



Unicorn Media, Inc.

Player REST API

User Guide

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1 OVERVIEW

The purpose of this document is to provide method-level documentation and usage information for the Unicorn Player REST API Service, such that 3rd-party developers and integrators can use the REST API Service to access a comprehensive set of services and data provided by the Unicorn Media Platform.

This document does not include instructions for usage of the Unicorn player, however a general working knowledge of the Unicorn Media Room and player is recommended, as references are made in this document, using terminology common to Media Room and our player.

The functionality described in this document is only available to clients who have the API feature enabled. Please contact your Unicorn Media representative.

This document assumes prior general knowledge of general API architecture and XML language. It is intended for Unicorn Media customers and their internal developers and integrators.

1.1 Abbreviations and Acronyms

<u>GUID</u>	-	Globally Unique Identifier
<u>REST</u>	-	Representational State Transfer
<u>UM</u>	-	Unicorn Media

1.2 Definitions

API Credentials

- API Service identification details including UM Method Application GUID, token and time stamp

Application

For the purposes of this document, 'Application' has been broken out into two different types:

- Client Application
 - Client owned software that is being utilized or partnered with the REST API
- UM Method Application
 - Method designed to help system users perform singular or multiple tasks specifically related to video asset management, publishing, syndications, advertising and analytics

Beacon

- A request sent to the API from the client to ensure communication sessions remain active and to establish a new set of time-expiring API credentials

Catalog

- A digital library of video assets

Category

- A designation that associates a grouping of video assets based on recognizable related terms
- Categories allow video assets to be filtered for inclusion in playlists
 - For example, sports, health, news, music, movies, etc.

Channel

- A logical publishing container (virtual location) defined for use by all Unicorn Media Service method applications for displaying client published information
- A Channel holds default publishing rules for the Media Room hierarchy
- Channels allow for publication rules to be assigned to catalogs, assets, playlists, players and syndication feeds

Cue Point

- Time codes that are used to move around within a clip, choose a location to insert an ad within a clip and control the portion of the clip that is played
- Typically in the format of hh:mm:ss:ff; where 'hh' is the hours, 'mm' is the minutes, 'ss' is the seconds and 'ff' is the frame number

Domain

- The top level administrative designation for clients within the Unicorn Media Platform
- Clients can have multiple domains, but can only access one domain per login session
- Domains contain the client Analytics, Channels, Catalogs, Users, Ad Providers, Category Lists, Publication Rules and Rights

GUID

- A unique 128-bit number that is produced by the REST API to identify a particular component, application, file, database entry and/or user

Publication Rules

- Also known as PubRules
- A set of criteria that defines the distribution of content
 - Examples include start/end dates and times, geographical fencing based on country and filters based on viewer IP address or referring host

REST

- An architectural style developed in parallel with the HTTP/1.1 consisting of clients and servers

REST-ful

- Refers to conforming to the REST constraints

RSS Feed

- A data format used for providing distribution outlets (browser, mobile, set-top box) web viewers or website subscribers with frequently updated or changing web content via an XML-based data structure
- RSS Feeds utilize the XML structure defined by RSS Syndication Parent Object configurations, which allows for association between media types

RSS Syndication Parent Object

- A parent object that provides a template to create and hold RSS Feeds

Sandbox

- A testing environment used to isolate untested code changes and testing from the production environment or repository and essentially protect "live" servers and their data from changes that could damage mission-critical system

Template

- A pre-defined structured layout used to publish new content using a similar design, pattern or style
 - For example, video players, playlists and feeds can be published with similar look and feel but different content

Unicorn Media Room

- A browser-based user interface to manage the Unicorn Media Platform suite of services and applications

User

- A unique identifier, which grants rights-based credentials for access to the Unicorn Media Room
- The user account can be assigned access and rights to resources within the client's domain

User Credentials

- User identification details including User Name, Password and Domain

VisitGUID

- A new Unicorn Media Global Session GUID

2 PLAYER REST API DESCRIPTION

The Unicorn Media Player REST API provides access to functionality that allows you to utilize Unicorn Media Platform services within client media players.



The Unicorn Media Room REST API (described in the Unicorn Media Room REST API User Guide) provides access to the core media management services of the Unicorn Media Platform.

This rich Javascript open API allows developers to easily create Unicorn Media players that seamlessly integrate into existing systems and player environments. Additionally, Unicorn Media provides 3rd party player options such as the JW Player plug-in and our SDK for OSMF.

2.1 Overview of Available Player API Elements

The Player REST API provides comprehensive access to the services provided by the Unicorn Media Player, Platform, data stored on the platform and generated by use of the service. Elements and services available through the Player REST API include:

- Accessing application configuration data for applications configured through Media Room
- Accessing Advertising data for advertising services configured through Media Room
- Accessing data for media items either manually uploaded or ingested via an RSS feed, which exist in the Unicorn Media Platform
- Accessing URLs for media items in multiple formats, sizes, and bit-rates which exist in the Unicorn Media Platform
- Accessing playlists of media items
- Searching for media items by keyword
- Submitting usage metrics data to be displayed through Unicorn VISION™ in Media Room
- Requesting XML feeds from the Unicorn Media Platform, including RSS feeds

2.1.1 Overview of Unicorn Media Platform Services

The Unicorn Media Room REST API is a REST-ful HTTP web service that allows the creation of HTTP-enabled applications that utilize the media management services provided by the Unicorn Media Platform.

The Media Room REST API provides comprehensive access to the services provided by the Unicorn Media Platform as well as data stored on the platform and generated by use of the service. Data and services available through the Media Room API include:

- Global Ingestion
- Transcoding
- Media Room ELEMENTS™
- Live Streaming
- Syndication
- Distribution
- Monetization
- Unicorn VISION™
- Unicorn ONCE™

2.2 Recommended Practices

- When developing client applications, Unicorn Media recommends that you utilize a Sandbox environment while learning the Unicorn Media environment to ensure your applications behave as intended and without risking production data.
- In order to allow for the possibility of network latency, it is recommended that a beacon be sent approximately every 50 seconds.

2.3 Example Client Applications

Example applications include but are not limited to:

- Mobile Phone Applications:
 - Creating a mobile phone application that authenticates with the Unicorn Media Platform and beacons back usable analytics data that can be aggregated with browser and STB data using Unicorn VISION™
 - Retrieves content location URLs and metadata for videos using Media Room workflows
 - Plays the videos with pre-, mid- and post-roll advertisements via Unicorn Media ONCE
- Flash Video Player:
 - Creating a Flash video player which supports pre-, mid-, and post-roll advertising, search, recommendations, video metadata, thumbnails, social sharing, etc.
- Reporting Services:
 - Submitting metrics from a website, flash media player, or other application, to be viewed through Unicorn VISION™ in Media Room
 - Unicorn VISION™ has several standard reports templates, as well as customizable reporting options
 - Retrieve raw analytics data from the player for direct analysis and decision-making, real-time or otherwise

2.4 Authentication

In order to use this API, your organization must have an API key to authenticate calls made to the API service. If you need access to the API, please contact your account representative.

3 PLAYER API SPECIFIC INFORMATION

3.1 Components of a Valid API Server Session

- VALID GLOBAL SESSION GUID
 - A new Unicorn Media Global Session GUID (Visit GUID)
- VALID APPLICATION GUID
 - A valid UM Method Application GUID as a parameter is necessary to receive valid API credentials
 - The GUID must be generated from media items, RSS feeds or configured products within the Unicorn Media Platform
- VALID HASH comprised of:
 - A shared secret supplied by the API Service
 - The UM Method Application GUID established through the GetCredentials method
 - A session GUID token established through the GetCredentials method
 - A time-sensitive timestamp established through the GetCredentials method



NOTE: For a specific UM Method Application GUID, every set of API credentials received from the Unicorn Media API Service will contain unique values for Timestamp, Token and Hash.

See the “[Step-by-Step](#)” section below for details on method calls and an example.

3.2 Read-Only System Fields

Below is a list of read-only fields that are found on most objects. They are automatically updated during API operations.

Field Name	Field Type	Field Description
GUID	String	Primary key field for the object <ul style="list-style-type: none"> • Globally unique STRING that identifies a record
CreateDate	Unsigned BigInt	Date and time when this object was created <ul style="list-style-type: none"> • Client Timestamp - Represented in modified Unix/POSIX time (milliseconds since 1/1/1970 GMT)
UpdateDate	Unsigned BigInt	Date and time when this object was last modified by a user <ul style="list-style-type: none"> • Client Timestamp - Represented in modified Unix/POSIX time (milliseconds since 1/1/1970 GMT)
CreatedByGUID	String	User GUID of the user who created the object
UpdatedByGUID	String	User GUID of the user who last updated the object
IsSecure	Boolean	Indicates whether the method may be called without valid credentials, and/or without a valid Application Server Session
TimeStamp	Unsigned BigInt	Session expiration timestamp <ul style="list-style-type: none"> • Represented in Unix/POSIX time (seconds since 1/1/1970 GMT)

Table 1: Read-Only System Fields

3.3 UM Method Application GUID Considerations

Unicorn Media provides clients with the necessary UM Method Application GUIDs. They may appear in embed code and/or may be passed as parameters to various methods. This API generates embed code through Predefined Code Models.

3.3.1 Predefined Code Model (Embed Code)

Unicorn Media provides clients with predefined code structures that can be used to persistently generate identical values.

- Client applications inherit some default values from the predefined code model on creation, as well as inheriting some values at runtime
- Ad Providers are able to edit certain attributes of the predefined code model to create more customizable Advertising Campaigns
- Syndication Parent Objects are able to edit certain attributes of the predefined code model to create more customizable Syndication Feeds
- Unicorn Media Room clients can edit certain attributes of the predefined code model to create a more customizable Media Room view
- Although Client Players have predefined code models available, the attributes are not currently customizable

4 WORKFLOW OVERVIEW



All methods described in this document must use the XML structure defined for the method. The utilization of some elements within certain methods may be dependent upon the user's intended object usage.

Usage of the Unicorn Media Player REST API involves the following workflow:

1. ESTABLISH API CREDENTIALS

- a. The User Client sends a request for API credentials to the Unicorn Media API Service Server
- b. The API Service uses a shared secret along with a set of valid API credentials to establish a unique MD5 hash, which include:
 - i. ApplicationGUID
 - ii. Timestamp
 - iii. Token
- c. The hash is sent back to the client

2. ESTABLISH A UNICORN MEDIA GLOBAL SESSION

- a. The User Client sends the acquired hash back to the API Service to establish a Unicorn Media Global Session
 - i. The API Service compares the hash values to verify they are identical
 1. Clients must use the valid API credentials within the timeout period to establish a valid Global Session
 2. Default credential expiration time is 60 seconds
- b. The Unicorn Media API Service sends back a status of 'Success' to the User Client as a VisitGUID
- c. As long as the shared secret doesn't change, the hash is valid



Recommended Best Practice: *In order to allow for the possibility of network latency, it is recommended that a beacon be sent approximately every 50 seconds.*

3. ESTABLISH A UNICORN MEDIA API SERVICE SESSION

- a. The User Client sends the approved hash back to the API Service to establish a Unicorn Media API Service Session
- b. The Unicorn Media API Service validates the hash back to the User Client and establishes an API Service Session
 - i. Default credential expiration time is 60 seconds



NOTE: *Clients must request and establish a new set of Unicorn Media API Service credentials for each new session.*

4. MAINTAIN ACTIVE SESSIONS

- a. The client must send a “beacon” request to the API Service within the credential’s timeout period (60 seconds) to ensure that both the Unicorn Media Global Session and API Server Session remain active
- b. A new set of valid API credentials are established and used every time a request is made (beacon) to the API Service in order to maintain an active Unicorn Media Global Session
- c. The API Service combines a shared secret with the established hash to validate that method calls are coming from an authenticated client and/or application

5. AUTHENTICATE METHOD CALLS

- a. The client can make any number of requests to the API, using the hash to authenticate each method call as long as the shared secret doesn’t change

6. RE-ESTABLISH CONNECTION UPON FAIL OVER

- a. In the event that the Unicorn Media API Service must fail over to a different API Service Server or some other component of the network has a connection issue, the API Service will check the last valid hash and if the API credentials are unexpired and legitimate, the session will remain active
- b. The API Server Service retains the current and previous valid hash to accommodate mid-session method calls

4.1 Before You Begin

The REST API Service accepts HTTP POST requests with specific URL patterns and POST data with additional parameters in the form of an XML document.

In order to initiate any communication with the Unicorn Media Platform, an application must first receive a valid set of API credentials and User credentials.

4.1.1 Establish a Proper DNS Name

You must use a globally load-balanced and geo-targeted DNS name to access this API (for example, r.unicornmedia.com).

- The first request you make is to /APIHost, which returns an IP address or hostname
- Every subsequent future request will use that IP/host in the URL

Establishing the DNS name in this way avoids potential issues with corporate networks that have banks of proxy servers or random DNS refreshes.

4.1.2 Establish a Global Session

API credentials received in the `UnicornAPI.External.Credentials.[GUID]()` method call must be used before their expiration time.

- The Unicorn Media Global Session is defined as a single global “session” or “visit” and is the key by which a user visit is grouped for the purposes of metrics reporting and data analysis
- When metrics events are sent to multiple different API Servers, if they are identified with the same Global Session GUID (VisitGUID), they will be grouped into the same visit for reporting purposes
- In order to ensure that the duration of the Unicorn Media Global Session is accurate a “beacon” request from the client application MUST be received by the Unicorn Media API Service every 60 seconds at minimum
 - If an accurate beacon is not received within the minimum timeout setting, the session will be lost
 - See [Error Handling](#) for more information

4.1.3 Establish an API Service Session

API credentials received in the SetCredentials method call must be used before their expiration time.



NOTE: Attempting to communicate with a Unicorn Media API Server without a valid API Service Session (despite a valid Global Session) will result in an error.

- The API Service Session is defined as an actual stateful session on a specific Unicorn Media API Server
 - Once a client application establishes an API Service Session (using a valid set of API credentials), subsequent method calls may be made from the client application to that specific Unicorn Media API Service using only the hash portion of the User credentials to authenticate each method call
 - Should the client allow the API Service Session to lapse or should the client begin communicating with a different Unicorn Media API Service Server, as in a failover scenario, a new API Service Session must be established on the new API Service Server using the same Unicorn Media Global Session GUID
- In order to maintain an API Service Session, API credentials must be valid for client failover to a new Unicorn Media API Service Server



The method call to establish the Global Server and API Service sessions requires all of the API credentials to be received.

4.1.4 Include a Hash

Once an API Service Session and a Global Session have been established, all future method calls must include as a parameter the hash portion of the User credentials.

The hash is used by the API Service to validate that method calls are coming from an authenticated client application.

4.2 Step-by-Step Method Call

Following is a step-by-step *example* of how to go about setting up communication with the Unicorn Media Room REST API.

1. Obtain an UM Method Application GUID
 - a. For client applications configured through the Unicorn Media Room, the GUID is available when viewed in the Unicorn Media Room
 - b. For uses other than client applications configured through the Unicorn Media Room, customers may be provided with specific GUIDs to be used
2. Obtain a valid set of API credentials from the API Service using the method:
 - a. `GetCredentials - UnicornAPI.External.Credentials.[GUID]`
3. Use the API credentials returned from that method call to establish the Unicorn Media Global Session and API Service Session using the method:
 - a. `SetCredentials - External.Application.Session.[HASH]`
4. Any method calls can be made as long as the API Service Session remains valid and active
5. Send a Beacon every 50 seconds to verify that the API Service Session and Unicorn Media Global Sessions are valid and remain active using the method:
 - a. `SendBeacon - External.Application.Beacon`

5 GENERAL METHOD USAGE

5.1 Request by HTTP POST

A majority of requests to the Unicorn Player REST API are made in the form of an HTTP POST to a REST-style URL and in most cases include XML POST data. As per REST standards, URLs may or may not contain identifiers as shown below:

```
http://[Unicorn Media API Host]/External/Application/Beacon/
http://[Unicorn Media API Host]/External/MediaItem/[MediaItemGUID]
```

- When XML content is sent in the POST, it will be in the form of a set of Parameters in the “Header” element of the root “Request” element, each of which contain a key/value pair, as shown below:
 - The type and number of parameters is specific to each method signature
- Parameter “Key” elements are typically string values
 - In some cases, Parameter “Value” elements will be simple string or integer values enclosed in a <Simple> element
 - In other cases the Parameter “Value” element may contain additional <specifically-typed> XML elements

EXAMPLE:

```
<ume:Request xmlns:ume="http://admin.unicornmedia.com/">
  <ume:RequestHeader>
    <ume:Hash>[ Hash ]</ume:Hash>
    <ume:Parameters>
      <ume:Parameter>
        <ume:Key>[ Key ]</ume:Key>
        <ume:Value>
          <ume:ComplexType>
            <ume:Property1>[ Value ]</ume:Property1>
          </ume:ComplexType>
        </ume:Value>
      </ume:Parameter>
      <ume:Parameter>
        <ume:Key>[ Key ]</ume:Key>
        <ume:Value>
          <ume:Simple>[ Value ]</ume:Simple>
        </ume:Value>
      </ume:Parameter>
    </ume:Parameters>
  </ume:RequestHeader>
</ume:Request>
```



NOTE: The “Header” element also contains a “Hash” element. This element must contain the “hash” portion of the User credentials received from the API and is required any time that XML POST data is sent. **Exception:** SetCredentials, which contains the Hash in the URL.

