

How to generate an MRSS feed on Ooyala

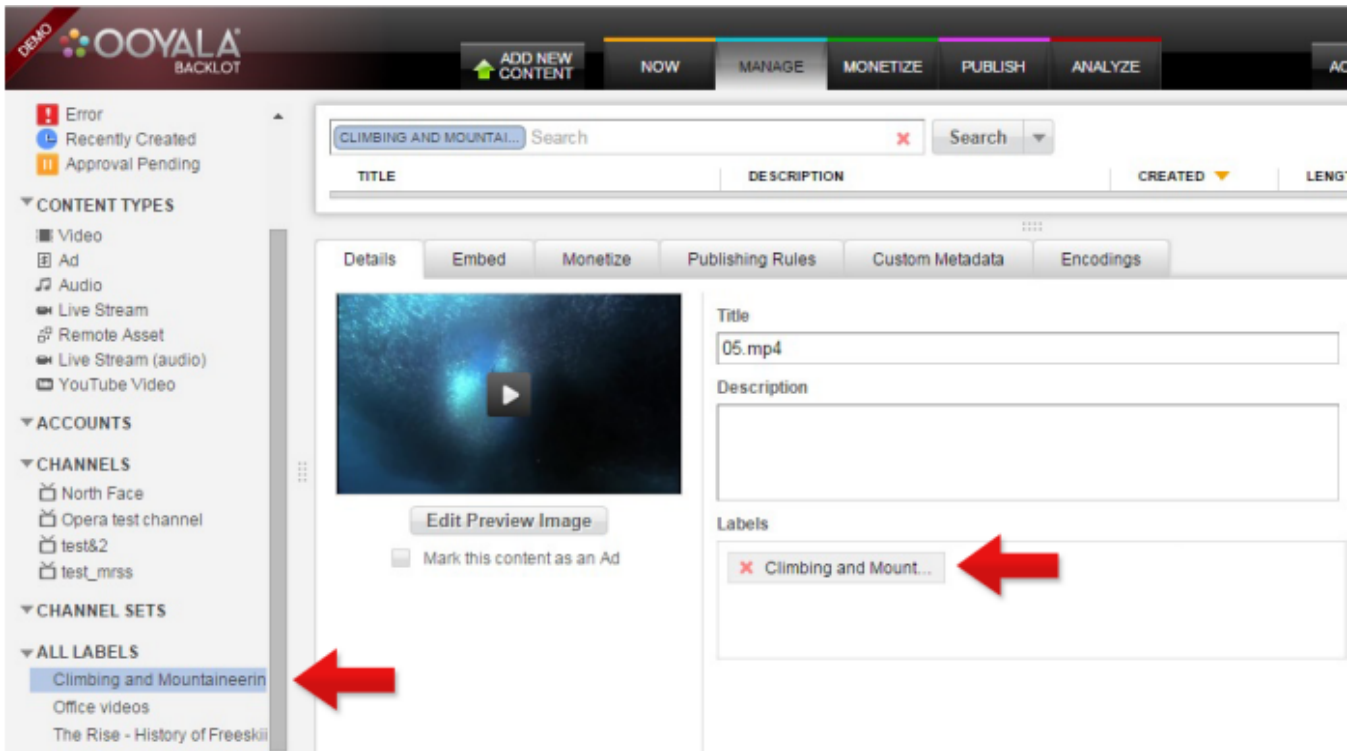
This article explains how to generate an MRSS feed compatible with Vewd Snap in Ooyala. The feed is sometimes also referred to as "Ooyala Universal Feed URL"

Step 1: Create a label (which will become a category name in Vewd TV Snap app)

1. Log in to the **Ooyala Backlot**.
2. Open the **MANAGE** page.
3. To create a top-level label, select **ALL LABELS** in the left pane and on the bottom left click the plus sign (+). A label called New Label appears in the label list.
4. Enter a label name. The new label is created.

Step 2: Add videos to the label

1. Open the **MANAGE** page. The **MANAGE** page opens with a list of content.
2. Locate a label in the left pane.
3. View available videos by selecting **VIDEO** under **CONTENT TYPES** in the left pane.
4. To add a video, drag it to the label. Repeat this step for each video to add.
5. Select the label in the left pane.



