags.

Excel Column	Accepted Values	Required
episode_tags	Any string under 50 characters	**Highly recommended**

episode_brief_synopsis

A brief synopsis of the episode, in the language defined in the `language` column. **100-character limit. Required for Linear OTT distribution.**

Excel Column	Accepted Values	Required
episode_brief_synopsis	Up to 100 characters	Required for Linear OTT distribution

episode_short_synopsis

A short synopsis of the episode, in the language defined in the `language` column. **250-character limit.**

Excel Column	Accepted Values	Required
episode_short_synopsis	250-character synopsis	Required

episode_long_synopsis

An optional long synopsis of the episode, in the language defined in the `language` column. **500-character limit.**

Excel Column	Accepted Values	Required
episode_long_synopsis	500-character synopsis	Optional

localized_episode_brief_synopsis

A localized brief synopsis of the episode, in the language defined in the `localized_language` column. **100-character limit. Required for Linear OTT distribution.**

Excel Column	Accepted Values	Required
localized_episode_brief_synopsis	Up to 100 characters	Required for Linear OTT distribution

closed_captions

Indicates whether the delivered title contains closed captions. **The Y/N flag is required for all content intended for Roku Channel in the US.** Providing this flag does not by itself require a caption file; the partner determines whether captions are required for that delivery.

Excel Column	Accepted Values	Required
`closed_captions`	`Y` or `N`	Required

closed_captions_exemption

FCC exemption code for the closed caption requirement. **Required in the US if** `closed_captions` **=** `N`**.**

Code	Definition
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 (47 C.F.R. § 79.4(b)).
6	The FCC and/or U.S. Congress has granted an exemption from caption requirements for this content.

Excel Column	Accepted Values	Required
`closed_captions_exemption`	`1`, `2`, `3`, `4`, `5`, `6`	Required in US if `closed_captions` = `N`

Ad Breaks & Cue Points

> Ad breaks and cue points are specified **only at the episode level**. There are no separate fields for the series.

episode_ad_breaks

Identifies ad breaks for ad-supported content. Values **must** be accurate to the millisecond. If the video contains black frames for a commercial break, provide the timecode at the **midpoint** of that interval. This field is not required for SVOD, but Roku can ingest frame-accurate data if available.

Excel Column	Accepted Values	Required
`episode_ad_breaks`	`HH:MM:SS.sss`	Preferred

episode_cue_points

Identifies the start and end times of opening credits, recaps, end credits, and behind-the-scenes footage. Values **must** be accurate to the millisecond.

> Enter cue points as a **single comma-separated text string** in one cell. XML provides the same information in nested `cuePoint` elements; see the TV XML Reference.

Format: a comma-separated list of `type=startTime>endTime` pairs.

Example:

```
intro=00:05:10.253>00:07:15.123,recap=00:01:12.456>00:03:12.052
```

Excel Column	Accepted Values	Required
episode_cue_points	Format: type=HH:MM:SS.sss>HH:MM:SS.sss. Allowable type values: ad overlay, behind the scenes, intro, recap, end	Optional

Episode Cast & Crew

episode_cast

Names of cast members for the episode.

Excel Column	Accepted Values	Required
episode_cast	Comma-separated list of Firstname Lastname	Preferred

episode_director

Name of the episode's director or directors.

> Excel metadata currently supports **only the director role** for crew credits.

Excel Column	Accepted Values	Required
episode_director	Comma-separated list of Firstname Lastname	Preferred

Assets

video_file_name

File name of the video, in the language defined in the language column, delivered using the approved method. **Only one video is allowed per** asset_id**.** The file name must exactly match the delivered file, including capitalization, and must not contain whitespace or special characters.

Excel Column	Accepted Values	Required
video_file_name	Example: episodeVideoFile.mov	Required

video_file_language

Primary language of the video file's spoken dialogue, visible text, or both. If there is no dialogue or visible text, use the language spoken by the intended audience. **Also applies to** closed_caption_file_name and forced_subtitle_file_name**. Only one language is allowed.**

Excel Column	Accepted Values	Required
video_file_language	One valid language value	Required

audio_layout

Audio layout descriptor for the delivered video file.

Excel Column	Accepted Values	Required
audio_layout	stereoOnly, surroundOnly, stereoPlusSurround, surroundPlusStereo	Optional

descriptive_audio_file_name

For audio description files only. File name of the descriptive audio file, in the language defined in descriptive_audio_language, delivered using the approved method. The file name must exactly match the delivered file, including capitalization, and must not contain whitespace or special characters.

Excel Column	Accepted Values	Required
descriptive_audio_file_name	Example: movieDubFile.wav	Required when providing a sidecar descriptive audio file for accessibility purposes

descriptive_audio_language

For audio description files only. Primary language of the audio file's spoken dialogue track. **Only one language is allowed.**

Excel Column	Accepted Values	Required
descriptive_audio_language	One valid language value	Required when providing descriptive audio files

closed_caption_file_name

Roku **strongly prefers** closed captions. The partner is responsible for determining whether captions are required for a specific delivery.

If supplied, enter the name of the closed caption file delivered using the approved method, in the language defined in the language column. The file name must exactly match the delivered file, including capitalization, and must not contain whitespace or special characters. Its language is derived from video_file_language.

Excel Column	Accepted Values	Required
closed_caption_file_name	Example: episodeCaptions.srt	Strongly preferred

forced_subtitle_file_name

File name of the forced narrative subtitle, in the language defined in video_file_language, delivered using the approved method. The file name must exactly match the delivered file, including capitalization, and must not contain whitespace or special characters. Its language is derived from video_file_language.

Excel Column	Accepted Values	Required
forced_subtitle_file_name	Example: episodeForcedSubtitle.srt	Required when providing forced narrative subtitles

Artwork

series_keyart_file_name

File name of the texted key art image, in the language defined in the `language` column, delivered using the approved method. The file name must exactly match the delivered file, including capitalization, and must not contain whitespace or special characters.

Excel Column	Accepted Values	Required
`series_keyart_file_name`	Example: `episodeKeyArt.jpg`	Required

series_boxcover_file_name

File name of the texted 4:3 boxcover image for the series, in the language defined in the `language` column, delivered using the approved method. The file name must exactly match the delivered file, including capitalization, and must not contain whitespace or special characters.