5.2 Request by HTTP GET

A few of the method requests to the Unicorn Player REST API are made in the form of an HTTP GET to a REST-style URL and may include one or more query strings:

```
http://[Unicorn Media API
Host]/External/Application/[ApplicationGUID]/GeoData?ip=[IPAddress]
```

```
http://[Unicorn Media API
Host]/feed/GetFeed?guid={FeedGUID}&filter=[FilterValue]
```

- These requests will not contain POST data, any additional data will be inserted into query strings
- Query strings are formatted in the following manner:
 - A question mark character ('?') is placed after the URL and denotes the beginning of a list of query strings
 - A query string is in a "key=value" format
 - An ampersand ('&') is placed in between query strings if there is more than one for the request

5.3 Response

Responses received from the REST Web Service API are typically in the form of a root "Response" element, which contains a "Header" element and a "Body" element.

- The "Header" element typically contains metadata-level information about the response like "HTTPResponseCode", "UMResponseCode" as well as information about the data returned in the "Body" element, such as record counts

EXAMPLE:

```
<ume:Response xmlns:ume="http://admin.unicornmedia.com/"
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
    <ume:UMResponseCode>200</ume:UMResponseCode>
    <ume:IsSecure>>true</ume:IsSecure>
    <ume:Parameters>
      <ume:Parameter>
        <ume:Key>RecordCount</ume:Key>
        <ume:Value>
          <ume:Simple>0</ume:Simple>
        </ume:Value>
      </ume:Parameter>
    </ume:Parameters>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:ArrayOfMediaItem>
      <ume:MediaItem>
        <ume:MediaItemGUID>STRING</ume:MediaItemGUID>
        <ume:PlayLength>STRING</ume:PlayLength>
        <ume:MediaItemType>STRING</ume:MediaItemType>
        <ume:IsPublished>BOOL</ume:IsPublished>
        <ume:MediaVersion>INT</ume:MediaVersion>
        <ume:LinkBackURL>STRING</ume:LinkBackURL>
```

```
<ume:Title>STRING</ume:Title>
<ume:Description>STRING</ume:Description>
<ume:Height>INT</ume:Height>
<ume:Width>INT</ume:Width>
<ume:ThumbnailURL>STRING</ume:ThumbnailURL>
</ume:MediaItem>
</ume:ArrayOfMediaItem>
</ume:ResponseBody>
</ume:Response>
```

5.4 Namespaces

All XML POST data used in communication with this Unicorn Media Player API utilizes the namespace “http://admin.unicornmedia.com” identified by the namespace prefix “ume”.

EXAMPLE:

```
<ume:Request xmlns:ume="http://admin.unicornmedia.com/">
</ume:Request>

<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
</ume:Response>
```

5.5 Typed Data Considerations

Future releases of the Unicorn Media Room REST API may add new child elements to “ArrayOfMediaItem”, “ArrayOfMediaProfile”, “MediaProfile”, and “MediaItem”.



NOTE: *In the interests of forward-compatibility, it is **NOT recommended** that 3rd-party developers create classes based on `MediaItem` and `MediaProfile` element structures **unless** the development platform supports dynamic classes.*

While the XML elements defined in the “Request” and “Response” elements define types such as “ArrayOfMediaItem”, “ArrayOfMediaProfile”, “MediaProfile”, “MediaItem”, etc., 3rd-party developers and integrators should not create classes based on these structures and cast XML data directly to those classes unless the development platform supports dynamic classes.

When and if Unicorn Media adds new child elements to these structures, the 3rd party classes will not be recognized.

5.6 Timestamps

Timestamps are typically represented in Unix/POSIX time, i.e. seconds since January 1, 1970. In some cases a Timestamp received from a client will be expected in milliseconds (rather than seconds) since January 1, 1970.

6 PREREQUISITE METHOD DETAILS

6.1 Get APIHost

6.1.1 External.Application.[ApplicationGUID].APIHost()

Description:

If you are developing directly against the Player API you should use this method as the very first API call at the start of each session and before doing any credentials requests. This method returns an IP address or hostname (IP/host) that you will subsequently use in the URL for all future requests.

When you use a globally load-balanced and geo-targeted DNS name (such as 'r.unicornmedia.com') to get to the API and the first request you make is to /APIHost, you will avoid any potential issues with corporate proxy servers or random DNS refreshes.

URL:

http://[Geo-targeted DNS Name]/External/Application/[ApplicationGUID]/APIHost/

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		
ApplicationGUID	String	Template or Application GUID
Request Header		
No XML POST data is required.		
Response Header		
HTTPResponseCode	Unsigned Integer	Actual HTTP response code
UMResponseCode	Unsigned Integer	Unicorn Media API response status code
UMResponseCodeDetail	String	Details error if the request fails
IsSecure	Boolean	Indicates whether the method may be called without valid credentials, and/or without a valid Application Server Session
Response Body		
APIHost	Container	Contains data for the API Hostname
/APIHostname	String	Contains the API Hostname

Parameters:

None

Request Example:

No XML POST data is required.

Response Example:

```
<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
    <ume:UMResponseCode>200</ume:UMResponseCode>
```

```

    <ume:IsSecure>BOOLEAN</ume:IsSecure>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:APIHost>
      <ume:APIHostname>sample.hostname.com</ume:APIHostname>
    </ume:APIHost>
  </ume:ResponseBody>
</ume:Response>

```

6.2 Establish Credentials

6.2.1 UnicornAPI.External.Credentials.[GUID]()

Description:

The Unicorn Media Player REST API requires that a specific set of credentials be gathered to establish a Global Session and an Application Server Session. These credentials include a unique md5 hash, UM Method Application GUID, time stamp, session token and session visit GUID.

This method returns a valid set of these API credentials, which are then used to establish the proper Sessions by calling the `UnicornAPI.External.Application.Session/[Hash]/method`.

URL:

`http://[Unicorn Media API Host]/External/Credentials/[GUID]/`

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		
GUID	String	Template or Application GUID

Request Header

No XML POST data is required.

Response Header

HTTPResponseCode	Unsigned Integer	Actual HTTP response code
UMResponseCode	Unsigned Integer	Unicorn Media API response status code
UMResponseCodeDetail	String	Details error if the request fails
IsSecure	Boolean	Indicates whether the method may be called without valid credentials, and/or without a valid Application Server Session

Response Body

Credentials	Container	Contains data for the Credentials object
/Hash	String	Container for the Credentials data
/ApplicationGUID	String	Unique session hash
/Timestamp	Unsigned BigInt	Application GUID. It may differ from the GUID supplied in the URL, if the GUID is a Template GUID.
/Token	String	Session expiration timestamp. Represented in Unix/POSIX time (seconds since January 1, 1970 GMT)
/VisitGUID	String	Unique session token

Parameters:

None

Request Example:

No XML POST data is required.

Response Example:

```
<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
    <ume:UMResponseCode>200</ume:UMResponseCode>
    <ume:IsSecure>BOOLEAN</ume:IsSecure>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:Credentials>
      <ume:Hash>0#..EX..md5</ume:Hash>
      <ume:ApplicationGUID>STRING</ume:ApplicationGUID>
      <ume:Timestamp>INT</ume:Timestamp>
      <ume:Token>STRING</ume:Token>
      <ume:VisitGUID>STRING</ume:VisitGUID>
    </ume:Credentials>
  </ume:ResponseBody>
</ume:Response>
```

6.3 Validate Credentials

6.3.1 UnicornAPI.External.Application.Session.[Hash]()

Description:

This method Validates the credentials sent by the client and, if successful, instantiates an Application Server Session and Unicorn Media Global Session. This method is unique in that the credentials portion of the hash is included in the request URL, rather than in the “Parameters” element.

URL:

http://[Unicorn Media API Host]/External/Application/Session/[Hash]/

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		
Hash	String	Unique session hash
Request Header		
Parameters	Array	Array of key/value pairs
Response Header		
HTTPResponseCode	Integer	Actual HTTP response code
UMResponseCode	Integer	Unicorn Media API response status code
UMResponseCodeDetail	String	Details error if the request fails
IsSecure	Boolean	Indicates whether the method may be called without valid credentials, and/or without a valid Application Server Session

Response Body

Session	Container	Contains data for Status
/Status	String	Returns "success" or "fail"

Parameters:**Request Header**

Key	String	ApplicationGUID
Value	Container	Contains a Simple object
/Simple	String	the ApplicationGUID
Key	Unsigned BigInt	TimeStamp
Value	Container	Contains a Simple object
/Simple	String	Unique session time stamp. Represented in Unix/POSIX time (seconds since 1/1/1970 GMT).
Key	String	Token
Value	Container	Contains a Simple object
/Simple	String	Unique session token
Key	String	VisitGUID
Value	Container	Contains a Simple object
/Simple	String	Unicorn Media Global Session GUID (VisitGUID)

Request Example:

```
<ume:Request xmlns:ume="http://admin.unicornmedia.com/">
  <ume:RequestHeader>
    <ume:Parameters>
      <ume:Parameter>
        <ume:Key>ApplicationGUID</ume:Key>
        <ume:Value>
          <ume:Simple>STRING</ume:Simple>
        </ume:Value>
      </ume:Parameter>
      <ume:Parameter>
        <ume:Key>TimeStamp</ume:Key>
        <ume:Value>
          <ume:Simple>INT</ume:Simple>
        </ume:Value>
      </ume:Parameter>
      <ume:Parameter>
        <ume:Key>Token</ume:Key>
        <ume:Value>
          <ume:Simple>STRING</ume:Simple>
        </ume:Value>
      </ume:Parameter>
      <ume:Parameter>
        <ume:Key>VisitGUID</ume:Key>
        <ume:Value>
          <ume:Simple>STRING</ume:Simple>
        </ume:Value>
      </ume:Parameter>
    </ume:Parameters>
  </ume:RequestHeader>
</ume:Request>
```

Response Example:

```
<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
    <ume:UMResponseCode>200</ume:UMResponseCode>
    <ume:IsSecure>BOOLEAN</ume:IsSecure>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:Session>
      <ume:Status>STRING</ume:Status>
    </ume:Session>
  </ume:ResponseBody>
</ume:Response>
```

6.4 Domain Beaconing Method

6.4.1 UnicornAPI.External.Application.Beacon()

Description:

Beaconing is a method to detect link failures in the network. All uplinks connected to a Unicorn Media network switch are assumed to be connected to the same physical network or domain. If a link fails, the network adapter detects it and marks the session as failed.

Beaconing is used to keep both the Unicorn Media Global Session and the API Service Session active, and if necessary generating a new set of valid credentials with a future expiration-time.

- `UnicornAPI.External.Application.Beacon()` must be called every 60 seconds at a minimum, in order to prevent the Application Server Session from expiring



NOTE: *Unicorn Media suggests that the interval be set at 50 seconds to compensate for possible network lag time.*

- If the API Service Session expires but the client application's credentials are still valid, method calls will return an error, and the client application will have to call `UnicornAPI.External.Application.Session.[Hash]()` to re-establish an API Service Session
- If user credentials have expired, the client application will need to call `UnicornAPI.External.Credentials.[GUID]()` first, to get a new set of valid credentials, and then subsequently call `UnicornAPI.External.Application.Session.[Hash]()` using the original Unicorn Media Global Session GUID, to re-establish a valid API Service Session

URL:

`http://[Unicorn Media API Host]/External/Application/Beacon/`

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
<i>Request Header</i>		
Hash	String	Hash portion of credentials
Parameters	Array	Array of key/value pairs

Response Header

HTTPResponseCode	Integer	Actual HTTP response code
UMResponseCode	Integer	Unicorn Media API response status code
UMResponseCodeDetail	String	Details error if the request fails
IsSecure	Boolean	Indicates whether the method may be called without valid credentials, and/or without a valid Application Server Session

Response Body

Beacon	Container	Contains Credentials object
/Credentials	Container	Contains data for the Credentials object
../Hash	String	Unique session hash
../ApplicationGUID	String	UM Method Application GUID
../Timestamp	Unsigned BigInt	Session expiration timestamp. Represented in Unix/POSIX time (seconds since 1/1/1970 GMT).

Parameters:

Request Header

Key	String	ApplicationGUID
/Value	Container	Contains Simple object
../Simple	String	Application GUID
Key	String	Token
/Value	Container	Contains Simple object
../Simple	String	Unique session token
Key	String	Timestamp
/Value	Container	Contains Simple object
../Simple	String	Session expiration timestamp. Represented in Unix/POSIX time (seconds since 1/1/1970 GMT).

Request Example:

```
<ume:Request xmlns:ume="http://admin.unicornmedia.com/">
  <ume:RequestHeader>
    <ume:Hash>0#..EX..md5</ume:Hash>
    <ume:Parameters>
      <ume:Parameter>
        <ume:Key>ApplicationGUID</ume:Key>
        <ume:Value>
          <ume:Simple>STRING</ume:Simple>
        </ume:Value>
      </ume:Parameter>
      <ume:Parameter>
        <ume:Key>Token</ume:Key>
        <ume:Value>
          <ume:Simple>STRING</ume:Simple>
        </ume:Value>
      </ume:Parameter>
    </ume:Parameters>
  </ume:RequestHeader>
</ume:Request>
```

```
<ume:Parameter>
  <ume:Key>Timestamp</ume:Key>
  <ume:Value>
    <ume:Simple>STRING</ume:Simple>
  </ume:Value>
</ume:Parameter>
</ume:Parameters>
</ume:RequestHeader>
</ume:Request>
```

Response Example:

```
<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
    <ume:UMResponseCode>200</ume:UMResponseCode>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:Beacon>
      <ume:Credentials>
        <ume:Hash>#0..EX..md5</ume:Hash>
        <ume:ApplicationGUID>STRING</ume:ApplicationGUID>
        <ume:Timestamp>INT</ume:Timestamp>
        <ume:Token>STRING</ume:Token>
        <ume:VisitGUID>STRING</ume:VisitGUID>
      </ume:Credentials>
    </ume:Beacon>
  </ume:ResponseBody>
</ume:Response>
```

7 GENERAL METHOD DETAILS

Be sure you have gone through all the prerequisites before proceeding with any of these methods.

7.1 *UnicornAPI.External.Application.[GUID]()*

Description:

This method returns the configuration information for a Unicorn Media Enterprise Player application. The response contains XML that the UM Enterprise Player uses to configure itself at runtime.

This method does not require the hash portion of credentials to be passed in. Alternatively, it generates a valid set of credentials and returns them as part of the player configuration data. The player then uses the credentials to establish a UM Global Session and Application Server Session.

This method is unique in that it is provided for backwards-compatibility with older versions of the UM Enterprise Player. Therefore, the XML contained in the response is not in the form of a Response.

The possible configuration information returned includes:

- Branded Logo
- Branded Logo Link
- Branded Stop Screen
- Auto Play
- Background Color
- Loader Version
- Loader Instance
- Start Command
- Close Command
- SWF URL
- FlashVars
- Localization URL
- Skin URL
- Decal Inset
- Skin Hue
- Layout Configuration URL
- Global Style
- Title Font
- Body Font
- TimeCode Font
- Volume
- Stop Screen
- Share Menu
- Menus
- Play Complete Behavior

The system generated GUID associated with this method must be present in the URL.

URL:

`http://[Unicorn Media API host]/External/Application/[GUID]/`

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		
GUID	String	Template or Application Player GUID
Request Header		
Parameters	Array	Array of key/value pairs

Response Header

No response header Elements.

