

## **Public Interactive' PSD Summary**

### **Phase 1: June 2006**

---

#### **Project Background:**

This first round of PSD integration required Public Interactive to incorporate PSD formatted feeds into our Composer module based on the following requirements:

1. For Composer subscribers, provide a private URL, accessible by any automation system, which displays a live, PSD-formatted XML feed of the program currently being aired. This feed needs to contain program level information such as Program Name, Program Description and Program Host. Song level information is not necessary.
2. For non-Composer subscribers, provide a private URL, accessible by any automation system, which displays a live, PSD-formatted XML feed of the current C24 program being aired. This feed needs to contain both program and song information.

#### **Project Findings**

This project proved to be fairly straightforward. We were able leverage existing code for our experimental Composer RSS feed as well as our "What's On Now" javascript module. The majority of time was spent making sure the solution we were providing would scale in the future. While we don't have all the information to definitively answer that question, we're confident we're on the right track.

Mapping the Composer's proprietary data structure to PSD's XML format was also uneventful. Composer only stores a small subset of the PSD defined fields, but what we do store mapped perfectly.

#### **Implementation Recommendations**

The current assumption is that a station's automation system will query these URLs at very short intervals to determine "what's on now." While short interval queries will be necessary for some programs, it can also lead to inefficiencies and an unnecessary reliance on the station's network, or the host's server..

PI recommends a hybrid approach where 24-hours of data is cached locally and then combined with the more current data. PI would be happy to assist in the design of this process as this project matures and more information becomes available.