Excel Column	Accepted Values	Required
`series_boxcover_file_name`	Example: `episodeBoxArt.jpg`	Required for distribution to Howdy

series_poster_file_name

File name of the texted poster image, in the language defined in the `language` column, delivered using the approved method. The file name must exactly match the delivered file, including capitalization, and must not contain whitespace or special characters.

Excel Column	Accepted Values	Required
`series_poster_file_name`	Example: `seriesPoster.jpg`	Preferred

series_background_file_name

File name of the textless **series**-level background image, delivered using the approved method. The file name must exactly match the delivered file, including capitalization, and must not contain whitespace or special characters.

Excel Column	Accepted Values	Required
`series_background_file_name`	Example: `seriesBGimage.jpg`	Preferred

episode_background_file_name

File name of the textless **episode**-level background image, delivered using the approved method. The file name must exactly match the delivered file, including capitalization, and must not contain whitespace or special characters.

Excel Column	Accepted Values	Required
`episode_background_file_name`	Example: `episodeBGimage.jpg`	Preferred

Availability

All four fields below are preferred, as shown in the tables. None is required.

vod_type

Monetization type of the episode. You may enter multiple values separated by commas, provided `territory`, `episode_start_date`, and `episode_end_date` are identical across them.

Excel Column	Accepted Values	Required
`vod_type`	Example: `avod`, `svod`, `avod`, `svod`	Preferred

territory

Country codes for the territories where the content is available. You may enter multiple country codes separated by commas, provided `vod_type`, `episode_start_date`, and `episode_end_date` are identical across them.

Excel Column	Accepted Values	Required
`territory`	`US`, `CA`, `GB`, `MX`	Preferred

episode_start_date

Start date of content availability. The date must be **before** `episode_end_date`; the dates **must not** be the same.

Excel Column	Accepted Values	Required
`episode_start_date`	ISO 8601 format: `YYYY-MM-DDTHH:MM:SS`	Preferred

episode_end_date

End date of content availability. The date must be **after** `episode_start_date`; the dates **must not** be the same.

Excel Column	Accepted Values	Required
`episode_end_date`	ISO 8601 format: `YYYY-MM-DDTHH:MM:SS`	Preferred

Excel - shortForm clip metadata fields

Field-by-field reference for the Clip Excel template.

Overview

This reference describes the fields in the **Clip** Excel metadata template. For template downloads and rules on formatting, structure, row limits, and file format, see the Excel Metadata Overview.

Deliver the workbook and its referenced files using the Aspera or S3 delivery method approved during onboarding.

Each row represents a single clip. The optional `sub_type` and `parent_*` fields describe the clip and its parent program. **Sports metadata** (`sport_type`, `sport_league`, `sport_teams`) is optional for clips overall, but **required for sports clips**. These groups are not in the Film and TV templates; the Clip XML Reference includes the same groups.

Fields are grouped into: **Package Info**, **Content Descriptors**, **Cast & Crew**, **Assets**, **Artwork**, **Availability**, **Parent Info**, and **Sports Metadata**.

Package Info

provider

Name of the content owner, studio, or network.

Excel Column	Accepted Values	Required
`provider`	Example: Roku Originals	Required

contentType

Content type of the package.

Excel Column	Accepted Values	Required
`contentType`	`clip`	Required

sub_type

Content sub-type of the package. Use one of the values below to identify ancillary or related content. Roku does **not** support native parent/child connections, so **this field does not create a system-level link between the two assets**. The Parent Info fields let you describe the parent program without creating a link.

Excel Column	Accepted Values	Required
`sub_type`	`trailer`, `highlight`, `making_of`, `behind_scenes`, `interview`, `related`, `recap`, `extra`	Optional

language

Language of the title, synopses, video, captions, subtitles, audio dubs, and artwork listed in the row. The value must use a supported language code. A region code is recommended to distinguish variants such as `es-MX` and `es-ES`.

Excel Column	Accepted Values	Required
`language`	Valid language value	Required

original_spoken_language

Original production language of the clip. The value must use a supported language code. A region code is recommended.

Excel Column	Accepted Values	Required
`original_spoken_language`	Valid language value	Required

country_of_origin

The primary country where the clip was produced, and where the main creators, crew, and producers are established. Must conform to a supported ISO 3166-1 alpha-2 code.

Excel Column	Accepted Values	Required
`country_of_origin`	Valid 2-character country code per ISO 3166-1 alpha-2	Preferred

asset_id

Immutable, unique identifier for a clip. The partner generates or supplies this ID. It **must match** the Title ID in the Avails document so Roku can track the title through processing. **50-character limit.**

Excel Column	Accepted Values	Required
`asset_id`	Alphanumeric characters, hyphens, and underscores only. 50 characters maximum.	Required

eidr

EIDR ID, if one exists.

Excel Column	Accepted Values	Required
`eidr`	Any valid EIDR ID	Optional

tms_id

Gracenote ID, if one exists.

Excel Column	Accepted Values	Required
`tms_id`	Any valid TMS ID	Optional

Content Descriptors

title

Title of the clip, in the language defined in the `language` column. Include **only** the name as it should appear on the platform. Do not add parenthetical information that is not part of the title (e.g., `(Classic)`, `(1987)`, `(Season 1)`, `(HD)`).

Excel Column	Accepted Values	Required
`title`	Example: Clip Title	Required

genres

Genre classification of the content. Each clip **must** be delivered with **at least one** supported genre. See the enumerated genre list.

Excel Column	Accepted Values	Required
`genres`	See enumerated list. No more than 10 genres per title.	Required

tags

Freeform tags that describe the content beyond its genre. Roku's editorial team and recommendations engine use these tags to help viewers find content. There is no limit on the number of tags and no predefined tag list. Tags are **case-sensitive**, so use consistent capitalization (e.g., `"Rom-Com"` and `"rom-com"` are two distinct tags).

Excel Column	Accepted Values	Required
`tags`	Any string under 50 characters	**Highly recommended**

runtime

Total runtime of the content, in **whole minutes**.