Response Body

/Embed	Container	Configuration data for a Unicorn Media Enterprise Player application
<code>../BrandedLogo</code>	String	Stop screen image
<code>../BrandedLogoLink</code>	String	URL link associated with the branded logo
<code>../BrandedStopScreen</code>	String	Stop screen image
<code>../AutoPlay</code>	Unsigned Integer	Auto play control. Valid values are: 0 = Auto Play Off 1 = Auto Play On
<code>../BackgroundColor</code>	String	Background color
<code>../LoaderVersion</code>	String	Version of the loader
<code>../LoaderInstance</code>	String	GUID of the loader
<code>../StartCmd</code>	String	Initial start command
<code>../CloseCmd</code>	String	Player close command
<code>../SwfUrl</code>	Boolean	The URL to the player SWF
<code>../FlashVars</code>	String	Configuration parameters for the player SWF
<code>../LocalizationURL</code>	String	URL to the XML configuration of the associated language
<code>../SkinURL</code>	String	URL to the associated decal sheet
<code>../DecalInset</code>	Unsigned Integer	Distance in pixels of the decal sheet offset
<code>../SkinHue</code>	Unsigned Integer	General highlight color of all player controls
<code>../LayoutConfigURL</code>	String	URL to the XML configuration of the associated player layout
<code>../GlobalStyle</code>	Container	Contains specific Unicorn Media style information
<code>../TitleFont</code>	String	Title font style
<code>../BodyFont</code>	String	Body font style
<code>../TimeCodeFont</code>	String	Time code font style
<code>../Volume</code>	String	Volume level control
<code>../StopScreen</code>	String	Stop screen image
<code>../ShareMenu</code>	String	Colors of the menu
<code>../Menus</code>	String	Colors of the menu
<code>../PlayCompleteBehavior</code>	String	Defines the playback behavior on asset playback completion

Parameters:

Request Header

Key	String	Notes the type of item being created – ItemType
Value	Container	Contains an Ad Proxy UM Method Application object
<code>/ItemType</code>	String	Item Type (supports Media Item, Catalog, and Channel Playlist)
<code>/ItemGUID</code>	String	Item GUID

Request Example:

```
<ume:Request xmlns:ume="http://admin.unicornmedia.com/">
  <ume:Method>GET</ume:Method>
  <ume:RequestHeader:>
    <ume:Hash>0#..EX..md5</ume:Hash>
    <ume:Parameters>
      <ume:Parameter>
        <ume:Key>ItemType</ume:Key>
        <ume:Value>
          <ume:Simple>INT</ume:Simple>
        </ume:Value>
      </ume:Parameter>
      <ume:Parameter>
        <ume:Key>STRING</ume:Key>
        <ume:Value>
          <ume:Simple>STRING</ume:Simple>
        </ume:Value>
      </ume:Parameter>
    </ume:Parameters>
  </ume:RequestHeader>
</ume:Request>
```

Response Example:

```
<?xml version="1.0" encoding="utf-8"?>
<embed>
  <BrandedLogo>STRING</BrandedLogo>
  <BrandedLogoLink>STRING</BrandedLogoLink>
  <BrandedStopScreen>STRING</BrandedStopScreen>
  <AutoPlay>INT</AutoPlay>
  <BackgroundColor>STRING</BackgroundColor>
  <LoaderVersion>INT</LoaderVersion>
  <LoaderInstance>STRING</LoaderInstance>
  <StartCmd>STRING</StartCmd>
  <CloseCmd>STRING</CloseCmd>
  <SwfUrl>STRING</SwfUrl>
  <FlashVars>STRING</FlashVars>
  <LocalizationURL>STRING</LocalizationURL>
  <SkinURL>STRING</SkinURL>
  <DecalInset>INT</DecalInset>
  <SkinHue>STRING</SkinHue>
  <LayoutConfigURL>STRING</LayoutConfigURL>
  <GlobalStyle>
    <TitleFont font="" color="" size=""/>
    <BodyFont color="" size="" font=""/>
    <TimeCodeFont font="" size="" color=""/>
    <Volume default=""/>
    <StopScreen visible=""/>
    <ShareMenu social="" link="" embed=""/>
    <Menus bgcolor="" fgcolor=""/>
    <PlayCompleteBehavior item="" queue=""/>
  </GlobalStyle>
</embed>
```

7.2 UnicornAPI.External.MediaItem.[MediaItemGUID]()

Description:

This method returns metadata for a single media item according to the Media Item GUID.

The possible configuration information returned includes:

- Media Item GUID
- Play Length
- Media Item Type
- Is Published
- Media Version
- Link Back URL
- Title
- Description
- Height
- Width
- Thumbnail URL
- Keywords
- Rating
- Foreign Key

The system generated Media Item GUID associated with this method must be present in the URL.

URL:

`http://[Unicorn Media API Host]/External/MediaItem/[MediaItemGUID]/`

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		
<code>MediaItemGUID</code>	String	Media Item GUID
Request Header		
<code>Hash</code>	String	Unique session hash
Response Header		
<code>HTTPResponseCode</code>	Integer	Actual HTTP response code
<code>UMResponseCode</code>	Integer	Unicorn Media API response status code
<code>UMResponseCodeDetail</code>	String	Details error if the request fails
<code>IsSecure</code>	Boolean	Indicates whether the method may be called without valid credentials, and/or without a valid Application Server Session

Response Body

<code>/MediaItem</code>	Container	Contains info for each returned Media Item
<code>../MediaItemGUID</code>	String	Media Item GUID
<code>../PlayLength</code>	Unsigned Integer	Length of the Media Item in seconds
<code>../MediaItemType</code>	Integer	Return type of media 1 = video 2 = audio 8 = image
<code>../IsPublished</code>	Boolean	Notes if the Media Item is currently published
<code>../MediaVersion</code>	Unsigned Integer	Notes the current version of the item
<code>../LinkBackURL</code>	String	Link back URL for the Media Item
<code>../Title</code>	String	Title of the Media Item
<code>../Description</code>	String	Description of the Media Item

<code>../Height</code>	Unsigned Integer	Height of the Media Item
<code>../Width</code>	Unsigned Integer	Width of the Media Item
<code>../ThumbnailURL</code>	String	URL to the Media Item's thumbnail image
<code>../Keywords</code>	String	The keywords associated with the Media Item
<code>../Rating</code>	Unsigned Integer	Returns the rating of the Media Item: 1 = G 2 = PG 3 = PG-13 4 = R 5 = NC-17 6 = NR 7 = TV-Y 8 = TV-Y7 9 = TV-Y7FV 10 = TV-G 11 = TV-PG 12 = TV-14 13 = TV-MA
<code>../ForeignKey</code>	String	Foreign Key

Parameters:

None

Request Example:

```
<ume:Request xmlns:ume="http://admin.unicornmedia.com/">
  <ume:RequestHeader>
    <ume:Hash>#0!..EXAMPLE..md5</ume:Hash>
  </ume:RequestHeader>
</ume:Request>
```

Response Example:

```
<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>INT</ume:HTTPResponseCode>
    <ume:UMResponseCode>INT</ume:UMResponseCode>
    <ume:IsSecure>BOOLEAN</ume:IsSecure>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:MediaItem>
      <ume:MediaItemGUID>STRING</ume:MediaItemGUID>
      <ume:PlayLength>INT</ume:PlayLength>
      <ume:MediaItemType>INT</ume:MediaItemType>
      <ume:IsPublished>BOOLEAN</ume:IsPublished>
      <ume:MediaVersion>INT</ume:MediaVersion>
      <ume:LinkBackURL>STRING</ume:LinkBackURL>
      <ume:Title>STRING</ume:Title>
      <ume:Description>STRING</ume:Description>
      <ume:Height>INT</ume:Height>
      <ume:Width>INT</ume:Width>
      <ume:ThumbnailURL>STRING</ume:ThumbnailURL>
      <ume:Keywords>STRING</ume:Keywords>
      <ume:Rating>INT</ume:Rating>
      <ume:ForeignKey>STRING</ume:ForeignKey>
    </ume:MediaItem>
  </ume:ResponseBody>
</ume:Response>
```

7.3 UnicornAPI.External.[MediaItemGUID].AdPositions()

Description:

This method returns an array of ad positions for a given media item according to the media item GUID. Developers can use this method to retrieve details about the type and duration of ads.

The possible configuration information returned includes:

- Type
- Duration

The system generated Media Item GUID associated with this method must be present in the URL.

URL:

http://[Unicorn Media API Host]/External/[MediaItemGUID]/AdPositions/

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		
MediaItemGUID	String	MediaItemGUID
Request Header		
Hash	String	Unique session hash
Response Header		
HTTPResponseCode	Integer	Actual HTTP response code
UMResponseCode	Integer	Unicorn Media API response status code
UMResponseCodeDetail	String	Details error if the request fails
IsSecure	Boolean	Indicates whether the method may be called without valid credentials, and/or without a valid Application Server Session
Response Body		
ArrayOfAdPosition	Container	Array of Ad Position(s)
/AdPostition	Container	Container for an individual ad item
../Type	Unsigned Integer	Ad Type 1 = Video 2 = Overlay
../SecondsIn	Unsigned Integer	Seconds into play that ad starts
../Duration	Unsigned Integer	Duration of the ad in seconds

Parameters:

Request Header

None

Request Example:

```
<ume:Request xmlns:ume="http://external.unicornmedia.com/">
  <ume:RequestHeader>
    <ume:Hash>0#..EX..md5</ume:Hash>
  </ume:RequestHeader>
</ume:Request>
```

Response Example:

```
<ume:Response xmlns:ume="http://external.unicornmedia.com/"
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
    <ume:UMResponseCode>200</ume:UMResponseCode>
    <ume:IsSecure>BOOLEAN</ume:IsSecure>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:ArrayOfAdPosition>
      <ume:AdPosition>
        <ume:Type>INT</ume:Type>
        <ume:SecondsIn>INT</ume:SecondsIn>
        <ume:Duration>INT</ume:Duration>
      </ume:AdPosition>
    </ume:ArrayOfAdPosition>
  </ume:ResponseBody>
</ume:Response>
```

7.4 UnicornAPI.External.MediaItem.[MediaItemGUID].URLs() - POST

Description:

This POST method returns the media profile information for each profile that exists for the given media item according to the media item GUID. Developers can use this method to retrieve a Media Item-based list of all configured items associated the Media Item.

The possible configuration information returned includes:

- Bit Rate (text)
- Actual Bit Rate (KBPS)
- URL
- Is Default
- Protocol
- Delivery
- Profile GUID
- Ad Proxy Instance GUID

The system generated Media Item GUID associated with this method must be present in the URL.

URL:

`http://[Unicorn Media API Host]/External/MediaItem/[MediaItemGUID]/URLs/`

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		
MediaItemGUID	String	MediaItemGUID
Request Header		
Hash	String	Unique session hash
Response Header		
HTTPResponseCode	Integer	Actual HTTP response code
UMResponseCode	Integer	Unicorn Media API response status code
UMResponseCodeDetail	String	Details error if the request fails
IsSecure	Boolean	Indicates whether the method may be called without valid credentials, and/or without a valid Application Server Session

Response Body

ArrayOfMediaProfile	Array	Array of MediaProfile(s)
/MediaProfile	Container	A single profile for the Media Item
../BitRate	String	Bit rate of item (textual representation)
../ActualBitRate	Unsigned Integer	Actual bit rate of item. Represented in KBPS
../URL	String	URL to the specific profile
../IsDefault	Boolean	Notes if profile is default for the Media Item
../Protocol	String	Notes protocol type. Default is "any", indicating any RTMP or HTTP protocol. Valid values include: any rtmp rtmpe http rtmpt rtmpte
../Delivery	Integer	Delivery type: 1 = On demand 2 = Live stream
../ProfileGUID	String	Profile GUID

Parameters:**Request Header**

None

Request Example:

```
<ume:Request xmlns:ume="http://admin.unicornmedia.com/">
  <ume:RequestHeader>
    <ume:Hash>0#..EX..md5</ume:Hash>
  </ume:RequestHeader>
</ume:Request>
```

Response Example:

```
<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
    <ume:UMResponseCode>200</ume:UMResponseCode>
    <ume:IsSecure>BOOLEAN</ume:IsSecure>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:ArrayOfMediaProfile>
      <ume:MediaProfile>
        <ume:BitRate>INT</ume:BitRate>
        <ume:ActualBitRate>INT</ume:ActualBitRate>
        <ume:URL>STRING</ume:URL>
        <ume:IsDefault>BOOLEAN</ume:IsDefault>
        <ume:Protocol/>
        <ume:Delivery>INT</ume:Delivery>
        <ume:ProfileGUID>STRING</ume:ProfileGUID>
      </ume:MediaProfile>
    </ume:ArrayOfMediaProfile>
  </ume:ResponseBody>
</ume:Response>
```

7.5 UnicornAPI.External.MediaItem.[MediaItemGUID].URLs() - GET

Description:

This method returns the media profile information for each profile that exists for the given media item according to the media item GUID. Developers can use this method to retrieve a Media Item-based list of all configured items associated with the Media Item. This is a GET version of the previous POST method.

The possible configuration information returned includes:

- Bit Rate (text)
- Actual Bit Rate (KBPS)
- URL
- Is Default
- Protocol
- Delivery
- Profile GUID

The system generated Media Item GUID associated with this method must be present in the URL.



NOTE: This is a GET rather than a POST method and uses query strings to pass data to the Player API.

URL:

http://[Unicorn Media API Host]/External/MediaItem/[MediaItemGUID]/URLs?hash=[HashValue]/

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		
MediaItemGUID	String	MediaItemGUID
Hash	String	Unique session hash

Request Header

No XML POST data is required.

Response Header

No Response Header is returned.

Response Body

ArrayOfMediaProfile	Array	Array of MediaProfile(s)
/MediaProfile	Container	A single profile for the Media Item
../BitRate	String	Bit rate of item (textual representation)
../ActualBitRate	Unsigned Integer	Actual bit rate of item. Represented in KBPS
../URL	String	URL to the specific profile
../IsDefault	Boolean	Notes if profile is the default for the Media Item
../Protocol	String	Notes protocol type. Default is "any", indicating any RTMP or HTTP protocol. Valid values include: any rtmp rtmpe http rtmpt rtmpte
../Delivery	Integer	Delivery type: 1 = On demand 2 = Live stream
../ProfileGUID	String	Profile GUID

Parameters:**Request Header**

None

Request Example:

No XML POST data is required.

Response Example:

```
<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
    <ume:UMResponseCode>200</ume:UMResponseCode>
    <ume:IsSecure>BOOLEAN</ume:IsSecure>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:ArrayOfMediaProfile>
      <ume:MediaProfile>
        <ume:BitRate>INT</ume:BitRate>
        <ume:ActualBitRate>INT</ume:ActualBitRate>
        <ume:URL>STRING</ume:URL>
        <ume:IsDefault>BOOLEAN</ume:IsDefault>
        <ume:Protocol/>
        <ume:Delivery>INT</ume:Delivery>
        <ume:ProfileGUID>STRING</ume:ProfileGUID>
      </ume:MediaProfile>
    </ume:ArrayOfMediaProfile>
  </ume:ResponseBody>
</ume:Response>
```

7.6 UnicornAPI.External.MediaItem.[MediaItemGUID].Categories()

Description:

This method returns all the categories associated with an existing media item according to the media item GUID. Developers can use this method to retrieve details about the Categories including name and Category GUID.

The possible configuration information returned includes:

- Category GUID
- Name

The system generated Media Item GUID associated with this method must be present in the URL.

URL:

http://[Unicorn Media API Host]/External/MediaItem/[MediaItemGUID]/Categories/

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		
MediaItemGUID	String	MediaItemGUID
Request Header		
Hash	String	Unique session hash
Response Header		
HTTPResponseCode	Integer	Actual HTTP response code
UMResponseCode	Integer	Unicorn Media API response status code
UMResponseCodeDetail	String	Details error if the request fails
IsSecure	Boolean	Indicates whether the method may be called without valid credentials, and/or without a valid Application Server Session
Response Body		
Categories	Array	Array of Category(s)
/Category	Container	A single category for the give Media Item
../CategoryGUID	String	Category GUID
../Name	String	Name of the category

Parameters:

Request Header

None

Request Example:

```
<ume:Request xmlns:ume="http://admin.unicornmedia.com/">
  <ume:RequestHeader>
    <ume:Hash>0#..EX..md5</ume:Hash>
  </ume:RequestHeader>
</ume:Request>
```

Response Example:

```
<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
    <ume:UMResponseCode>200</ume:UMResponseCode>
    <ume:IsSecure>BOOLEAN</ume:IsSecure>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:Categories>
      <ume:Category>
        <ume:CategoryGUID>STRING</ume:CategoryGUID>
        <ume:Name>STRING</ume:Name>
      </ume:Category>
    </ume:Categories>
  </ume:ResponseBody>
</ume:Response>
```

7.7 UnicornAPI.External.MediaItem.[MediaItemGUID].CastMembers()

Description:

This method returns all the CastMembers associated with an existing media item according to the media item GUID. Developers can use this method to retrieve details about the CastMembers.