Step 3: Create a Universal feed URL

1. Click the **PUBLISH** tab.
2. Click the **External Publishing** subtab.
3. From the dropdown list on the left, select publishing type **Universal Feed** and click **New**. A new Universal Feed is created.
4. In "Select Content" choose appropriate label(s) (the one(s) you have for Vewd Snap)
5. In "Feed Template" paste the template you find at the bottom of this article
6. Click on "Save and Preview" button

External Publishing

Syndicate your content to external destinations by choosing from the options below:

Advanced Syndication + New

Name	Delete
Advanced Syndication	X
Advanced Syndication	X
iPad MRSS	X
MP4 MRSS	X
MP4 MRSS	X
Complex	X
Complex_Ride	X
NF_with labels	X
Office test	X

Universal Feed

Name: NF_with labels

Title: NF_with labels

Description: NF_with labels

Select Content

All content

Add Labels X Climbing and Mountaineer X The Rise - History of Frees

Select Content Types

Video

Remote Asset

Ad

Live Stream

Feed Template [Example Feeds](#)

```
<?xml version="1.0" encoding="UTF-8"?>
<rss version="2.0" xmlns:media="http://search.yahoo.com/mrss/"
    xmlns:dcterms="http://purl.org/dc/terms/"
    xmlns:fh="http://purl.org/syndication/history/1.0"
    xmlns:atom="http://www.w3.org/2005/Atom" > <channel>
  <title>Ooyala mrss feed for Opera videotemplate</title>
  <description>MRSS Feed using Universal Syndications</description>
  <link>http://www.yourdomain.com</link>
  {% if {{next_page}} %}
  <atom:link rel="next" href="{{next_page | escape}}"></atom:link>
  {% endif %}
  {% for asset in assets %}
  {% if asset.asset_type == "video" %}
  <item>
    <title>{{asset.name | escape}}</title>
```

Click the 'Save and Preview' button to apply changes to your feed. Save and Preview

Step 4: Ask Ooyala tech support to change your default feed settings

1. Reach out to your Ooyala tech support and ask them to do the following changes
 - a. extending Universal Feed expiration date to 2 days
 - b. extending Universal Feed videos expiration date to 2 days
2. When doing the above, you might be asked to provide
 - a. your username
 - b. your Universal Feed URL
 - c. your Universal Feed title

After you receive confirmation from Ooyala support that the expiration dates were extended, you can continue with your submission of Vewd Snap. Copy the feed from Your Feed URL box and paste it into the Ooyala feed URL on Vewd Submission portal

Feed Template

```
{% verbatim %}
<?xml version="1.0" encoding="UTF-8"?>
<rss version="2.0" xmlns:media="http://search.yahoo.com/mrss/" xmlns:dcterms="http://purl.org/dc/terms/" xmlns:
fh="http://purl.org/syndication/history/1.0" xmlns:atom="http://www.w3.org/2005/Atom">
<channel>
<title>Ooyala mrss feed for Vewd Snap</title>
<description>MRSS Feed using Universal Syndications</description>
<link>http://www.yourdomain.com</link>
{% if {{next_page}} %}
<atom:link rel="next" href="{{next_page | escape}}"></atom:link>
{% endif %}
{% for asset in assets %}
{% if asset.asset_type == "video" %}
<item>
<title>{{asset.name | escape}}</title>
<description>{{asset.description | escape}}</description>
<guid isPermaLink="false">{{asset.embed_code}}</guid>
<media:title>{{asset.name | escape}}</media:title>
<media:description>{{asset.description | escape}}</media:description>
{% for label in asset.labels %}
<media:category>{{ label.name | escape }}</media:category>
{% endfor %}
<link>{{ asset.streams[flash_enabled].url | escape }}</link>
<media:content url="{{asset.streams[flash_enabled].url | escape}}" fileSize="{{asset.streams[flash_enabled].
file_size}}" duration="{{asset.duration | divided_by:1000}}" medium="video" expression="full">
</media:content>
<media:thumbnail url="{{ asset.preview_image.url | escape }}"> </media:thumbnail>
</item>
{% endif %}
{% endfor %}
</channel>
</rss>
{% endverbatim %}
```