Excel Column	Accepted Values	Required
`runtime`	Integers only. Example: `90`	Required

release_date

Original date the content was first made available in any presentation. Must include an accurate **year of release** at minimum.

Excel Column	Accepted Values	Required
`release_date`	ISO 8601 format: `YYYY-MM-DD`	Required

rating_system and ratings

`rating_system` holds the rating authority (e.g., `MPAA`), and `ratings` holds the corresponding rating value (e.g., `PG-13`) for that authority. A valid movie or TV rating from the rating authority of the territory where the content will be available **must** be provided for each clip. If not rated by that territory's official authority, use a valid `USA_PR` rating instead, per tvguidelines.org guidelines.

Excel Column	Accepted Values	Required
`rating_system`	See rating values by system and country	Required
`ratings`	See rating values by system and country	Required

brief_synopsis

A brief synopsis of the clip, in the language defined in the `language` column. **100-character limit. Required for Linear OTT distribution.**

Excel Column	Accepted Values	Required
`brief_synopsis`	Up to 100 characters	Required for Linear OTT distribution

short_synopsis

A short synopsis of the content, in the language defined in the `language` column. **250-character limit.**

Excel Column	Accepted Values	Required
`short_synopsis`	250-character synopsis	Required

long_synopsis

An optional long synopsis of the content, in the language defined in the `language` column. **500-character limit.**

Excel Column	Accepted Values	Required
`long_synopsis`	500-character synopsis	Optional

localized_brief_synopsis

A localized brief synopsis of the clip, in the language defined in the `localized_language` column. **100-character limit. Required for Linear OTT distribution.**

Excel Column	Accepted Values	Required
`localized_brief_synopsis`	Up to 100 characters	Required for Linear OTT distribution

closed_captions

Indicates whether the delivered title contains closed captions. **The Y/N flag is required for all content intended for Roku Channel in the US.** Providing this flag does not by itself require a caption file; the partner determines whether captions are required for that delivery.

Excel Column	Accepted Values	Required
`closed_captions`	`Y` or `N`	Required

closed_captions_exemption

FCC exemption code for the closed caption requirement. **Required in the US if** `closed_captions` **=** `N`**.**

Code	Definition
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 (47 C.F.R. § 79.4(b)).
6	The FCC and/or U.S. Congress has granted an exemption from caption requirements for this content.

Excel Column	Accepted Values	Required
`closed_captions_exemption`	`1`, `2`, `3`, `4`, `5`, `6`	Required in US if `closed_captions` = `N`

Cast & Crew

cast

Names of cast members.

Excel Column	Accepted Values	Required
`cast`	Comma-separated list of `Firstname Lastname`	Preferred

director

Name of the clip's director or directors.

> Excel metadata currently supports **only the director role** for crew credits.

Excel Column	Accepted Values	Required
`director`	Comma-separated list of `Firstname Lastname`	Preferred

Assets

video_file_name

File name of the video, in the language defined in the `language` column, delivered using the approved method. **Only one video is allowed per** `asset_id`**.** The file name must exactly match the delivered file, including capitalization, and must not contain whitespace or special characters.

Excel Column	Accepted Values	Required
`video_file_name`	Example: `movieVideoFile.mov`	Required

video_file_language

Primary language of the video file's spoken dialogue, visible text, or both. If there is no dialogue or visible text, use the language spoken by the intended audience. **Also applies to** `caption_file_name` and `forced_subtitle_file_name`. **Only one language is allowed.**

Excel Column	Accepted Values	Required
`video_file_language`	One valid language value	Required

audio_layout

Audio layout descriptor for the delivered video file.

Excel Column	Accepted Values	Required
`audio_layout`	`stereoOnly`, `surroundOnly`, `stereoPlusSurround`, `surroundPlusStereo`	Optional

descriptive_audio_file_name

For audio description files only. File name of the descriptive audio file, in the language defined in `descriptive_audio_language`, delivered using the approved method. The file name must exactly match the delivered file, including capitalization, and must not contain whitespace or special characters.

Excel Column	Accepted Values	Required
`descriptive_audio_file_name`	Example: `movieDubFile.wav`	Required when providing a sidecar descriptive audio file for accessibility purposes

descriptive_audio_language

For audio description files only. Primary language of the audio file's spoken dialogue track. **Only one language is allowed.**

Excel Column	Accepted Values	Required
`descriptive_audio_language`	One valid language value	Required when providing descriptive audio files

caption_file_name

Roku **strongly prefers** closed captions. The partner is responsible for determining whether captions are required for a specific delivery.

If supplied, enter the name of the closed caption file delivered using the approved method, in the language defined in the `language` column. The file name must exactly match the delivered file, including capitalization, and must not contain whitespace or special characters. Its language is derived from `video_file_language`.

Excel Column	Accepted Values	Required
`caption_file_name`	Example: `movieCaptions.srt`	Strongly preferred

forced_subtitle_file_name

File name of the forced narrative subtitle, in the language defined in `video_file_language`, delivered using the approved method. The file name must exactly match the delivered file, including capitalization, and must not contain whitespace or special characters. Its language is derived from `video_file_language`.

Excel Column	Accepted Values	Required
`forced_subtitle_file_name`	Example: `movieForcedSubtitle.srt`	Required when providing forced narrative subtitles

Artwork

The Clip template includes **one** artwork field: a 16:9 Key Art image, as described in the Artwork Specification.

keyart_file_name

File name of the texted key art image, in the language defined in the `language` column, delivered using the approved method. The file name must exactly match the delivered file, including capitalization, and must not contain whitespace or special characters.

Excel Column	Accepted Values	Required
`keyart_file_name`	Example: `movieKeyArt.jpg`	Required

Availability

territory

Country codes for the territories where the content is available. You may enter multiple country codes separated by commas, provided `vod_type`, `license_start_date`, and `license_end_date` are identical across them.

Excel Column	Accepted Values	Required
`territory`	`US`, `CA`, `GB`, `MX`	Preferred

vod_type

Monetization type of the clip. You may enter multiple values separated by commas, provided `territory`, `license_start_date`, and `license_end_date` are identical across them.

Excel Column	Accepted Values	Required
`vod_type`	Example: `avod`, `svod`, `avod`, `svod`	Preferred

license_start_date

Start date of content availability. The date must be **before** `license_end_date`; the dates **must not** be the same.