The possible configuration information returned includes:

- FirstName
- LastName
- Position
- LinkURL

The system generated Media Item GUID associated with this method must be present in the URL.

URL:

http://[Unicorn Media API Host]/External/MediaItem/[MediaItemGUID]/CastMembers/

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		
MediaItemGUID	String	MediaItemGUID
Request Header		
Hash	String	Unique session hash
Response Header		
HTTPResponseCode	Integer	Actual HTTP response code
UMResponseCode	Integer	Unicorn Media API response status code
UMResponseCodeDetail	String	Details error if the request fails
IsSecure	Boolean	Indicates whether the method may be called without valid credentials, and/or without a valid Application Server Session
Response Body		
CastMembers	Array	Array of CastMemeber(s)
/CastMemeber	Container	A single CastMemeber for the give Media Item
../Position	String	Position of the cast member
../FirstName	String	First name of the cast member
../LastName	String	Last Name of the cast member
../LinkURL	String	A url for the cast memeber

Parameters:

Request Header

None

Request Example:

```
<ume:Request xmlns:ume="http://admin.unicornmedia.com/">
  <ume:RequestHeader>
    <ume:Hash>0#..EX..md5</ume:Hash>
  </ume:RequestHeader>
</ume:Request>
```

Response Example:

```
<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
    <ume:UMResponseCode>200</ume:UMResponseCode>
    <ume:IsSecure>BOOLEAN</ume:IsSecure>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:CastMembers>
      <ume:CastMember>
        <ume:Position>STRING</ume:Position>
        <ume:FirstName>STRING</ume:FirstName>
        <ume:LastName>STRING</ume:LastName>
        <ume:LinkURL>STRING</ume:LinkURL>
      </ume:CastMember>
    </ume:CastMembers>
  </ume:ResponseBody>
</ume:Response>
```

7.8 UnicornAPI.External.MediaItem.[MediaItemGUID].Captioning

7.8.1 UnicornAPI.External.MediaItem.[MediaItemGUID].CaptioningDocuments()

Unicorn Media supports ingesting subtitle and caption data in DFXP and SRT formats.

- UM recommends providing caption data in the DFXP format as it provides the most options and flexibility
- Captions will be ingested, normalized and stored in the UM Management platform
- Any of these three formats will be provided from the external API, regardless of the format provided for ingest

Closed Captions are ingested through the XMLIngest SkyNet service in the following format:

```
<myCaptions>
  <ume:CaptionReference>
    <ume:LanguageCode>en</ume:LanguageCode>
    <ume:URL>http://example.com/captions/car_en.dfxp</ume:URL>
  </ume:CaptionReference>
</myCaptions>
```

Description:

This method returns all the Captions and the captioning formats associated with an existing media item according to the media item GUID. Developers can use this method to retrieve details about the captions including title, description, language, format, etc.

The closed caption ingest workflow is as follows:

1. The caption is ingested into a new MediaItem of type 'Caption' for a normal feed or 'ExternalCaption' for a reference feed
2. A binary asset is created for the XML document defined in the URL node of the CaptionReference

3. The `CaptionFileDownloadWorker` SkyNet service is used to get the caption document and assigns a new `BinaryAssetProfile` of type 'CaptionArchiveProfile'
4. The `CaptionFileDownloadWorker` service replicates the caption to the Archive servers
5. The `TranscodeGatewayWorker` then picks up the replicated `BinaryAsset` and attempts to parse the file for validation
6. The `TranscodeGatewayWorker` creates a `CaptionWorkflowManager`
7. If the `CaptionWorkflowManager` can parse the asset, it passes the interrogation and fires a `CaptionArchivePassedInterrogation` Brain event
 - a. If `CaptionWorkflowManager` cannot parse the asset, it will not pass interrogation and the ingest will fail
8. The `CaptionWorkflowManager` assigns a `CaptionParserWorker` to the job
9. The `CaptionParserWorker` will pick up the `CaptionParserQueueItem` job and parse the `BinaryAsset`
10. The `CaptionParserWorker` will then normalize the data and insert it into the required captioning database tables for later retrieval

The possible configuration information returned includes:

- DocumentGUID
- Description
- MediaItemGUID
- Copyright
- Title
- Language Code
- URL
- Format (DFXP or SRT)

The system generated Media Item GUID associated with this method must be present in the URL.

URL:

`http://[Unicorn Media API Host]/External/MediaItem/[MediaItemGUID]/CaptioningDocuments/`

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		
<code>MediaItemGUID</code>	String	MediaItemGUID
Request Header		
<code>Hash</code>	String	Unique session hash
Response Header		
<code>HTTPResponseCode</code>	Integer	Actual HTTP response code
<code>UMResponseCode</code>	Integer	Unicorn Media API response status code
<code>UMResponseCodeDetail</code>	String	Details error if the request fails
<code>IsSecure</code>	Boolean	Indicates whether the method may be called without valid credentials, and/or without a valid Application Server Session
Response Body		
<code>ArrayOfCaptioningDocument</code>	Array	Array of Captioning Document(s)
<code>/CaptioningDocument</code>	Container	Container for an individual Captioning Document
<code>../DocumentGUID</code>	String	Document GUID

<code>../MediaItemGUID</code>	String	Media Item GUID
<code>../Title</code>	String	Name of the Captioning Document
<code>../URL</code>	String	URL of Asset containing the caption
<code>../Description</code>	String	Description of the Captioning Document
<code>../Copyright</code>	String	Copyright of caption
<code>../Name</code>	String	Name of the category
<code>../ArrayOfCaptionURL</code>	Array	Array of Captioning URL(s)
<code>../CaptionURL</code>	Container	Container for an individual Captioning URL
<code>../LanguageCode</code>	String	Language Code
<code>../Format</code>	String	Format of DFXP or SRT
<code>../MediaItemGUID</code>	String	Media Item GUID
<code>../URL</code>	String	Caption URL

Parameters:

Request Header

Request Example:

```
<ume:Request xmlns:ume="http://admin.unicornmedia.com/">
  <ume:RequestHeader>
    <ume:Hash>0#..EX..md5</ume:Hash>
  </ume:RequestHeader>
</ume:Request>
```

Response Example:

```
<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
    <ume:UMResponseCode>200</ume:UMResponseCode>
    <ume:IsSecure>BOOLEAN</ume:IsSecure>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:ArrayOfCaptioningDocument>
      <ume:DocumentGUID>STRING</ume:DocumentGUID>
      <ume:MediaItemGUID>STRING</ume:MediaItemGUID>
      <ume:Title>STRING</ume:Title>
      <ume:URL>STRING</ume:URL>
      <ume:Description>STRING</ume:Description>
      <ume:Copyright>STRING</ume:Copyright>
      <ume:ArrayOfCaptionURL>
        <ume:CaptionURL>
          <ume:LanguageCode>STRING</ume:LanguageCode>
          <ume:Format>STRING</ume:Format>
          <ume:MediaItemGUID>STRING</ume:MediaItemGUID>
          <ume:URL>STRING</ume:URL>
        </ume:CaptionURL>
      </ume:ArrayOfCaptionURL>
    </ume:ArrayOfCaptioningDocument>
  </ume:ResponseBody>
</ume:Response>
```

7.8.2 UnicornAPI.External.MediaItem.[MediaItemGUID].CaptioningDocuments.[LanguageCode]()

Description:

This method returns all the Captions and the captioning formats associated with an existing media item according to the media item GUID in the chosen language. Developers can use this method to retrieve details about the captions including title, description, language, format, etc. in the language of their choice.

The possible configuration information returned includes:

- DocumentGUID
- MediaItemGUID
- Title
- URL
- Description
- Copyright
- Language Code
- Format (DFXP or SRT)

The system generated Media Item GUID associated with the method must exist in the URL.

URL:

http://[Unicorn Media API Host]/External/MediaItem/[MediaItemGUID]/CaptioningDocuments/[LanguageCode]/

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		
MediaItemGUID	String	MediaItemGUID
LanguageCode	String	Language Code
Request Header		
Hash	String	Unique session hash
Response Header		
HTTPResponseCode	Integer	Actual HTTP response code
UMResponseCode	Integer	Unicorn Media API response status code
UMResponseCodeDetail	String	Details error if the request fails
IsSecure	Boolean	Indicates whether the method may be called without valid credentials, and/or without a valid Application Server Session
Response Body		
ArrayOfCaptioningDocument	Array	Array of Captioning Documents(s)
/CaptioningDocument	Container	Container for an individual Captioning Document
../DocumentGUID	String	Document GUID
../MediaItemGUID	String	Media Item GUID
../Title	String	Name of the Captioning Document
../URL	String	URL of Asset containing the caption
../Description	String	Description of the Captioning Document
../Copyright	String	Copyright of caption

<code>../Name</code>	String	Name of the category
<code>../ArrayOfCaptionURL</code>	Array	Array of Captioning URL(s)
<code>../CaptionURL</code>	Container	Container for an individual Captioning URL
<code>../LanguageCode</code>	String	Language Code
<code>../Format</code>	String	Format of DFXP or SRT
<code>../MediaItemGUID</code>	String	Media Item GUID
<code>../URL</code>	String	Caption URL

Parameters:**Request Header**

None

Request Example:

```
<ume:Request xmlns:ume="http://admin.unicornmedia.com/">
  <ume:RequestHeader>
    <ume:Hash>0#..EX..md5</ume:Hash>
  </ume:RequestHeader>
</ume:Request>
```

Response Example:

```
<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
    <ume:UMResponseCode>200</ume:UMResponseCode>
    <ume:IsSecure>BOOLEAN</ume:IsSecure>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:ArrayOfCaptioningDocument>
      <ume:DocumentGUID>STRING</ume:DocumentGUID>
      <ume:MediaItemGUID>STRING</ume:MediaItemGUID>
      <ume>Title>STRING</ume>Title>
      <ume:URL>STRING</ume:URL>
      <ume:Description>STRING</ume:Description>
      <ume:Copyright>STRING</ume:Copyright>
      <ume:ArrayOfCaptionURL>
        <ume:CaptionURL>
          <ume:LanguageCode>STRING</ume:LanguageCode>
          <ume:Format>STRING</ume:Format>
          <ume:MediaItemGUID>STRING</ume:MediaItemGUID>
          <ume:URL>STRING</ume:URL>
        </ume:CaptionURL>
      </ume:ArrayOfCaptionURL>
    </ume:ArrayOfCaptioningDocument>
  </ume:ResponseBody>
</ume:Response>
```

7.9 UnicornAPI.External.MediaItem.[MediaItemGUID].MediaItemImages()

Description:

This method returns information about **all the images** associated with an existing media item according to the media item GUID. Developers can use this method to retrieve details about **multiple images** including Image GUID, type, width, height and URL.

Supported Image Types are: (*AssociationType* – set in Media Room or mapped in the ingest feed)

- LargeImage
- MidsizedImage
- SmallImage
- ThumbnailImage
- Default
- CoverArtImage

The possible configuration information returned includes:

- Image GUID
- Image URL
- Image Width
- Image Height
- Association Type

The system generated Media Item GUID associated with this method must be present in the URL.

URL:

http://[Unicorn Media API Host]/External/MediaItem/[MediaItemGUID]/MediaItemImages/

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		
MediaItemGUID	String	MediaItemGUID
Request Header		
Hash	String	Unique session hash
Response Header		
HTTPResponseCode	Integer	Actual HTTP response code
UMResponseCode	Integer	Unicorn Media API response status code
UMResponseCodeDetail	String	Details error if the request fails
IsSecure	Boolean	Indicates whether the method may be called without valid credentials, and/or without a valid Application Server Session
Response Body		
ArrayOfMediaItemImage	Array	Array of Media Item Images(s)
/MediaItemImage	Container	A single Media Item Image
../ImageGUID	String	Category GUID
../ImageURL	String	URL where image displays
../Width	Integer	Width of Image
../Height	Integer	Height of Image
../AssociationType	String	Type of image

Parameters:

None

Request Example:

```
<ume:Request xmlns:ume="http://admin.unicornmedia.com/">
  <ume:RequestHeader>
    <ume:Hash>0#..EX..md5</ume:Hash>
  </ume:RequestHeader>
</ume:Request>
```

Response Example:

```
<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
    <ume:UMResponseCode>200</ume:UMResponseCode>
    <ume:IsSecure>BOOLEAN</ume:IsSecure>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:ArrayOfMediaItemImage>
      <ume:MediaItemImage>
        <ume:ImageGUID>STRING</ume:ImageGUID>
        <ume:ImageURL>STRING</ume:ImageURL>
        <ume:Width>INT</ume:Width>
        <ume:Height>INT</ume:Height>
        <ume:AssociationType>STRING</ume:AssociationType>
      </ume:MediaItemImage>
      <ume:MediaItemImage>
        <ume:ImageGUID>STRING</ume:MediaItemImageGUID>
        <ume:ImageURL>STRING</ume:ImageURL>
        <ume:Width>INT</ume:Width>
        <ume:Height>INT</ume:Height>
        <ume:AssociationType>STRING</ume:AssociationType>
      </ume:MediaItemImage>
      <ume:MediaItemImage>
        <ume:ImageGUID>STRING</ume:MediaItemImageGUID>
        <ume:ImageURL>STRING</ume:ImageURL>
        <ume:Width>INT</ume:Width>
        <ume:Height>INT</ume:Height>
        <ume:AssociationType>STRING</ume:AssociationType>
      </ume:MediaItemImage>
      <ume:MediaItemImage>
        <ume:ImageGUID>STRING</ume:MediaItemImageGUID>
        <ume:ImageURL>STRING</ume:ImageURL>
        <ume:Width>INT</ume:Width>
        <ume:Height>INT</ume:Height>
        <ume:AssociationType>STRING</ume:AssociationType>
      </ume:MediaItemImage>
      <ume:MediaItemImage>
        <ume:ImageGUID>STRING</ume:MediaItemImageGUID>
        <ume:ImageURL>STRING</ume:ImageURL>
        <ume:Width>INT</ume:Width>
        <ume:Height>INT</ume:Height>
        <ume:AssociationType>STRING</ume:AssociationType>
      </ume:MediaItemImage>
    </ume:ArrayOfMediaItemImage>
  </ume:ResponseBody>
</ume:Response>
```

7.10 UnicornAPI.External.MediaItem.[MediaItemGUID].ImageType.[ImageAssociationType].MediaItemImage()

Description:

This method returns the associated image type and image information about a single image associated with an existing media item according to the media item GUID. Developers can use this method to retrieve details about the Images including Image GUID, type, width, height and URL.

Supported Image Types are: (*AssociationType* – set in Media Room or mapped in the ingest feed)

- LargeImage
- MidsizedImage
- SmallImage
- ThumbnailImage
- Default
- CoverArtImage

The possible configuration information returned includes:

- Image GUID
- Image URL
- Image Width
- Image Height
- Association Type

The system generated Media Item GUID associated with this method must be present in the URL.

URL:

http://[Unicorn Media API Host]/External/MediaItem/[MediaItemGUID]/ImageType/
[ImageAssociationType]/MediaItemImage/

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		
MediaItemGUID	String	MediaItemGUID
Request Header		
Hash	String	Unique session hash
Response Header		
HTTPResponseCode	Integer	Actual HTTP response code
UMResponseCode	Integer	Unicorn Media API response status code
UMResponseCodeDetail	String	Details error if the request fails
IsSecure	Boolean	Indicates whether the method may be called without valid credentials, and/or without a valid Application Server Session
Response Body		
MediaItemImage	Container	A single Media Item Image
/ImageGUID	String	Category GUID
/ImageURL	String	URL where image displays
/Width	Integer	Width of Image
/Height	Integer	Height of Image
/AssociationType	String	Type of image

Parameters:

None

Request Example:

```
<ume:Request xmlns:ume="http://admin.unicornmedia.com/">
  <ume:RequestHeader>
    <ume:Hash>0#..EX..md5</ume:Hash>
  </ume:RequestHeader>
</ume:Request>
```

Response Example:

```
<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
    <ume:UMResponseCode>200</ume:UMResponseCode>
    <ume:IsSecure>BOOLEAN</ume:IsSecure>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:MediaItemImage>
      <ume:ImageGUID>STRING</ume:ImageGUID>
      <ume:ImageURL>http://sample.org/</ume:ImageURL>
      <ume:Width>INT</ume:Width>
      <ume:Height>INT</ume:Height>
      <ume:AssociationType>STRING</ume:AssociationType>
    </ume:MediaItemImage>
  </ume:ResponseBody>
</ume:Response>
```

7.11 UnicornAPI.External.MediaItem.[MediaItemGUID].CustomProperties()

Description:

This method returns custom metadata properties associated with with an existing media item according to the media item GUID. Developers can use this method to retrieve properties such as title, description, duration, rating, cast, etc.

The system generated Media Item GUID associated with this method must be present in the URL.

URL:

http://[Unicorn Media API Host]/External/MediaItem/[MediaItemGUID]/CustomProperties/

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		
MediaItemGUID	String	MediaItemGUID
Request Header		
Hash	String	Unique session hash
Response Header		
HTTPResponseCode	Integer	Actual HTTP response code
UMResponseCode	Integer	Unicorn Media API response status code
UMResponseCodeDetail	String	Details error if the request fails
IsSecure	Boolean	Indicates whether method may be called without valid credentials and/or valid Application Server Session

Response Body

ArrayOfCustomValues	Array	Array of Custom Metadata Values
/ CustomValue	Container	A single Custom Metadata Value
../ Key	String	Custom.en.title
../ Value	String	English title
../ Key	String	Custom.en.description
../ Value	String	English description

Parameters:**Request Header**

Key	String	CustomValue
Value	Container	Contains simple object
/ ArrayOfCustomKeys	Array	Array of Custom Key Values
../ CustomKey	Container	Contains a custom key value

Request Example:

```
<ume:Request xmlns:ume="http://admin.unicornmedia.com/">
  <ume:RequestHeader>
    <ume:Hash>0#..EX..md5</ume:Hash>
    <ume:Parameters>
      <ume:Parameter>
        <ume:Key>STRING</ume:Key>
        <ume:Value>
          <ume:ArrayOfCustomKeys>
            <ume:CustomKey>STRING</ume:CustomKey>
            <ume:CustomKey>STRING</ume:CustomKey>
          </ume:ArrayOfCustomKeys>
        </ume:Value>
      </ume:Parameter>
    </ume:Parameters>
  </ume:RequestHeader>
</ume:Request>
```

Response Example:

```
<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
    <ume:UMResponseCode>200</ume:UMResponseCode>
    <ume:IsSecure>BOOLEAN</ume:IsSecure>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:ArrayOfCustomValues>
      <ume:CustomValue>
        <ume:Key>STRING</ume:Key>
        <ume:Value>STRING</ume:Value>
      </ume:CustomValue>
      <ume:CustomValue>
        <ume:Key>STRING</ume:Key>
        <ume:Value>STRING</ume:Value>
      </ume:CustomValue>
    </ume:ArrayOfCustomValues>
  </ume:ResponseBody>
</ume:Response>
```

7.12 UnicornAPI.External.MediaItem.ForeignKeys.[ForeignKey]()

Description:

This method returns the GUID of a specific media item based on the foreign key supplied.

URL:

http://[Unicorn Media API Host]/External/Mediaitem/ForeignKeys/[ForeignKey]/

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		
ForeignKey	String	Foreign key
Request Header		
Hash	String	Unique session hash
Response Header		
HTTPResponseCode	Integer	Actual HTTP response code
UMResponseCode	Integer	Unicorn Media API response status code
UMResponseCodeDetail	String	Details error if the request fails
IsSecure	Boolean	Indicates whether the method may be called without valid credentials, and/or without a valid Application Server Session
Response Body		
ForeignKeys	Container	Contains foreign key data for a Media Item
/MediaItemGUID	String	The returned MediaItemGUID corresponding to the foreign key

Parameters:

Request Header

None

Request Example:

```
<ume:Request xmlns:ume="http://admin.unicornmedia.com/">
  <ume:RequestHeader>
    <ume:Hash>#0!..EXAMPLE..md5</ume:Hash>
  </ume:RequestHeader>
</ume:Request>
```

Response Example:

```
<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>INT</ume:HTTPResponseCode>
    <ume:UMResponseCode>INT</ume:UMResponseCode>
    <ume:IsSecure>BOOLEAN</ume:IsSecure>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:ForeignKeys>
      <ume:MediaItemGUID>STRING</ume:MediaItemGUID>
    </ume:ForeignKeys>
  </ume:ResponseBody>
</ume:Response>
```

7.13 UnicornAPI.External.Channel.Playlist.[PlaylistGUID]()

Description:

This method returns a Playlist associated with a Channel according to the Playlist GUID, including metadata describing the playlist as well as an array of media items in the playlist. For instance, the developer can use the Playlist GUID to retrieve information such as the Channel name, description, media list, etc. associated with playlist that was published on that Channel.

The possible configuration information returned includes:

- PlaylistGUID
- ChannelGUID
- ChannelName
- Description
- PlaylistName
- LinkBackURL
- MediaList
- MediaItemGUID
- PlayLength
- MediaItemType
- IsPublished
- MediaVersion
- LinkBackURL
- Title
- Description
- Height
- Width
- ThumbnailURL
- Keywords
- Rating
- ForeignKey

The system generated Playlist GUID associated with this method must be present in the URL.

URL:

`http://[Unicorn Media API Host]/External/Channel/Playlist/[PlaylistGUID]/`

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		
PlaylistGUID	String	Channel Playlist GUID
Request Header		
Hash	String	Unique session hash
Response Header		
HTTPResponseCode	Integer	Actual HTTP response code
UMResponseCode	Integer	Unicorn Media API response status code
UMResponseCodeDetail	String	Details error if the request fails
IsSecure	Boolean	Indicates whether the method may be called without valid credentials, and/or without a valid Application Server Session
Parameters	Array	Array of metadata response parameters
Response Body		
ChannelPlaylist	Container	Contains data for the Playlist
/PlaylistGUID	String	Channel Playlist GUID
/ChannelGUID	String	Channel GUID
/ChannelName	String	Name of the channel
/Description	String	Description of the channel
/PlaylistName	String	Name of the Channel Playlist
/LinkBackURL	String	URL for the channel playlist
/MediaList	Array	Contains all of the Media Item(s) returned for the channel
../MediaItem	Container	Contains info for each returned Media Item

../MediaItemGUID	String	Media Item GUID
../PlayLength	Unsigned Integer	Length of the Media Item in seconds
../MediaItemType	Integer	Return type of media 1 = video 2 = audio 8 = image
../IsPublished	Boolean	Notes if the Media Item is currently published
../MediaVersion	Unsigned Integer	Notes the current version of the item
../LinkBackURL	String	Link back URL for the Media Item
../Title	String	Title of the Media Item
../Description	String	Description of the Media Item
../Height	Unsigned Integer	Height of the Media Item
../Width	Unsigned Integer	Width of the Media Item
../ThumbnailURL	String	URL to the Media Item's thumbnail image
../Keywords	String	The keywords associated with the Media Item
../Rating	Unsigned Integer	Returns the rating of the Media Item: 1 = G 2 = PG 3 = PG-13 4 = R 5 = NC-17 6 = NR 7 = TV-Y 8 = TV-Y7 9 = TV-Y7FV 10 = TV-G 11 = TV-PG 12 = TV-14 13 = TV-MA
../ForeignKey	String	Foreign Key

Parameters:

Request Header

Key	String	StartRecord
Value	Container	Contains simple object
/Simple	Unsigned Integer	Position of the first item returned
Key	String	MaxRecordsReturned
Value	Container	Contains Simple object
/Simple	Unsigned Integer	Max number of records that will be returned

Response Header

Key	String	RecordCount
Value	Container	Contains simple object
/Simple	Unsigned Integer	Number of records returned

Request Example:

```
<ume:Request xmlns:ume="http://external.unicornmedia.com/">
  <ume:RequestHeader>
    <ume:Hash>0#..EX..md5</ume:Hash>
    <ume:Parameters>
      <ume:Parameter>
        <ume:Key>StartRecord</ume:Key>
        <ume:Value>
          <ume:Simple>INT</ume:Simple>
        </ume:Value>
      </ume:Parameter>
    </ume:Parameters>
  </ume:RequestHeader>
</ume:Request>
```

```

    </ume:Value>
  </ume:Parameter>
  <ume:Parameter>
    <ume:Key>MaxRecordsReturned</ume:Key>
    <ume:Value>
      <ume:Simple>INT</ume:Simple>
    </ume:Value>
  </ume:Parameter>
</ume:Parameters>
</ume:RequestHeader>
</ume:Request>

```

Response Example:

```

<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
    <ume:UMResponseCode>200</ume:UMResponseCode>
    <ume:IsSecure>BOOLEAN</ume:IsSecure>
    <ume:Parameters>
      <ume:Parameter>
        <ume:Key>RecordCount</ume:Key>
        <ume:Value>
          <ume:Simple>INT</ume:Simple>
        </ume:Value>
      </ume:Parameter>
    </ume:Parameters>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:ChannelPlaylist>
      <ume:PlaylistGUID>STRING</ume:PlaylistGUID>
      <ume:ChannelGUID>STRING</ume:ChannelGUID>
      <ume:ChannelName>STRING</ume:ChannelName>
      <ume:Description>STRING</ume:Description>
      <ume:PlaylistName>STRING</ume:PlaylistName>
      <ume:LinkBackURL>STRING</ume:LinkBackURL>
      <ume:MediaList>
        <ume:MediaItem>
          <ume:MediaItemGUID>STRING</ume:MediaItemGUID>
          <ume:PlayLength>INT</ume:PlayLength>
          <ume:MediaItemType>INT</ume:MediaItemType>
          <ume:IsPublished>BOOLEAN</ume:IsPublished>
          <ume:MediaVersion>INT</ume:MediaVersion>
          <ume:LinkBackURL>STRING</ume:LinkBackURL>
          <ume:Title>STRING</ume:Title>
          <ume:Description>STRING</ume:Description>
          <ume:Height>INT</ume:Height>
          <ume:Width>INT</ume:Width>
          <ume:ThumbnailURL>STRING</ume:ThumbnailURL>
          <ume:Keywords>STRING</ume:Keywords>
          <ume:Rating>INT</ume:Rating>
          <ume:ForeignKey>STRING</ume:ForeignKey>
        </ume:MediaItem>
      </ume:MediaList>
    </ume:ChannelPlaylist>
  </ume:ResponseBody>
</ume:Response>

```

7.14 UnicornAPI.External.Catalog.[CatalogGUID].MediaItems()

Description:

This method returns an array of all the published media items within a specified catalog as MediaItem elements. Developers can use this method to retrieve a Catalog-based list of media items associated with the Catalog GUID.

The possible configuration information returned includes:

- Media Item GUID
- Play Length
- Media Item Type
- Is Published
- Media Version
- Link Back URL
- Title
- Description
- Height
- Width
- Thumbnail URL
- Keywords
- Rating
- Foreign Key

The system generated Catalog GUID associated with this method must be present in the URL.

URL:

`http://[Unicorn Media API Host]/External/Catalog/[CatalogGUID]/MediaItems/`

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		
CatalogGUID	String	Catalog GUID
Request Header		
Hash	String	Unique session hash
Parameters	Array	Array of key/value pairs
Response Header		
HTTPResponseCode	Integer	Actual HTTP response code
UMResponseCode	Integer	Unicorn Media API response status code
UMResponseCodeDetail	String	Details error if the request fails
IsSecure	Boolean	Indicates whether the method may be called without valid credentials, and/or without a valid Application Server Session
Parameters	Array	Array of metadata response parameters
Response Body		
ArrayOfMediaItem	Container	Array of MediaItem(s)
/MediaItem	Container	Contains info for each returned Media Item
../MediaItemGUID	String	Media Item GUID
../PlayLength	Unsigned Integer	Length of the Media Item in seconds
../MediaItemType	Integer	Return type of media 1 = video 2 = audio 8 = image
../IsPublished	Boolean	Notes if the Media Item is currently published

../MediaVersion	Unsigned Integer	Notes the current version of the item
../LinkBackURL	String	Link back URL for the Media Item
../Title	String	Title of the Media Item
../Description	String	Description of the Media Item
../Height	Unsigned Integer	Height of the Media Item
../Width	Unsigned Integer	Width of the Media Item
../ThumbnailURL	String	URL to the Media Item's thumbnail image
../Keywords	String	The keywords associated with the Media Item
../Rating	Unsigned Integer	Returns the rating of the Media Item: 1 = G 2 = PG 3 = PG-13 4 = R 5 = NC-17 6 = NR 7 = TV-Y 8 = TV-Y7 9 = TV-Y7FV 10 = TV-G 11 = TV-PG 12 = TV-14 13 = TV-MA
../ForeignKey	String	Foreign Key

Parameters:

Request Header

Key	String	StartRecord
Value	Container	Contains StartRecord object
/StartRecord	Container	Contains data for the StartRecord object
Key	String	MaxReturned
Value	Container	Contains MaxReturned objects
/MaxReturned	Container	Contains data for the MaxReturned object
../Simple	Integer	Maximum value returned
Key	String	OrderBy
Value	Container	Contains OrderBy objects
/OrderBy	Container	Contains data for the OrderBy object
../OrderByProperty	Container	Contains data for this object
../Direction	Boolean	Ascending or Descending
../PropertyName	String	Parameter Value
Key	String	QueryFilters
Value	Container	Contains QueryFilters objects
/ArrayOfQueryFilters	Container	Contains an array of QueryFilters objects
../QueryFilter	Container	Contains data for the QueryFilter object
../Type	Boolean	exactmatch or contains
../PropertyName	String	Parameter Value
../Value	String	Parameter Value

Request Example:

```
<ume:Request xmlns:ume="http://admin.unicornmedia.com/">
  <ume:Method>GET</ume:Method>
  <ume:RequestHeader>
```

```

<ume:Hash>0#..EX..md5</ume:Hash>
<ume:DebugMode>INT</ume:DebugMode>
<ume:DebugKey>INT</ume:DebugKey>
<ume:Parameters>
  <ume:Parameter>
    <ume:Key>StartRecord</ume:Key>
    <ume:Value>
      <ume:Simple>INT</ume:Simple>
    </ume:Value>
  </ume:Parameter>
  <ume:Parameter>
    <ume:Key>MaxReturned</ume:Key>
    <ume:Value>
      <ume:Simple>INT</ume:Simple>
    </ume:Value>
  </ume:Parameter>
  <ume:Parameter>
    <ume:Key>OrderBy</ume:Key>
    <ume:Value>
      <ume:OrderBy>
        <ume:OrderByProperty>
          <ume:Direction>{ASC/DESC}</ume:Direction>
          <ume:PropertyName>STRING</ume:PropertyName>
        </ume:OrderByProperty>
      </ume:OrderBy>
    </ume:Value>
  </ume:Parameter>
  <ume:Parameter>
    <ume:Key>QueryFilters</ume:Key>
    <ume:Value>
      <ume:ArrayOfQueryFilter>
        <ume:QueryFilter>
          <ume:Type>{exactmatch/contains}</ume:Type>
          <ume:PropertyName>STRING</ume:PropertyName>
          <ume:Value>STING</ume:Value>
        </ume:QueryFilter>
      </ume:ArrayOfQueryFilter>
    </ume:Value>
  </ume:Parameter>
</ume:Parameters>
</ume:RequestHeader>
</ume:Request>

```

Response Example:

```

<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
    <ume:UMResponseCode>200</ume:UMResponseCode>
    <ume:IsSecure>BOOLEAN</ume:IsSecure>
    <ume:Parameters>
      <ume:Parameter>
        <ume:Key>RecordCount</ume:Key>
        <ume:Value>
          <ume:Simple>INT</ume:Simple>

```

```

    </ume:Value>
  </ume:Parameter>
</ume:Parameters>
</ume:ResponseHeader>
<ume:ResponseBody>
  <ume:ArrayOfMediaItem>
    <ume:MediaItem>
      <ume:MediaItemGUID>STRING</ume:MediaItemGUID>
      <ume:PlayLength>INT</ume:PlayLength>
      <ume:MediaItemType>INT</ume:MediaItemType>
      <ume:IsPublished>BOOLEAN</ume:IsPublished>
      <ume:MediaVersion>INT</ume:MediaVersion>
      <ume:LinkBackURL>STRING</ume:LinkBackURL>
      <ume:Title>STRING</ume:Title>
      <ume:Description>STRING</ume:Description>
      <ume:Height>INT</ume:Height>
      <ume:Width>INT</ume:Width>
      <ume:ThumbnailURL>STRING</ume:ThumbnailURL>
      <ume:Keywords>STRING</ume:Keywords>
      <ume:Rating>INT</ume:Rating>
      <ume:ForeignKey>STRING</ume:ForeignKey>
    </ume:MediaItem>
  </ume:ArrayOfMediaItem>
</ume:ResponseBody>
</ume:Response>

```

7.15 UnicornAPI.External.Application.[ApplicationGUID].GeoData.[IPAddress]()

Description:

This method returns geographical client data according to the IP address. Developers can use this method to retrieve geographical details about a client.