Excel Column	Accepted Values	Required
`license_start_date`	ISO 8601 format: `YYYY-MM-DDTHH:MM:SS`	Preferred

license_end_date

End date of content availability. The date must be **after** `license_start_date`; the dates **must not** be the same.

Excel Column	Accepted Values	Required
`license_end_date`	ISO 8601 format: `YYYY-MM-DDTHH:MM:SS`	Preferred

Parent Info

These fields describe the program a clip comes from or relates to. Use them with a valid `sub_type` value. **They do not create a navigable link or an on-platform relationship** between the clip and its parent program.

parent_type

Content type of the parent the clip is derived from or describes.

Excel Column	Accepted Values	Required
`parent_type`	`episode`, `movie`, `series`	Optional

parent_title

Title of the parent program, if the parent is a movie or series.

Excel Column	Accepted Values	Required
`parent_title`	Example: Title of Parent Movie or Series	Optional

parent_runtime

Runtime of the parent program, if the parent is a movie or episode.

Excel Column	Accepted Values	Required
`parent_runtime`	Integer	Optional

parent_release_date

Release date of the parent movie, episode, or series.

Excel Column	Accepted Values	Required
`parent_release_date`	ISO 8601 format: `YYYY-MM-DD`	Optional

parent_tms_id

TMS ID of the parent movie, episode, or series.

Excel Column	Accepted Values	Required
`parent_tms_id`	Any valid TMS ID	Optional

parent_series

Series title of the parent program, if the parent is an episode.

Excel Column	Accepted Values	Required
`parent_series`	Example: Parent Series Title	Optional

parent_season

Season number of the parent program, if the parent is an episode.

Excel Column	Accepted Values	Required
`parent_season`	Integer greater than 0	Optional

parent_episode

Episode number of the parent program, if the parent is an episode.

Excel Column	Accepted Values	Required
`parent_episode`	Integer	Optional

Sports Metadata

The following fields are optional for clips overall, but **required for sports clips**.

sport_type

Name of the sport featured in the clip or highlight.

Excel Column	Accepted Values	Required
`sport_type`	Name of the sport	Required for sports clips

sport_league

Name of the sports league featured in the clip or highlight.

Excel Column	Accepted Values	Required
`sport_league`	Name of the sport league	Required for sports clips

sport_teams

Teams featured in the sports clip or highlight. You may enter multiple team names separated by commas.

Excel Column	Accepted Values	Required
`sport_teams`	Comma-separated list. Example: `Chicago Cubs,St. Louis Cardinals`	Required for sports clips

Ad policy

Content suitability and ad-break placement rules for ad-supported Roku Channel content.

Roku will serve up to **8 minutes of advertisements per viewing hour**. Roku's ad policy is subject to change.

Ad-Supported Content

Content should be appropriate for Roku Channel viewers and advertisers. Roku Channel does not want ad-supported content with excessive nudity or extreme or graphic violence. Use your best judgment when selecting content. If an asset is questionable, provide an alternative.

Roku reserves the right to remove or reject content it deems inappropriate.

Ad Breaks

The placement rules below apply to ad-supported content in **all delivery formats**. Supplying ad-break data in ingest metadata is **highly recommended** and helps speed up quality control.

- For Roku XML, supply ad-break timecodes in the `adBreak` nodes of the movie, episode, or clip metadata to trigger ad breaks during playback.
- Ad-break values should be accurate to the millisecond. Convert any frame-based time value to its millisecond equivalent.
- Roku XML and Excel ad-break timecodes **must** use `HH:MM:SS.sss`, for example `01:23:45.678`.
- MovieLabs deliveries follow the MMC marker conventions for ad-break timecodes.

Movies

- No ad breaks should be listed during the first **10 minutes** of playback.
- No pre-roll ad break should be listed at `00:00:00.000`.
- Ad-break cue points should occur at natural scene breaks or fades to black.
- There should be at least **10 minutes** between ad breaks.
- No ad breaks within **10 minutes of end credits**.

Series Episodes

For episodes **longer than 15 minutes**:

- No ad breaks should be listed during the first **5 minutes** of playback.
- No pre-roll ad break should be listed at `00:00:00.000`.
- Ad-break cue points should occur at natural scene breaks or fades to black.
- There should be at least **7 minutes** between ad breaks.
- No ad breaks within the **last 5 minutes of end credits**.

Related Specifications

See Video requirements for commercial blacks and the timing origin, and the metadata references for your delivery format.

Return to the delivery overview.

Kids-directed content

Approval, tagging, and rating requirements for content directed at children.

Definition and Approval

Kids-directed content is content that either:

- Is directed to children as defined by the applicable law in the jurisdiction where it is shown, such as the Children's Online Privacy Protection Act (COPPA); or
- Was made primarily for viewing by children in the jurisdiction where it is shown.

Roku **must** be informed of any intent to submit or distribute kids-directed content. **Do not submit or distribute it without Roku's express written approval.**

Once Roku has approved the content, its metadata must meet the following requirements.

Movies

- Include the `<tag>` value `kidsdirected`, all lowercase, among the tags for every movie.
- Include a valid MPAA, `USA_PR`, or TV parental rating.
- `UNRATED` **and** `Not Rated` **are not acceptable** for kids-directed content.

Episodic Series

- Include the `<tag>` value `kidsdirected`, all lowercase, among the series tags for every series and the episode tags for every episode.
- Include a valid TV parental rating.
- `UNRATED` **and** `Not Rated` **are not acceptable** for kids-directed content.

See Roku's made-for-kids guidance for more information.

Return to the delivery overview.

External branding and calls to action

Restrictions on external branding and calls to action in delivered media.

Scope

Roku Channel does not allow external branding, external URL links, or calls to action on key art or within video and closed captions.

A **call to action (CTA)** is creative material or a content segment that directs viewers outside the Roku Channel ecosystem to consume content on an external service.

Video **must** be edited to remove links or directions for viewers to visit external sites. The restriction includes:

- Brand logos
- Web URLs
- QR codes
- Spoken or written prompts such as "click," "subscribe," "buy now," or "go to"

Related Requirements

Follow the artwork requirements for Roku's prior-approval requirement for branded artwork. The video requirements also require removal of external CTAs and links before delivery.