The possible configuration information returned includes:

- Country
- City
- PostalCode
- ReferringHost
- Carrier
- Continent
- IPAddress
- ConnectionType

URL:

http://[Unicorn Media API Host]/External/Application/[ApplicationGUID]/GeoData/[IPAddress]/

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		
ApplicationGUID	String	Template or Application GUID
IPAddress	String	Client IP Address

Request Header

No XML POST data is required.

Response Header

HTTPResponseCode	Integer	Actual HTTP response code
UMResponseCode	Integer	Unicorn Media API response status code
UMResponseCodeDetail	String	Details error if the request fails
IsSecure	Boolean	Indicates whether the method may be called without valid credentials, and/or without a valid Application Server Session

Response Body

ClientGeoData	Container	Contains the geographical client data
/Country	String	Country of the client
/City	String	City of the client
/PostalCode	String	Postal code of the client
/ReferringHost	String	Referring host of the client
/Carrier	String	Carrier of the client
/Continent	String	Continent of the client
/IPAddress	String	IP address of the client
/ConnectionType	String	Connection type of the client

Parameters:**Request Header**

None

Request Example:

No XML POST data is required.

Response Example:

```
<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
    <ume:UMResponseCode>200</ume:UMResponseCode>
    <ume:IsSecure>BOOLEAN</ume:IsSecure>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:ClientGeoData>
      <ume:Country>STRING</ume:Country>
      <ume:City>STRING</ume:City>
      <ume:PostalCode>STRING</ume:PostalCode>
      <ume:ReferringHost>STRING</ume:ReferringHost>
      <ume:Carrier>STRING</ume:Carrier>
      <ume:Continent>STRING</ume:Continent>
      <ume:IPAddress>STRING</ume:IPAddress>
      <ume:ConnectionType>STRING</ume:ConnectionType>
    </ume:ClientGeoData>
  </ume:ResponseBody>
</ume:Response>
```

7.16 UnicornAPI.External.Application.[ApplicationGUID]/GeoData()

Description:

This method returns geographical client data according to the IP address contained within the query string. Developers can use this method to retrieve geographical details about a client.

The possible configuration information returned includes:

- Country
- City
- PostalCode
- ReferringHost
- Carrier
- Continent
- IPAddress
- ConnectionType



NOTE: This is a GET rather than a POST method and it uses query strings to pass data to the Player API.

URL:

`http://[Unicorn Media API Host]/External/Application/[ApplicationGUID]/GeoData?ip={IPAddress}`

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		
<code>ApplicationGUID</code>	String	Template or Application GUID
<code>IPAddress</code>	String	Client IP Address
Request Header		
No XML POST data is required.		
Response Header		
<code>HTTPResponseCode</code>	Integer	Actual HTTP response code
<code>UMResponseCode</code>	Integer	Unicorn Media API response status code
<code>UMResponseCodeDetail</code>	String	Details error if the request fails
<code>IsSecure</code>	Boolean	Indicates whether the method may be called without valid credentials, and/or without a valid Application Server Session
Response Body		
<code>ClientGeoData</code>	Container	Contains the geographical client data
<code>/Country</code>	String	Country of the client
<code>/City</code>	String	City of the client
<code>/PostalCode</code>	String	Postal code of the client
<code>/ReferringHost</code>	String	Referring host of the client
<code>/Carrier</code>	String	Carrier of the client
<code>/Continent</code>	String	Continent of the client
<code>/IPAddress</code>	String	IP address of the client
<code>/ConnectionType</code>	String	Connection type of the client

Parameters:

Request Header

None

Request Example:

No XML POST data is required.

Response Example:

```
<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
    <ume:UMResponseCode>200</ume:UMResponseCode>
    <ume:IsSecure>BOOLEAN</ume:IsSecure>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:ClientGeoData>
      <ume:Country>STRING</ume:Country>
      <ume:City>STRING</ume:City>
      <ume:PostalCode>STRING</ume:PostalCode>
      <ume:ReferringHost>STRING</ume:ReferringHost>
      <ume:Carrier>STRING</ume:Carrier>
      <ume:Continent>STRING</ume:Continent>
      <ume:IPAddress>STRING</ume:IPAddress>
      <ume:ConnectionType>STRING</ume:ConnectionType>
    </ume:ClientGeoData>
  </ume:ResponseBody>
</ume:Response>
```

7.17 UnicornAPI.External.Application.EmbedLink.[ItemGUID]()**Description:**

This method returns the embed code for the specified item in the context of the current application according to the Item GUID. The system generated Item GUID associated with this method must be present in the URL.

URL:

http://[Unicorn Media API Host]/External/Application/EmbedLink/[ItemGUID]/

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		
ItemGUID	String	Item GUID
Request Header		
Hash	String	Unique session hash
Parameters	Array	Array of key/value pairs
Response Header		
HTTPResponseCode	Integer	Actual HTTP response code
UMResponseCode	Integer	Unicorn Media API response status code
UMResponseCodeDetail	String	Details error if the request fails
IsSecure	Boolean	Indicates whether the method may be called

without valid credentials, and/or without a valid Application Server Session

Response Body

EmbedLink	Container	Contains the EmbedLinkXML
/EmbedLinkXML	String	Embed code for the Media Item in the form of an <object> element.

Parameters:

Request Header

Key	String	ItemType
Value	Container	Contains a simple object
/Simple	String	Item Type with Valid values: 'item' – link from the media item 'channellineup' – link from the playlist 'artist' – link from the catalog

Request Example:

```
<ume:Request xmlns:ume="http://admin.unicornmedia.com/">
  <ume:RequestHeader>
    <ume:Hash>0#..EX..md5</ume:Hash>
    <ume:Parameters>
      <ume:Parameter>
        <ume:Key>ItemType</ume:Key>
        <ume:Value>
          <ume:Simple>[item, channellineup, artist]</ume:Simple>
        </ume:Value>
      </ume:Parameter>
    </ume:Parameters>
  </ume:RequestHeader>
</ume:Request>
```

Response Example:

```
<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
    <ume:UMResponseCode>200</ume:UMResponseCode>
    <ume:IsSecure>BOOLEAN</ume:IsSecure>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:EmbedLink>
      <ume:EmbedLinkXML>STRING</ume:EmbedLinkXML>
    </ume:EmbedLink>
  </ume:ResponseBody>
</ume:Response>
```

7.18 UnicornAPI.External.Application.BaseURL()

Description:

This method returns the Base URL for the application as specified in Media Room. The Base URL may be specified on a Template and/or overridden on an instance of a player.

URL:

http://[Unicorn Media API Host]/External/Application/BaseURL/

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
Request Header		
Hash	String	Unique session hash
Response Header		
HTTPResponseCode	Integer	Actual HTTP response code
UMResponseCode	Integer	Unicorn Media API response status code
UMResponseCodeDetail	String	Details error if the request fails
IsSecure	Boolean	Indicates whether the method may be called without valid credentials, and/or without a valid Application Server Session
Response Body		
Application	Container	Contains the BaseURL object
/BaseURL	String	Application Base URL

Parameters:**Request Header**

None

Request Example:

```
<ume:Request xmlns:ume="http://admin.unicornmedia.com/">
  <ume:RequestHeader>
    <ume:Hash>0#..EX..md5</ume:Hash>
  </ume:RequestHeader>
</ume:Request>
```

Response Example:

```
<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
    <ume:UMResponseCode>200</ume:UMResponseCode>
    <ume:IsSecure>BOOLEAN</ume:IsSecure>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:Application>
      <ume:BaseURL>STRING</ume:BaseURL>
    </ume:Application>
  </ume:ResponseBody>
</ume:Response>
```

7.19 UnicornAPI.External.Application.MediaLink.[MediaItemGUID]()**Description:**

This method returns the Linkback URL for the current media item as it relates to the current Application, as specified within Media Room. The system generated Media Item GUID associated with this method must be present in the URL.

URL:

http://[Unicorn Media API Host]/External/Application/MediaLink/[MediaItemGUID]/

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		
MediaItemGUID	String	Media Item GUID
Request Header		
Hash	String	Unique session hash
Response Header		
HTTPResponseCode	Integer	Actual HTTP response code
UMResponseCode	Integer	Unicorn Media API response status code
UMResponseCodeDetail	String	Details error if the request fails
IsSecure	Boolean	Indicates whether the method may be called without valid credentials, and/or without a valid Application Server Session
Response Body		
MediaLink	Container	Contains data for a Media Item's Link back URL
/Link	String	Link back URL for the selected Media Item, based on the application context

Parameters:

None

Request Example:

```
<ume:Request xmlns:ume="http://admin.unicornmedia.com/">
  <ume:RequestHeader>
    <ume:Hash>0#..EX..md5</ume:Hash>
  </ume:RequestHeader>
</ume:Request>
```

Response Example:

```
<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
    <ume:UMResponseCode>200</ume:UMResponseCode>
    <ume:IsSecure>BOOLEAN</ume:IsSecure>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:MediaLink>
      <ume:Link>STRING</ume:Link>
    </ume:MediaLink>
  </ume:ResponseBody>
</ume:Response>
```

```
</ume:ResponseBody>
</ume:Response>
```

7.20 UnicornAPI.External.Application.ShareLink()

Description:

This method returns a URL for submission of the specified item associated with the current Application to a social network such as Digg, Facebook, MySpace, etc.

The possible request object properties include:

- URL
- Network ID

URL:

http://[Unicorn Media API Host]/External/Application/ShareLink/

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
Request Header		
Hash	String	Unique session hash
Parameters	Array	Array of key/value pairs
Response Header		
HTTPResponseCode	Integer	Actual HTTP response code
UMResponseCode	Integer	Unicorn Media API response status code
UMResponseCodeDetail	String	Details error if the request fails
IsSecure	Boolean	Indicates whether the method may be called without valid credentials, and/or without a valid Application Server Session
Response Body		
ShareLink	Container	Contains data for share link
/URL	String	Share link URL
/NetworkID	Integer	Integer representing the social network selected

Parameters:

Request Header

Key	String	ItemType
Value	Container	Contains a Simple object
/Simple	String	Contains ItemType. Valid values include: 'item' – link from the media item 'channellineup' – link from the playlist 'artist' – link from the catalog
Key	String	ItemGUID
Value	Container	Contains a Simple object

/Simple	String	Contains the ItemGUID of the specific item from which you want the sharelink EXAMPLE: The guid of the playlist if you supply channellineup as the itemtype.
Key	String	Title
Value	Container	Contains a Simple object
/Simple	String	Contains the Title
Key	String	NetworkID
Value	Container	Contains a Simple object
/Simple	Unsigned Integer	Contains the NetworkID. Valid values include: '1' – Myspace '4' – Stumble Upon '2' – Facebook '5' – Google Bookmarks '3' – Digg '6' – Windows Live

Request Example:

```
<ume:Request xmlns:ume="http://admin.unicornmedia.com/">
  <ume:Method>PUT</ume:Method>
  <ume:RequestHeader>
    <ume:Hash>0#..EX..md5</ume:Hash>
    <ume:Parameters>
      <ume:Parameter>
        <ume:Key>ItemType</ume:Key>
        <ume:Value>
          <ume:Simple>STRING</ume:Simple>
        </ume:Value>
      </ume:Parameter>
      <ume:Parameter>
        <ume:Key>ItemGUID</ume:Key>
        <ume:Value>
          <ume:Simple>STRING</ume:Simple>
        </ume:Value>
      </ume:Parameter>
      <ume:Parameter>
        <ume:Key>Title</ume:Key>
        <ume:Value>
          <ume:Simple>STRING</ume:Simple>
        </ume:Value>
      </ume:Parameter>
      <ume:Parameter>
        <ume:Key>NetworkID</ume:Key>
        <ume:Value>
          <ume:Simple>INT</ume:Simple>
        </ume:Value>
      </ume:Parameter>
    </ume:Parameters>
  </ume:RequestHeader>
</ume:Request>
```

Response Example:

```
<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
  </ume:ResponseHeader>
</ume:Response>
```

```

    <ume:UMResponseCode>200</ume:UMResponseCode>
    <ume:IsSecure>BOOLEAN</ume:IsSecure>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:ShareLink>
      <ume:URL>STRING</ume:URL>
      <ume:NetworkID>INT</ume:NetworkID>
    </ume:ShareLink>
  </ume:ResponseBody>
</ume:Response>

```

7.21 UnicornAPI.External.Application.Advertising.[MediaItemGUID]()

UnicornAPI.External.Application.Advertising.[MediaItemGUID]() is an overloaded method that provides functionality for both server-side advertising requests and client-side advertising requests. Its request parameters and response content differ based on the usage by server or client.

7.21.1 Server

- UnicornAPI.External.Application.Advertising.[MediaItemGUID]()

Description:

A single request to UnicornAPI.External.Application.Advertising.[MediaItemGUID]() is made for server-side advertising. The Unicorn Media Application Server makes the ad request on behalf of the client, parses the result and responds to the client with an array of related ads.

The possible configuration information returned includes:

- Ad Request
- Video Ad GUID
- Duration
- Video Ad URL
- Video Ad Click URL
- Beacons
- Ad Beacon Type
- Ad Beacon Value
- Ad Beacon Beacon URL
- Companion Ad
- Companion Ads Creative Type
- Companion Ads Expanded Height
- Companion Ads Expanded Width
- Companion Ads Height
- Companion Ads ID
- Companion Ads Code
- Companion Ads URL
- Companion Ads Click Through
- Companion Ads Width
- Companion Ads Resource Type
- Companion Ads Alt Text

The system generated Media Item GUID associated with this method must be present in the URL.

URL:

[http://\[Unicorn Media API Host\]/External/Application/Advertising/\[MediaItemGUID\]/](http://[Unicorn Media API Host]/External/Application/Advertising/[MediaItemGUID]/)

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		
MediaItemGUID	String	MediaItem GUID
Request Header		
Hash	String	Unique session hash
Parameters	Array	Array of key/value pairs

Response Header

HTTPResponseCode	Integer	Actual HTTP response code
UMResponseCode	Integer	Unicorn Media API response status code
UMResponseCodeDetail	String	Details error if the request fails
IsSecure	Boolean	Indicates whether the method may be called without valid credentials, and/or without a valid Application Server Session

Response Body

ArrayOfAdItem	Container	Array of Ad Item data
/AdItem	Container	Contain ad data
../adRequest		
../GUID	String	Video ad GUID
../Duration	Unsigned Integer	Duration of the video ad in seconds
../VideoAdURL	String	URL for the video ad server
../VideoAdClickURL	String	Ad video click URL
../Beacons	Array	Array of Ad Beacons
../AdBeacon	Container	Container of beaconing data
../Type	String	
../Value	String	Value of beaconing type
../BeaconURL	String	URL for ad beaconing
../CompanionAds	Array	Array of companion ads data
../CompanionAd	Container	Container of companion ad data
../CreativeType	String	Banner image format
../ExpandedHeight	Unsigned Integer	Expanded height
../ExpandedWidth	Unsigned Integer	Expanded width
../Height	Unsigned Integer	Height
../ID	String	ID
../Code	String	Code
../URL	String	URL to companion ad
../ClickThrough	String	Click through URL
../Width	Unsigned Integer	Width
../ResourceType	String	Resource type
../AltText	String	Alternate text

Parameters:

Request Header

Key	String	RollPositionID
Value	Container	Contains simple object
/Simple	Unsigned Integer	Notes the ad position within the Media Item

Request Example:

```
<ume:Request xmlns:ume="http://admin.unicornmedia.com/">
  <ume:RequestHeader>
    <ume:Hash>gz#!...EXAMPLE...md5</ume:Hash>
    <ume:Parameters>
      <ume:Parameter>
        <ume:Key>RollPositionID</ume:Key>
        <ume:Value>
          <ume:Simple>INT</ume:Simple>
        </ume:Value>
      </ume:Parameter>
    </ume:Parameters>
  </ume:RequestHeader>
</ume:Request>
```

```

    </ume:Parameter>
  </ume:Parameters>
</ume:RequestHeader>
</ume:Request>

```

Response Example:

```

<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
    <ume:UMResponseCode>200</ume:UMResponseCode>
    <ume:IsSecure>BOOLEAN</ume:IsSecure>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:ArrayOfAdItem>
      <ume:AdItem>
        <ume:adRequest/>
        <ume:GUID>STRING</ume:GUID>
        <ume:Duration>INT</ume:Duration>
        <ume:VideoAdURL>STRING</ume:VideoAdURL>
        <ume:VideoAdClickURL>STRING</ume:VideoAdClickURL>
        <ume:Beacons>
          <ume:AdBeacon>
            <ume:Type>STRING</ume:Type>
            <ume:Value>STRING</ume:Value>
            <ume:BeaconURL>STRING</ume:BeaconURL>
          </ume:AdBeacon>
        </ume:Beacons>
        <ume:CompanionAds>
          <ume:CompanionAd>
            <ume:AdvertisementParameters>
              <ume:string>STRING</ume:string>
            </ume:AdvertisementParameters>
            <ume:CreativeType>STRING</ume:CreativeType>
            <ume:ExpandedHeight>INT</ume:ExpandedHeight>
            <ume:ExpandedWidth>INT</ume:ExpandedWidth>
            <ume:Height>INT</ume:Height>
            <ume:ID>STRING</ume:ID>
            <ume:Code>STRING</ume:Code>
            <ume:URL>STRING</ume:URL>
            <ume:ClickThrough>STRING</ume:ClickThrough>
            <ume:Width>INT</ume:Width>
            <ume:ResourceType>STRING</ume:ResourceType>
            <ume:AltText>STRING</ume:AltText>
          </ume:CompanionAd>
        </ume:CompanionAds>
      </ume:AdItem>
    </ume:ArrayOfAdItem>
  </ume:ResponseBody>
</ume:Response>

```

7.21.2 Client

- UnicornAPI.External.Application.Advertising.[MediaItemGUID]()

Description:

Two requests to `UnicornAPI.External.Application.Advertising.[MediaItemGUID]()` are made for client-side advertising.