Contact your Roku representative for more details about branding or calls to action.

Return to the delivery overview.

Gracenote and the viewer experience

How Gracenote matches titles and supplies the metadata and artwork viewers see.

Metadata and Artwork Shown to Viewers

Roku uses Gracenote data, where available, to augment the metadata and artwork shown on Roku devices, web browsers, mobile applications, and other players. This helps provide a consistent title experience across platforms and the broader Roku ecosystem.

Roku attempts to match all partner-delivered content to a corresponding Gracenote record. When a title is found in Gracenote's database, the metadata and artwork displayed on Roku Channel are sourced from Gracenote.

Artwork Personalization

Gracenote's **Artwork Personalization** supplies alternate imagery for different viewers based on factors such as demographics and popularity. This approach has increased user engagement.

Gracenote accepts official partner key art, but a viewer will see that art only if it is selected by the personalization algorithm. Gracenote supplies approximately **three unique images** and creates alternate artwork from sources such as the original broadcaster, production studio, or creative agency.

Gracenote has stated to Roku that its images are covered by a "fair use license." Gracenote applies the same quality standards to personalized images as to partner-supplied key art, including:

- No major spoilers
- No dark, blurry, or grainy images
- No violent or suggestive imagery
- Avoidance of smoking imagery

Help Roku Match Your Titles

Roku uses a combination of methods to match titles to Gracenote records. Partners can help by providing:

- The exact title of the series, movie, TV special, or short-form video
- Release dates with the correct year of the title's original release on any platform
- Season and episode numbers that follow the original release order
- Accurate TMS (Gracenote) IDs for the content type

Content classification must also align:

- Content classified as an **episode** in Gracenote **must** be delivered as an Episode to Roku.
- Content classified as a **movie** in Gracenote **must** be delivered as a Movie to Roku.
- Content classified as a **TV Special** in Gracenote **may** be delivered as a Movie to Roku.

See Metadata for content types and identifier requirements, and MovieLabs for TMS ID mapping in MEC.

Tags, Genres, and Curation

Provide tags with each movie, episode, or clip to help Roku curate and surface the content. Roku Channel's editorial team and recommendation systems use the supplied tags and genres. More tags provide more ways for a title to be curated and surfaced to viewers.

See Best practices: content tags and metadata and the supported genres.

Return to the delivery overview.

Allowed values

Supported values for crew roles, genres, ratings, and languages.

Overview

Use these lists when completing Film, TV, or Clip metadata in XML or Excel.

Page	Covers	Referenced From
Crew Roles	The fixed set of supported crew member role values	`role` field in the Film/TV/Clip XML and Excel references
Genres	The fixed set of supported genre values	`genre`/`genres` field in the Film/TV/Clip XML and Excel references
Rating Values by Rating System and Country	Supported rating authorities, their territory/country, and valid rating values per authority	`rating`/`ratings`/`rating_system` field in the Film/TV/Clip XML and Excel references
Language Codes	The supported set of language codes (with optional region variants)	`language`, `original_spoken_language`, `locale`, and related fields across all metadata references

For field-specific requirements, consult the XML or Excel field reference for your content type.

Crew roles

Fixed list of supported crew role values.

Use the following values for the `role` field in Film, TV, or Clip metadata. **Roles are case-sensitive** and must be delivered exactly as listed.

> The full list applies to XML delivery. Excel supports only Director.

Crew Role
Actor
Anchor
Host
Narrator
Voice
Director
Producer
Screenwriter

Genres

Fixed list of supported genre values.

Roku supports the following genre values, referenced by the `genre`/`genres` field wherever genre metadata is delivered (see the Film/TV/Clip XML and Excel metadata references). Each title **must** be delivered with **at least one** supported genre, and **no more than 10** genres per title.

3x3 basketball	consumer	how-to	rowing
action	cooking	hunting	rugby
action sports	cricket	hurling	running
adventure	crime	hydroplane racing	sailing
aerobics	crime drama	indoor soccer	science
agriculture	curling	interview	science fiction
animals	cycling	intl soccer	self improvement
animated	dance	judo	shooting
anime	dark comedy	karate	shopping
anthology	darts	kayaking	sitcom
archery	debate	lacrosse	skateboarding
arm wrestling	diving	law	skating
art	docudrama	live	skeleton
artistic gymnastics	documentary	luge	skiing
artistic swimming	dog racing	martial arts	snooker
arts/crafts	dog show	medical	snowboarding
athletics	dog sled	military	snowmobile
auction	drag racing	miniseries	soap
auto	drama	mixed martial arts	soap special
auto racing	educational	modern pentathlon	soap talk
aviation	entertainment	motorcycle	soccer
awards	environment	motorcycle racing	softball
badminton	equestrian	motorsports	special
ballet	erotic	mountain biking	speed skating
baseball	event	music	sport climbing
basketball	exercise	music special	sports

beach soccer	faith	music talk	sports talk
beach volleyball	fantasy	musical	squash
biathlon	fashion	musical comedy	standup
bicycle	fencing	mystery	sumo wrestling
bicycle racing	field hockey	nature	surfing
billiards	figure skating	news	suspense
biography	fishing	newsmagazine	swimming
blackjack	food	olympics	table tennis
bmx racing	football	opera	taekwondo
boat	fundraiser	outdoors	talk
boat racing	gaelic football	parade	technology
bobsled	game show	paranormal	tennis
bodybuilding	gaming	parenting	theater
bowling	gay/lesbian	performing arts	thriller
boxing	golf	playoff sports	track cycling
bullfighting	gymnastics	poker	track/field
bus./financial	handball	politics	trampoline
canoe	health	polo	travel
canoe/kayak	historical drama	pool	triathlon
card games	history	pro wrestling	variety
ceremony	hockey	public affairs	volleyball
cheerleading	holiday	racquet	war
children	holiday music	reality	water polo
children-music	holiday music special	religious	water skiing
children-special	holiday special	rhythmic gymnastics	watersports
children-talk	holiday-children	ringuette	weather
collectibles	holiday-children special	road cycling	weightlifting
comedy	home improvement	rodeo	western
comedy drama	horror	roller derby	wrestling
community	horse	romance	yacht racing

computers	house/garden	romantic comedy

Rating values by rating system and country

Supported rating authorities and values by territory.