1. The client makes a request comparable to the server-side advertising request using `UnicornAPI.External.Application.Advertising.[MediaItemGUID]()`; the difference being that the API responds with an ad server URL and `InboundSchemaGUID` rather than an array of ads
2. The client makes a request to the ad server URL (typically a VAST-compliant advertising server, such as a DART server)
3. Once the client application receives the XML response from the ad server, it sends the response XML, along with the `InboundSchemaGUID` back to the Unicorn Media API in a second call to `UnicornAPI.External.Application.Advertising.[MediaItemGUID]()`
 - a. The `InboundSchemaGUID` is used by the API to correctly parse the ad server response
4. The API parses the ad server XML and responds to the client's second method call with an array of ads

Request 1 possible configuration information returned includes:

- Ad Request URL
- Ad Request Inbound Schema GUID

Request 2 possible configuration information returned includes:

- Ad Request
- Video Ad GUID
- Duration
- Video Ad URL
- Video Ad Click URL
- Beacons
- Ad Beacon Type
- Ad Beacon Value
- Ad Beacon Beacon URL
- Companion Ad
- Companion Ads Creative Type
- Companion Ads Expanded Height
- Companion Ads Expanded Width
- Companion Ads Height
- Companion Ads ID
- Companion Ads Code
- Companion Ads URL
- Companion Ads Click Through
- Companion Ads Width
- Companion Ads Resource Type
- Companion Ads Alt Text

The system generated Media Item GUID associated with this method must be present in the URL.

URL:

`http://[Unicorn Media API Host]/External/Application/Advertising/[MediaItemGUID]/`

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		
<code>MediaItemGUID</code>	String	MediaItem GUID
Request Header		
<code>Hash</code>	String	Unique session hash
<code>Parameters</code>	Array	Array of key/value pairs
Response Header (Request 1)		
<code>HTTPResponseCode</code>	Integer	Actual HTTP response code

UMResponseCode	Integer	Unicorn Media API response status code
UMResponseCodeDetail	String	Details error if the request fails
IsSecure	Boolean	Indicates whether the method may be called without valid credentials, and/or without a valid Application Server Session

Response Body (Request 1)

ArrayOfAdRequest	Container	Array of ad requests for the client to perform
/AdRequest	Container	A single ad request
../URL	String	URL to the ad server
../InboundSchemaGUID	String	Inbound ad schema GUID

Response Header (Request 2)

HTTPResponseCode	Integer	Actual HTTP response code
UMResponseCode	Integer	Unicorn Media API response status code
UMResponseCodeDetail	String	Details error if the request fails
IsSecure	Boolean	Indicates whether the method may be called without valid credentials, and/or without a valid Application Server Session

Response Body (Request 2)

ArrayOfAdItem	Container	Array of Ad Item data
/AdItem	Container	Contain ad data
../adRequest		
../GUID	String	Video ad GUID
../Duration	Unsigned Integer	Duration of the video ad in seconds
../VideoAdURL	String	URL for the video ad server
../VideoAdClickURL	String	Ad video click URL
../Beacons	Array	Array of Ad Beacons
../AdBeacon	Container	Container of beaconing data
../Type	String	
../Value	String	Value of beaconing type
../BeaconURL	String	URL for ad beaconing
../CompanionAds	Array	Array of companion ads data
../CompanionAd	Container	Container of companion ad data
../CreativeType	String	Banner image format
../ExpandedHeight	Unsigned Integer	Expanded height
../ExpandedWidth	Unsigned Integer	Expanded width
../Height	Unsigned Integer	Height
../ID	String	ID
../Code	String	Code
../URL	String	URL to companion ad
../ClickThrough	String	Click through URL
../Width	Unsigned Integer	Width
../ResourceType	String	Resource type
../AltText	String	Alternate text

Parameters:

Request Header (Request 1)

Key	String	RollPositionID
Value	Container	Contains simple object
/Simple	Unsigned Integer	Notes the ad position within the Media Item

Request Header (Request 2)

Key	String	RollPositionID
Value	Container	Contains simple object
/Simple	Unsigned Integer	Notes the ad position within the Media Item
Key	String	AdResponses
/Value	Container	Contains AdResponses object
/ArrayOfAdResponse	Unsigned Integer	Notes the ad position within the Media Item
../AdResponse	String	AdResponseXML
../XmlResult	Container	Contains simple object
../InboundSchemaGUID	Unsigned Integer	Notes the ad position within the Media Item

Request Example: (Request 1)

```
<ume:Request xmlns:ume="http://admin.unicornmedia.com/">
  <ume:RequestHeader>
    <ume:Hash>0#..EX..md5</ume:Hash>
    <ume:Parameters>
      <ume:Parameter>
        <ume:Key>RollPositionID</Key>
        <ume:Value>
          <ume:Simple>INT</ume:Simple>
        </ume:Value>
      </ume:Parameter>
    </ume:Parameters>
  </ume:RequestHeader>
```

Response Example: (Request 1)

```
<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
    <ume:UMResponseCode>200</ume:UMResponseCode>
    <ume:IsSecure>BOOLEAN</ume:IsSecure>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:ArrayOfAdRequest>
      <ume:AdRequest>
        <URL>STRING</URL>
        <InboundSchemaGUID>STRING</InboundSchemaGUID>
      </ume:AdRequest>
    </ume:ArrayOfAdRequest>
  </ume:ResponseBody>
</ume:Response>
```

Request Example: (Request 2)

```
<ume:Request xmlns:ume="http://admin.unicornmedia.com/">
  <ume:RequestHeader>
    <ume:Hash>0#..EX..md5</ume:Hash>
    <ume:Parameters>
      <ume:Parameter>
        <ume:Key>RollPositionID</ume:Key>
        <ume:Value>
          <ume:Simple>INT</ume:Simple>
        </ume:Value>
      </ume:Parameter>
      <ume:Parameter>
        <ume:Key>AdResponses</ume:Key>
        <ume:Value>
          <ume:ArrayOfAdResponse>
            <ume:AdResponse>
              <ume:XmlResult>
                <![CDATA[ Ad Response XML ]]>
              </ume:XmlResult>
              <ume:InboundSchemaGUID>STRING</ume:InboundSchemaGUID>
            </ume:AdResponse>
          </ume:ArrayOfAdResponse>
        </ume:Value>
      </ume:Parameter>
    </ume:Parameters>
  </ume:RequestHeader>
</ume:Request>
```

Response Example: (Request 2)

```
<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
    <ume:UMResponseCode>200</ume:UMResponseCode>
    <ume:IsSecure>BOOLEAN</ume:IsSecure>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:ArrayOfAdItem>
      <ume:AdItem>
        <ume:adRequest/>
        <ume:GUID>STRING</ume:GUID>
        <ume:Duration>INT</ume:Duration>
        <ume:VideoAdURL>STRING</ume:VideoAdURL>
        <ume:VideoAdClickURL>STRING</ume:VideoAdClickURL>
        <ume:Beacons>
          <ume:AdBeacon>
            <ume:Type>STRING</ume:Type>
            <ume:Value>STRING</ume:Value>
            <ume:BeaconURL>STRING</ume:BeaconURL>
          </ume:AdBeacon>
        </ume:Beacons>
        <ume:CompanionAds>
          <ume:CompanionData>
            <ume:AdvertisementParameters>
              <ume:string>STRING</ume:string>
            </ume:AdvertisementParameters>
          </ume:CompanionData>
        </ume:CompanionAds>
      </ume:AdItem>
    </ume:ArrayOfAdItem>
  </ume:ResponseBody>
</ume:Response>
```

```

    </ume:AdvertisementParameters>
    <ume:CreativeType>STRING</ume:CreativeType>
    <ume:ExpandedHeight>INT</ume:ExpandedHeight>
    <ume:ExpandedWidth>INT</ume:ExpandedWidth>
    <ume:Height>INT</ume:Height>
    <ume:ID>STRING</ume:ID>
    <ume:Code>STRING</ume:Code>
    <ume:URL>STRING</ume:URL>
    <ume:ClickThrough>STRING</ume:ClickThrough>
    <ume:Width>INT</ume:Width>
    <ume:ResourceType>STRING</ume:ResourceType>
    <ume:AltText>STRING</ume:AltText>
  </ume:CompanionData>
</ume:CompanionAds>
</ume:AdItem>
</ume:ArrayOfAdItem>
</ume:ResponseBody>
</ume:Response>

```

7.22 UnicornAPI.External.Application.Metrics.Actions()

Description:

This method relays video playback and session statistics back to the Unicorn Media REST API. All events sent to the API using the same UM Global Session GUID are consolidated for the purposes of viewing in the Analytics module in Media Room known as Unicorn VISION™. This method accepts an array of actions, such that any number of actions may be sent in a single method call.

The possible configuration information returned includes:

- MetricsAction Action
- MetricsAction GUID
- MetricsAction Time Stamp
- MetricsAction Value

URL:

[http://\[Unicorn Media API Host\]/External/Application/Metrics/Actions/](http://[Unicorn Media API Host]/External/Application/Metrics/Actions/)

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		
None		
Request Header		
Hash	String	Unique session hash
Parameters	Array	Array of key/value pairs
Response Header		
None		
Response Body		
No Xml data is send back.		

Actions:

A collection of metrics and consolidation functions created when a client sends individual events to the `UnicornAPI.External.Application.Metrics.Actions()` method are recorded, processed and consolidated in order to provide meaningful statistics for analysis through Unicorn VISION™ in Media Room.

- **Global Media Played Counter**
 - Refers to a global counter of media plays for the session
 - This counter must be maintained in the client application for the duration of the session
 - The values passed to the API are used in Metrics collection and consolidation to track unique media item plays in the context of a single Unicorn Media Global Session
- **Global Ad Played Counter**
 - Refers to a global counter of ad plays for the session
 - This counter must be maintained in the client application for the duration of the session
 - The values passed to the API are used in Metrics collection and consolidation to track unique ad plays in the context of a single Unicorn Media Global Session
- **Media Player Playhead Time**
 - Refers to the current playhead time in the media player
- **Media Player Total Play Time**
 - Refers to the total play time of the media player for this play event
 - For example, if an item is played from the beginning through the 30-second mark, rewind to the 15-second mark and played to the 30-second mark again, this value would be 45 at that time
- **Skip Time**
 - Refers to the number of seconds skipped in a fast-forward or rewind event
 - This does not include a seek event



The entire string value displayed in the ‘Action Type’ column is the value sent in the request parameter.



Table Conventions:

- Although spaces may appear in the “Action” strings in the table, “Action” strings must be sent to the API with no spaces or other special characters
- Placeholders such as “[Global Media Played Counter]” must be replaced with the appropriate values
 - For example, “/player/ totalplaytime/ [Global Media Played Counter]” would be sent to the API as “/player/totalplaytime/1”

Action Type:

Action Type	Value	GUID	Description and Usage
/player/start	Global Media Played Counter	MediaItemGUID	Play start indicator. <ul style="list-style-type: none"> ▪ Send this action each time a new item begins to play, even if the item has been played previously in the session ▪ Do not send this event when seeking or when playback resumes following a pause

Action Type	Value	GUID	Description and Usage
/player/playhead	Media Player Playhead Time	MediaItemGUID	Media player playhead update event in seconds. <ul style="list-style-type: none"> Send this metric once per second during playback
/player/totalplaytime/ [Global Media Played Counter]	Media Player Total Play Time	MediaItemGUID	Total playback time for this play event. <ul style="list-style-type: none"> Send this action once per second during playback
/player/fastforward_btn	Media Player Playhead Time + Skip Time	MediaItemGUID	A fast-forward event of [Skip Time] seconds. <ul style="list-style-type: none"> Send this action when user initiates a fast-forward event that moves the playhead forward by [Skip Time] seconds
/player/rewind_btn	Media Player Playhead Time + Skip Time	MediaItemGUID	A rewind event of [Skip Time] seconds. <ul style="list-style-type: none"> Send this action when user initiates a rewind event that moves the playhead backward by [Skip Time] seconds
/player/progressbar/click	N/A	MediaItemGUID	Send this action when user clicks on scrub bar to seek to a specific playhead position
/player/progressbar/press	N/A	MediaItemGUID	A click event. <ul style="list-style-type: none"> Send this action when user initiates a scrubbing event (drag)
/player/pause_btn	Media Player Playhead Time	MediaItemGUID	A pause event. <ul style="list-style-type: none"> Send this action when user initiates a pause in the media playback
/player/unpause	Media Player Playhead Time	MediaItemGUID	An unpause/resume event following a pause. <ul style="list-style-type: none"> Send this action when user resumes playback following a pause
/player/ad_video/start	[Global Ad Played Counter]	MediaItemGUID	Video ad start event. <ul style="list-style-type: none"> Send this action when playback of a video ad begins
/player/ad_video/ad_playhead	Ad Player Playhead Time	N/A	Video ad playhead update event. <ul style="list-style-type: none"> Send this action once per second during playback of a video ad
/player/ad_video/ad_totalplaytime/ [Global Ad Played Counter]	Ad Player Total Play Time	N/A	Total playback time for this ad play event. <ul style="list-style-type: none"> Send this action once per second during playback of a video ad
/player/ad_video/play/	N/A	N/A	Video ad start event. <ul style="list-style-type: none"> Send this action each time a video ad starts
/player/ad_video/play/preroll	N/A	MediaItemGUID	Pre-roll video ad start event. <ul style="list-style-type: none"> Send this action each time a new pre-roll ad begins to play
/player/ad_video/play/midroll	N/A	MediaItemGUID	Mid-roll video ad start event. <ul style="list-style-type: none"> Send this action each time a new mid-roll ad begins to play
/player/ad_video/play/postroll	N/A	MediaItemGUID	Post-roll video ad start event. <ul style="list-style-type: none"> Send this action each time a new post-roll ad begins to play
/player/ad_video/end/preroll	N/A	N/A	Pre-roll video ad end event, marking the end of a single pre-roll ad. <ul style="list-style-type: none"> Send this action each time a pre-roll ad completes playback

Action Type	Value	GUID	Description and Usage
/player/ad_video/end/midroll	N/A	N/A	Mid-roll video ad end event, marking the end of a single mid-roll ad. <ul style="list-style-type: none"> Send this action each time a mid-roll ad completes playback
/player/ad_video/end/postroll	N/A	N/A	Post-roll video ad end event, marking the end of a single post-roll ad. <ul style="list-style-type: none"> Send this action each time a post-roll ad completes playback

Table 2: Action Type

Parameters:

Request Header

Actions	Container	<pre> <ArrayOfMetricsAction> <MetricsAction> <Action></Action> <GUID></GUID> <Timestamp></Timestamp> <Value></Value> </MetricsAction> </ArrayOfMetricsAction> </pre>
ArrayOfMetricsAction	Container	Contains multiple MetricsAction elements
/MetricsAction	Container	Describes a single Metrics action (see below for a list of supported action types, and appropriate "GUID" and "Value" values for each action type)
../Action	String	Action
../GUID	String	GUID associated with Action
../Timestamp	Unsigned BigInt	Client timestamp. Represented in modified Unix/POSIX time (<i>milliseconds</i> since 1/1/1970 GMT). Primarily used for ordering actions. The API records current Unix/POSIX time of each call to the Metrics method and records that time as well.
../Value	Unsigned Integer	Value associated with Action

Request Example:

```

<ume:Request xmlns:ume="http://admin.unicornmedia.com/">
  <ume:RequestHeader>
    <ume:Hash>0#..EX..md5</ume:Hash>
    <ume:Parameters>
      <ume:Parameter>
        <ume:Key>actions</ume:Key>
        <ume:Value>
          <ume:ArrayOfMetricsAction>
            <ume:MetricsAction>
              <ume:Action>/player/ad_video/end/preroll</ume:Action>
              <ume:GUID>STRING</ume:GUID>
              <ume:Timestamp>INT</ume:Timestamp>
              <ume:Value>INT</ume:Value>
            </ume:MetricsAction>
          </ume:ArrayOfMetricsAction>
        </ume:Value>
      </ume:Parameter>
    </ume:Parameters>
  </ume:RequestHeader>
</ume:Request>

```

```

    </ume:Value>
  </ume:Parameter>
</ume:Parameters>
</ume:RequestHeader>
</ume:Request>

```

Response Example:

This method returns a response with an empty body:

```

<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
    <ume:UMResponseCode>200</ume:UMResponseCode>
    <ume:IsSecure>true</ume:IsSecure>
  </ume:ResponseHeader>
  <ume:ResponseBody/>
</ume:Response>

```

7.23 UnicornAPI.External.Search.MediaItems()

Description:

This method returns an array of media items published in the current Channel based on keyword search criteria.

The possible configuration information returned includes:

- Media Item GUID
- Play Length
- Media Item Type
- Is Published
- Media Version
- Link Back URL
- Title
- Description
- Height
- Width
- Thumbnail URL
- Keywords
- Rating
- Foreign Key

URL:

`http://[Unicorn Media API Host]/External/Search/MediaItems/`

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		
None		
Request Header		
Hash	String	Unique session hash
Parameters	Array	Array of key/value pairs
Response Header		
HTTPResponseCode	Integer	Actual HTTP response code
UMResponseCode	Integer	Unicorn Media API response status code
UMResponseCodeDetail	String	Details error if the request fails
IsSecure	Boolean	Indicates whether the method may be called

Key	String	RecordCount
Value	Container	Contains RecordCount object
/RecordCount	Unsigned Integer	Number of Records returned

Request Example:

```
<ume:Request xmlns:ume="http://admin.unicornmedia.com/">
  <ume:RequestHeader>
    <ume:Hash>0#..EX..md5</ume:Hash>
    <ume:Parameters>
      <ume:Parameter>
        <ume:Key>SearchString</ume:Key>
        <ume:Value>
          <ume:Simple>STRING</ume:Simple>
        </ume:Value>
      </ume:Parameter>
      <ume:Parameter>
        <ume:Key>StartRecord</ume:Key>
        <ume:Value>
          <ume:Simple>INT</ume:Simple>
        </ume:Value>
      </ume:Parameter>
      <ume:Parameter>
        <ume:Key>MaxRecordsReturned</ume:Key>
        <ume:Value>
          <ume:Simple>INT</ume:Simple>
        </ume:Value>
      </ume:Parameter>
    </ume:Parameters>
  </ume:RequestHeader>
</ume:Request>
```

Response Example:

```
<ume:Response xmlns:ume="http://admin.unicornmedia.com/">
  <ume:ResponseHeader>
    <ume:HTTPResponseCode>200</ume:HTTPResponseCode>
    <ume:UMResponseCode>200</ume:UMResponseCode>
    <ume:IsSecure>BOOLEAN</ume:IsSecure>
    <ume:Parameters>
      <ume:Parameter>
        <ume:Key>RecordCount</ume:Key>
        <ume:Value>
          <ume:Simple>INT</ume:Simple>
        </ume:Value>
      </ume:Parameter>
    </ume:Parameters>
  </ume:ResponseHeader>
  <ume:ResponseBody>
    <ume:ArrayOfMediaItem>
      <ume:MediaItem>
        <ume:MediaItemGUID>STRING</ume:MediaItemGUID>
        <ume:PlayLength>INT</ume:PlayLength>
        <ume:MediaItemType>INT</ume:MediaItemType>
        <ume:IsPublished>BOOLEAN</ume:IsPublished>
      </ume:MediaItem>
    </ume:ArrayOfMediaItem>
  </ume:ResponseBody>
</ume:Response>
```

```

    <ume:MediaVersion>INT</ume:MediaVersion>
    <ume:LinkBackURL>STRING</ume:LinkBackURL>
    <ume:Title>STRING</ume:Title>
    <ume:Description>STRING</ume:Description>
    <ume:Height>INT</ume:Height>
    <ume:Width>INT</ume:Width>
    <ume:ThumbnailURL>STRING</ume:ThumbnailURL>
    <ume:Keywords>STRING</ume:Keywords>
    <ume:Rating>INT</ume:Rating>
    <ume:ForeignKey>STRING</ume:ForeignKey>
  </ume:MediaItem>
</ume:ArrayOfMediaItem>
</ume:ResponseBody>
</ume:Response>

```

7.24 UnicornAPI.feed.GetFeed()

Description:

This method returns syndication feed data according to the feed GUID contained within the query string. This method includes the following properties:

- Logmode –
 - If used, the value would be set equal to ‘passive’
 - This parameter bypasses caching and generates the feed directly every time while explicitly limiting the result to 10 items
 - **NOTE:** This is a testing/debugging option and should not be used in production configurations where the feed will be hit by any significant number of users
- Filter –
 - If used, the value would be set equal to ‘preview’
 - Feed will be generated from scratch for up to 10 items
 - If absent the feed is served in full from the CDN
 - Allows users to preview feeds through Media Room immediately after setting them up

The possible configuration information returned may vary depending on the schema used to create the feed, but it may include:

- | | | | |
|-----------------|-----------------------|--------------------|-------------------|
| • RSS | • Channel Description | • Item | • Media:Pub Date |
| • Channel | • Channel Language | • Item Title | • Media:Player |
| • Channel Title | • Channel Image | • Item Link | • Media:Thumbnail |
| • Channel Link | • Channel Image URL | • Item Description | • Media:Category |



NOTE: This is a GET rather than a POST and uses query strings to pass data to the Player API.

URL:

```

http://[Unicorn Media API Host]/feed/GetFeed?guid=[FeedGUID]&filter=
  [FilterValue]&logmode=[LogmodeValue]

```

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		

FeedGUID	String	Feed GUID
FilterValue	String	Optional Filter Value, either “preview” or left out.
LogmodeValue	String	Optional log mode value, either “passive” or left out.

Request Header

No XML POST data is required.

Response Header

No Response Header is returned.

Response Body

(Note: the response will vary depending on the schema used to create the feed.)

rss	Container	Contains channel and item data
/channel	String	Channel contained within the feed
../title	String	Title of the channel
../link	String	Link for the channel
../description	String	Description of the channel
../image	Container	Image associated with the channel
../url	String	Image URL
/item	Container	Item within the feed
../title	String	Title of the item
../link	String	Link for the item
../description	String	Description of the item
../media:publishDate	String	Publish date of the item
../media:player	String	Player associated with the item
../media:thumbnail	String	Thumbnail image for the item
../media:category	String	Category of the item

Parameters:**Request Header**

None

Request Example:

No XML POST data is required.

Response Example:

(Note: the response will vary depending on the schema used to create the feed.)

```
<rss version="2.0">
  <channel>
    <title>STRING</title>
    <link>STRING</link>
    <description>STRING</description>
    <language>STRING</language>
    <lastBuildDate>STRING</lastBuildDate>
    <item>
      <title>STRING</title>
      <link>STRING</link>
      <description>STRING</description>
      <pubDate>STRING</pubDate>
      <media:title>STRING</media:title>
      <media:credit>STRING</media:credit>
    </item>
  </channel>
</rss>
```

```

    <media:thumbnail height="INT" url="STRING" width="INT"/>
    <media:player height="INT" url="STRING" width="INT"/>
    <media:category>STRING</media:category>
    <guid>STRING</guid>
  </item>
</channel>
</rss>

```

7.25 UnicornAPI.embed.[PlayerGUID]()

Description:

This method returns the layout configuration information for a player.

The possible configuration information returned includes:

- BrandedLogo
- BrandedLogoLink
- BrandedStopScreen
- AutoPlay
- BackgroundColor
- LoaderVersion
- LoaderInstance
- StartCmd
- CloseCmd
- SwfUrl
- FlashVars
- LocalizationURL
- SkinURL
- SwfUrl
- FlashVars
- DecalInset
- SkinHue
- LayoutConfigURL
- GlobalStyle
- TitleFont
- BodyFont
- TimeCodeFont
- Volume
- StopScreen
- ShareMenu
- Menus
- PlayCompleteBehavior



NOTE: This is a GET rather than a POST and uses query strings to pass data to the Player API.

URL:

http://[Unicorn Media API Host]/embed/[PlayerGUID]?view=[type]&view_id=[guid]

Elements:

PROPERTY NAME	TYPE	DESCRIPTION
URL		
PlayerGUID	String	A valid Player GUID
View	String	Type, may be "item", "artist", or "channellineup"
View_ID	String	GUID of an item of type specified by "view"

Request Header

No XML POST data is required.

Response Header

No Response Header is returned.

Response Body

embed	Container	Contains channel and item data
/ BrandedLogo	String	Branded Logo

/ BrandedLogoLink	String	Branded Logo Link
/ BrandedStopScreen	String	Branded Stop Screen
/ AutoPlay	Unsigned Integer	Auto Play Value
/ BackgroundColor	String	Background color (hex)
/ LoaderVersion	String	Channel contained within the feed
/ LoaderInstance	String	Channel contained within the feed
/ StartCmd	String	The command to be executed on start
/ CloseCmd	String	The command to be executed on close
/ SwfUrl	String	The player .swf url
/ FlashVars	String	Flash Variables
/ LocalizationURL	String	Localization URL
/ SkinURL	String	Player skin URL
/ DecalInset	Unsigned Integer	Decal inset value
/ SkinHue	String	Skin hue color (hex)
/ GlobalStyle	String	Channel contained within the feed
..// TitleFont	String	Title of the channel
..// BodyFont	String	Title of the channel
..// TimeCodeFont	String	Title of the channel
..// Volume	String	Title of the channel
..// StopScreen	String	Title of the channel
..// ShareMenu	String	Title of the channel
..// Menus	String	Title of the channel
..// PlayCompleteBehavior	String	Title of the channel

Parameters:**Request Header**

None

Request Example:

No XML POST data is required.

Response Example:

```

<embed>
  <BrandedLogo>STRING</BrandedLogo>
  <BrandedLogoLink>STRING</BrandedLogoLink>
  <BrandedStopScreen>STRING</BrandedStopScreen>
  <AutoPlay>INT</AutoPlay>
  <BackgroundColor>STRING</BackgroundColor>
  <LoaderVersion>STRING</LoaderVersion>
  <LoaderInstance>STRING</LoaderInstance>
  <StartCmd>STRING</StartCmd>
  <CloseCmd>STRING</CloseCmd>
  <SwfUrl>STRING</SwfUrl>
  <FlashVars>STRING</FlashVars>
  <LocalizationURL>STRING</LocalizationURL>
  <SkinURL>STRING</SkinURL>
  <DecalInset>INT</DecalInset>
  <SkinHue>STRING</SkinHue>
  <LayoutConfigURL>STRING</LayoutConfigURL>
  <GlobalStyle>
    <TitleFont color="STRING" font="STRING" size="INT"/>

```

```
<BodyFont color="STRING" font="INT" size="INT"/>
<TimeCodeFont color="STRING" font="INT" size="INT"/>
<Volume default="INT"/>
<StopScreen visible="BOOLEAN"/>
<ShareMenu embed="BOOLEAN" link="BOOLEAN" social="BOOLEAN"/>
<Menus bgcolor="STRING" fgcolor="STRING"/>
<PlayCompleteBehavior item="STRING" queue="STRING"/>
</GlobalStyle>
</embed>
```

8 ERROR HANDLING

8.1 Expired Session Handling

Session expiration is handled by client Beacons as explained in the `UnicornAPI.External.Application.Beacon()` method description.

8.2 Response Codes

The REST Web Service API returns response codes in three ways:

1. HTTP Response Code
 - a. The actual HTTP response code sent back in the HTTP headers of the response is partially indicative of the response status
 - b. At the time of this writing, a successful method call will *always* result in an HTTP response code of 200
2. `Response.Header.HTTPResponseCode`
 - a. Since some application development platforms and browser stacks interpret and transform HTTP response codes differently, the actual HTTP response code is also sent in the “Header” element of the “Response” XML document
 - b. At the time of this writing, a successful method call will *always* result in an HTTP response code of 200
3. `Response.Header.UMResponseCode`
 - a. A Unicorn Media API-specific response code, “`UMResponseCode`”, is also included in the “Header” element of the “Response” XML document
 - i. This response code typically conforms to the same numeric system as the HTTP response code standards

See below for a list of method calls and their descriptions.

EXAMPLE:

```
<?xml version="1.0" encoding="utf-8"?>
<Response xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema">
  <Header>
    <HTTPResponseCode>200</HTTPResponseCode>
    <UMResponseCode>401</UMResponseCode>
    <UMResponseCodeDetail>Invalid Credentials</UMResponseCodeDetail>
    <IsSecure>true</IsSecure>
  </Header>
  <Body />
</Response>
```

8.3 UMLResponseCode Values

The following table describes “UMLResponseCode” values and examples of when they might occur.

Code	Description	Additional Information
200	OK	No errors were encountered
400	Method Validation Error	Typically indicates that a method was called with a valid URL format and valid XML POST data, but that the content of the URL or the POST data did not match the method signature.
401	Not Authenticated	Typically indicates that a method was called <ul style="list-style-type: none"> without having authenticated against the server and established a valid session, without valid credentials (i.e. without a valid hash in the header of the XML POST data) or without having maintained the server session by beaconing, allowing the server session to expire
404	Not Found	The requested item was not found either because <ul style="list-style-type: none"> the requested item does not exist or the requested item is unavailable to the requesting application because of channel constraints, geo-restriction, etc.
405	Method Not Allowed	The method executed is not allowed for the current Template type.
500	Server Error	The server experienced an unrecoverable error in servicing the request. Typically indicates that a method was called with a malformed URL, or malformed XML POST data.

Table 3: UMLResponseCode Values



XML Feeds, including RSS Feeds, which have been created and configured in Unicorn Media Room, may be requested through the Media Room REST API Service using the Feed GUID. See the UnicornMediaRoom_REST_API_UserGuide_V1.0.2 document for more information.

9 SUPPORT & CONTACT INFORMATION

New Release delivery method/policy:

- Customers are notified via email regarding platform and feature releases
- Unicorn Media Client Services manages all major platform changes that would affect a customer's workflow via personalized communication, planning and 24/7/365 Support

9.1 Client Services Prerequisites

9.1.1 New Issue:

Your support representative will ask for certain information when you call. Please have the following information available prior to contacting Client Services:

- Service name and version; Click *Help > About* to obtain version
- Internet Browser Name and Version (e.g. MS Internet Explorer 7)
- Screen shot or complete transcript of error received if applicable
- Description of problem
- Summation of steps that produced the problem/error
- E-mail a ZIP file containing any relevant screen shots, error messages or files (LFP, ASCII, etc.) to the support email above

9.1.2 Existing Issue:

Please have your Support Ticket number ready when you call as well as all new screenshots and steps necessary to determine the issue.

9.2 Contact

	Toll Free	Arizona Local	Online
Client Support Services	877-8-UNICORN (877-886-4267)	480-214-4879	support@unicornmedia.com
Corporate	888-986-4267	480-214-6464	www.unicornmedia.com http://unicornmedia.com/contacts.htm

9.3 Hours of Operation

Client Support Services:

Standard: **Monday – Friday, 6:00 AM – 6:00 PM Arizona Time (GMT -7:00)**

On-Call Support: **24 x 7 x 365**

Corporate: **Monday – Friday, 8:00 AM – 5:00 PM**