A valid film or TV rating using a supported rating system (`ratingSystem`) for the territory where a title will be available **must** be provided for each movie, episode, or shortForm video.

If the Title Has Not Been Officially Rated

If a title has not been rated by that territory's official rating authority, **Roku strongly encourages partners to self-rate the title** using the `USA_PR` rating system. Follow the guidelines for `USA_PR` ratings at tvguidelines.org.

Use NR (Not Rated) only as a last resort, when neither an official rating nor a self-assigned rating is available. The following restrictions apply:

> **Roku strongly prefers an official or self-assigned rating on all content.** Titles rated **NR** are subject to **manual verification**, which can delay **or prevent** selection and publishing to Roku Channel. Discoverability may also be impacted, and **placement within the Kids & Family experience will be prohibited** for NR titles.

Supported Rating Systems

Canada and the United States each have two supported rating systems. Select the authority and rating value that apply to your title.

Ratings Authority and Territory	Country	`ratingSystem`	Rating Values
British Board of Film Classification (United Kingdom)	GB	`BBFC`	`U`, `PG`, `12A`, `12-A`, `12`, `15`, `18`, `NR`, `R18`
Canadian Home Video Rating System (Canada)	CA	`CHVRS`	`G`, `PG`, `14A`, `14-A`, `18A`, `18-A`, `NR`, `R`, `E`
Motion Picture Association of America (United States)	US	`MPAA`	`G`, `PG`, `PG13`, `PG-13`, `R`, `NC-17`, `NC17`, `NR`
Canadian Parental Rating (Canada)	CA	`CPR`	`14+`, `18+`, `C`, `C8`, `C-8`, `G`, `NR`, `PG`, `E`
Dirección General de Radio, Televisión y Cinematografía (Mexico)	MX	`RTC`	`AA`, `A`, `B`, `B-15`, `B15`, `C`, `DD`, `D`, `NR`
USA Parental Rating *AKA V-Chip* (United States)	US	`USA_PR`	`TV-Y`, `TVY`, `TV-Y7`, `TVY7`, `TV-G`, `TVG`, `TV-PG`, `TVPG`, `TV-14`, `TV14`, `TV-MA`, `TVMA`, `NR`

Language codes

Full list of supported language codes and regional variants.

Roku supports the following language codes for content ingest, based on a simplified version of RFC 5646.

Where the field description recommends a regional variant, use the appropriate code, such as `es-mx` for Spanish (Mexico) or `es-es` for Spanish (Spain). Consult the Film, TV, or Clip field reference for details.

Language Code	Language	Language Code	Language
af	Afrikaans	km	Khmer
sq	Albanian	rw	Kinyarwanda
am	Amharic	ko	Korean
ar	Arabic	ko-kr	Korean (Korea)
ar-dz	Arabic (Algeria)	ku	Kurdish
ar-bh	Arabic (Bahrain)	ky	Kyrgyz
ar-eg	Arabic (Egypt)	lo	Lao
ar-iq	Arabic (Iraq)	la	Latin
ar-jo	Arabic (Jordan)	lv	Latvian
ar-kw	Arabic (Kuwait)	lt	Lithuanian
ar-lb	Arabic (Lebanon)	mk	Macedonian
ar-ly	Arabic (Libya)	mg	Malagasy
ar-ma	Arabic (Morocco)	ms	Malay
ar-om	Arabic (Oman)	ms-my	Malay (Malaysia)
ar-qa	Arabic (Qatar)	ml	Malayalam
ar-sa	Arabic (Saudi Arabia)	mt	Maltese
ar-sy	Arabic (Syria)	mr	Marathi
ar-tn	Arabic (Tunisia)	mn	Mongolian
ar-ae	Arabic (U.A.E.)	nd	Ndebele
ar-ye	Arabic (Yemen)	ne	Nepali
hy	Armenian	no	Norwegian
as	Assamese	no-no	Norwegian (Norway)
az	Azerbaijani	or	Oriya
eu	Basque	om	Oromo
be	Belarusian	ps	Pashto

Language Code	Language	Language Code	Language
bn	Bengali	fa	Persian (Farsi)
bh	Bihari	pl	Polish
bs	Bosnian	pl-pl	Polish (Poland)
bg	Bulgarian	pt	Portuguese
bg-bg	Bulgarian (Bulgaria)	pt-br	Portuguese (Brazil)
my	Burmese	pt-pt	Portuguese (Portugal)
ca	Catalan	pa	Punjabi
zh	Chinese	qu	Quechua
zh-hk	Chinese (Hong Kong)	rm	Rhaeto-Romanic
zh-cn	Chinese (PRC)	ro	Romanian
zh-sg	Chinese (Singapore)	ro-md	Romanian (Republic of Moldova)
zh-tw	Chinese (Taiwan)	ro-ro	Romanian (Romania)
zh-hans	Chinese (Simplified)	rn	Rundi
zh-hant	Chinese (Traditional)	ru	Russian
hr	Croatian	ru-md	Russian (Republic of Moldova)
hr-hr	Croatian (Croatia)	ru-ru	Russian (Russia)
cs	Czech	se	Sami
cs-cz	Czech (Czech Republic)	sa	Sanskrit
da	Danish	gd	Scottish (Gaelic)
da-dk	Danish (Denmark)	sr	Serbian
dv	Divehi	sn	Shona
nl	Dutch	ii	Sichuan Yi
nl-be	Dutch (Belgium)	sd	Sindhi
nl-nl	Dutch (Netherlands)	si	Sinhalese
dz	Dzongkha	sk	Slovak
en	English	sl	Slovenian
en-au	English (Australia)	sl-si	Slovenian (Slovenia)
en-bz	English (Belize)	so	Somali
en-ca	English (Canada)	st	Sotho
en-ie	English (Ireland)	es	Spanish

Language Code	Language	Language Code	Language
en-jm	English (Jamaica)	es-ar	Spanish (Argentina)
en-nz	English (New Zealand)	es-bo	Spanish (Bolivia)
en-za	English (South Africa)	es-cl	Spanish (Chile)
en-tt	English (Trinidad)	es-co	Spanish (Colombia)
en-gb	English (United Kingdom)	es-cr	Spanish (Costa Rica)
en-us	English (United States)	es-do	Spanish (Dominican Republic)
et	Estonian	es-ec	Spanish (Ecuador)
fo	Faeroese	es-sv	Spanish (El Salvador)
fi	Finnish	es-gt	Spanish (Guatemala)
fr	French	es-hn	Spanish (Honduras)
fr-be	French (Belgium)	es-mx	Spanish (Mexico)
fr-ca	French (Canada)	es-ni	Spanish (Nicaragua)
fr-lu	French (Luxembourg)	es-pa	Spanish (Panama)
fr-ch	French (Switzerland)	es-py	Spanish (Paraguay)
fy	Frisian	es-pe	Spanish (Peru)
ff	Fulfulde (Fulah)	es-pr	Spanish (Puerto Rico)
gl	Galician	es-es	Spanish (Spain)
ka	Georgian	es-uy	Spanish (Uruguay)
de	German	es-ve	Spanish (Venezuela)
de-at	German (Austria)	sw	Swahili
de-de	German (Germany)	sv	Swedish
de-li	German (Liechtenstein)	sv-fi	Swedish (Finland)
de-lu	German (Luxembourg)	sv-se	Swedish (Sweden)
de-ch	German (Switzerland)	tl	Tagalog
el	Greek	ty	Tahitian
el-gr	Greek (Greece)	tg	Tajik
gn	Guarani	ta	Tamil
gu	Gujarati	tt	Tatar
ht	Haitian (Creole)	te	Telugu
ha	Hausa	th	Thai

Language Code	Language	Language Code	Language
he	Hebrew	th-th	Thai (Thailand)
hi	Hindi	bo	Tibetan
hu	Hungarian	ti	Tigrigna
hu-hu	Hungarian (Hungary)	ts	Tsonga
is	Icelandic	tn	Tswana
ig	Igbo	tr	Turkish
id	Indonesian	tr-tr	Turkish (Turkey)
iu	Inuktitut	tk	Turkmen
ik	Inupiaq	uk	Ukrainian
ga	Irish	ur	Urdu
it	Italian	uz	Uzbek
it-it	Italian (Italy)	ve	Venda
it-ch	Italian (Switzerland)	vi	Vietnamese
ja	Japanese	vi-vn	Vietnamese (Vietnam)
ja-jp	Japanese (Japan)	cy	Welsh
kn	Kannada	xh	Xhosa
kr	Kanuri	yi	Yiddish
ks	Kashmiri	yo	Yoruba
kk	Kazakh	zu	Zulu

Helpful links

Templates, tools, standards, and support contacts used in these specifications.

Metadata Templates, Schemas, and Samples

Resource	Link
Film Metadata Excel Template	go.roku.com/film-excel-template
TV Metadata Excel Template	go.roku.com/tv-excel-template
Clip Metadata Excel Template	go.roku.com/clip-excel-template
Excel Update Templates (ZIP)	go.roku.com/mdu-templates
Film XML Schema	go.roku.com/film-xml-schema
TV XML Schema	go.roku.com/tv-xml-schema
Clip XML Schema	go.roku.com/clip-xml-schema
Annotated Film XML	go.roku.com/film-xml-example
Annotated TV XML	go.roku.com/tv-xml-example
Annotated Clip XML	go.roku.com/clip-xml-example
All Metadata Templates/Examples/Schemas	go.roku.com/metadata-docs

Best Practices and Guides

Resource	Link
Best Practices: Content Tags and Metadata	developer.roku.com: content-tags-and-metadata
Music Cue Sheet Submission	go.roku.com/music-cue-sheet-submission

Delivery Tools

Resource	Link
Aspera Client (IBM Fix Central)	IBM Fix Central: Aspera Desktop Client
IBM Aspera for Desktop	ibmaspera.com/help/downloads/desktop
Roku's Aspera Shares URL	aspera.sr.roku.com
Creating an SSH Key (Aspera docs)	Aspera SSH key documentation
Global Bandwidth Settings (IBM docs)	IBM docs: global bandwidth settings
Adding/Editing Connections (IBM docs)	IBM docs: adding/editing connections
Configuring Transfer Settings (Aspera Shares)	IBM docs: configuring transfer settings
Configuring User Settings (Aspera Shares)	IBM docs: configure user settings

Avails

Resource	Link
Roku Avail Spec	go.roku.com/trc-avail-spec
Roku Avail Template	go.roku.com/trc-avail-template

FCC Regulatory

Resource	Link
FCC Audio Description	fcc.gov/audio-description
FCC Closed Captioning: Internet Video Programming	fcc.gov/consumers/guides/captioning-internet-video-programming

CRTC Regulatory (Canada)

Resource	Link
CRTC Broadcasting Regulatory Policy 2026-98 (Closed Captioning: Online Streaming)	crtc.gc.ca/eng/archive/2026/2026-98.htm

MovieLabs

Resource	Link
MovieLabs Metadata Site	movielabs.com/md
EMA Avails Specification	movielabs.com/md/avails
MEC Schema: Keyword Node	MEC v2.9 schema: Keyword
MEC Schema: AltIdentifier Node	MEC v2.9 schema: AltIdentifier
MMC Schema: Markers Node	MMC v1.10 schema: Markers
Apache xmlbeans	xmlbeans.apache.org
MMC Schema XSD (manifest-v1.10)	manifest-v1.10.xsd
MEC Schema XSD (mdmec-v2.9)	mdmec-v2.9.xsd

Rating Authorities

Resource	Link
US MPAA Ratings	filmratings.com
US TV Ratings	tvguidelines.org
UK BBFC Ratings	bbfc.co.uk
Canadian Film Ratings	mpa-canada.org/film-ratings
Canadian TV Ratings	cbsc.ca: English CA and third-language broadcasters

Standards References

Resource	Link
ISO 3166-1 alpha-2 Country Codes	iso.org/iso-3166-country-codes
RFC 5646 (Language Tags)	datatracker.ietf.org/doc/html/rfc5646

Support Contacts

Contact	Purpose
deliverynotifications@roku.com	Delivery notifications
contentoperations@roku.com	Asset ID lookups, metadata/file update support

Change log

Release notes for the Roku Channel delivery specification.

Entries for published versions describe changes made at the time of each release. Follow the current specification pages for delivery requirements.

v2.4

Version 2.4 describes the upcoming specification update and has not yet been published.

- Reorganized the specification into topic pages with a delivery overview, field references, resources, and a change log.
- Moved ad, kids-directed, branding/CTA, and Gracenote guidance to dedicated pages, and music cue sheet instructions to Metadata.
- Removed CableLabs ADI XML from the supported-format documentation and sample links.
- Added `brief_synopsis` guidance, including localized values, a 100-character limit, and the Linear OTT requirement.
- Clarified optional long synopses and Film/TV XML `playOptions`; Clip `playOptions` remains required.
- Updated Film/Clip classification and explained how Clips appear on Roku Channel.
- Made the requirement for ingest asset IDs to match Avails Title IDs explicit.
- Required unique replacement filenames or accurate MovieLabs MMC MD5 checksums, and clarified file references and delivery order.
- Clarified MovieLabs MEC/MMC requirements by hierarchy level and parent-first ingest order.
- Added MovieLabs artwork-purpose mappings and guidance on genre warnings during schema validation.
- Documented one video per title, required native frame rate and scan type, and expanded prohibited video content.
- Clarified zero-hour synchronization, timecode conventions, and ad-break placement across delivery formats.
- Expanded sidecar audio formats and clarified channel configuration and labeling requirements.
- Required descriptive audio to match its companion track's language, locale, and exact language code.
- Expanded forced narrative delivery rules and clarified language matching and how caption/subtitle tracks interact.
- Marked SCC as supported but legacy; limited translated lyrics in full subtitles to those important to the narrative.
- Clarified caption responsibilities, added Canadian CRTC guidance, and corrected the FCC exemption 5 citation.
- Expanded artwork definitions to six types and increased minimum resolutions for 16:9 artwork and 2:3 posters.
- Required 2:3 posters and 16:9 backgrounds for movies/series, added episode thumbnails, and aligned placement examples.
- Added required Howdy box covers: 4:3 for series and 3:4 for movies.
- Added MovieLabs trailer requirements, with one trailer per movie or series and no season or episode trailers.
- Added direct S3 delivery guidance covering account setup, ingest paths, transfers, and validation.
- Updated Aspera Shares setup to IBM Aspera for Desktop and clarified delivery-method selection.
- Clarified ignored underscore-prefixed files/folders, original replacement folders, and mandatory lowercase extensions.
- Removed `R-1` from the documented BBFC rating values.

v2.3 - 2025-02-18

- Updated all references to The Roku Channel to Roku Channel
- Added MovieLabs and EMA support

- Added description of Gracenote's Artwork Personalization employed by Roku Channel
- Added expectations post-onboarding
- Added ad-supported content policy
- Added definition and examples of calls to action
- Added submission link for music cue sheets
- Updated video requirements to require semi-textless video
- Updated Roku's preferred sidecar caption/subtitle files
- Identified which sidecar captions/subtitles support positional data
- Updated ratings requirements and preferences discouraging NR and removing support for UR
- Updated minimum 2:3 image resolution to align dimensions to exactly 2:3
- Updated image examples on platform
- Added some guidance on providing images
- Noted that episodic images should be unique for each episode
- Noted that sidecar subtitles and captions must not be empty files
- Added a link to Roku's "made for kids" page
- Fixed typo in Xpath sample for content type from "episode" to "tv"
- Noted that Excel documents should not link to external data
- Clarified that start dates need to be chronologically before end dates
- Clarified that start dates and end dates cannot be identical
- Updated ingest templates to add additional hints
- Added sports metadata nodes to the clip specifications and templates
- Removed link to file update template
- Updated XSD documents to account for above changes

v2.2 - 2023-05-18

- Removed support for legacy MDU
- Removed requirement for long_synopsis
- Refreshed the language for automated MDU and file replacements
- Added a 30 day retention policy for files in delivery location
- Added list of allowable and forbidden characters for file names
- Added link to Best practices: content tags and metadata page
- Added end_time as a requirement for credit cuePoint
- Added support for ad overlay cuePoints
- Added language prohibiting delivery of hard parted video segments
- Added language allowing letterboxed/pillarboxed episodic thumbnails
- Added link for a .zip file of all sample docs
- Addressed typographical errors

v2.1 - 2022-10-28

- Updated MDU documentation adding support for automated MDUs and renaming legacy method
- Separated Excel metadata fields descriptions from XML metadata fields descriptions
- Reformatted XML metadata fields descriptions for increased legibility
- Clarified audio channel labelling
- Clarified sidecar audio requirements
- Clarified sidecar subtitle requirements
- Updated the list of supported language codes
- Added support for ingest of credit cuePoints
- Added Mexico content ratings and rating system (RTC)

v2.0 - 2022-04-25

- Identified .srt as preferred side car caption input
- Clarified episode number requirements
- Reorganized document to end with metadata
- Reformat metadata node definitions to show xpath and Excel column names
- Hardened and clarified video requirements
- Added acceptable amount of black video at head/tail
- Updated Film requirements to allow release_date rather than theatrical_release_date
- Added support for differing availability information between licenseTypes and/or territories
- Added support for multiple language deliverables including
- Language
- Original Spoken Language
- Country of Origin
- Localized metadata
- Sidecar audio
- Sidecar subtitles
- Localized artwork
- Added listing of supported subtitle files
- Added listing of supported sidecar audio files
- Added listing of supported language codes
- Added support for delivery of descriptive audio
- Clarified language code requirements for localized metadata/assets
- Updated XML samples to include multi-language support
- Updated XSD to validate multi-language XMLs
- Updated Excel samples to include multi-language support
- Added glossary of terminology
- Added external link to FTC page describing COPPA compliance

- Updated the name of the audio layout descriptors to audio layout hints to avoid confusion with descriptive audio
- Updated adBreak policy per latest Roku Ad Policy