

# PSIP

**PSIP (Program System Information Protocol)** is the standard file format that stations feed into the PSIP generator. The PSIP data is transmitted along with the digital television (DTV) signal which then shares important station and programming information. In turn, the ATSC tuner inside a digital television will display the information for consumers to view via an electronic program guide (EPG).

**MediaStar PSIP is customized** to interact with MediaStar 3.0, enabling station personnel to plan, change and publish their base schedule in real-time. The MediaStar 3.0 program schedule management tool provides a one-step publishing process, which in addition to updating PSIP data also updates the station's unique TitanTV Program Guide and the national listings guide at TitanTV.com. MediaStar PSIP is able to be delivered in a variety of formats including the industry benchmark, PMCP (Programming Metadata Communication Protocol).

**As required by the transition** to digital broadcasting that took on effect in February of 2009, the FCC requires PSIP information to be a part of broadcasting signals and updated regularly. For full compliance, stations must update their PSIP data to match programming which is preempted, runs over the allotted time frame or undergoes any other change.

# mDTV ESG

**MediaStar mDTV ESG (electronic service guide)** provides a station's program listings for Mobile DTV (mDTV) consumer devices/receivers. Vendors of compliant A153 M/H Signaling and Announcement broadcast servers can ingest the MediaStar mDTV ESG data and make it available within the mDTV transport stream. MediaStar mDTV ESG was fashioned to seamlessly inherit program schedule updates from the other MediaStar Suite products, simplifying station's workflow to assure program listing consistency across multiple platforms.

*"As a leader in an emerging industry where variables can dramatically alter original plans, it is truly a pleasure to work with a company like Broadcast Interactive Media whose development team can quickly adapt to new specifications and situations. BIM's MediaStar mDTV ESG delivers a reliable source of program listing data for the Roundbox Server for Mobile DTV and we find that our shared customers benefit from the ability to manage program information within BIM's MediaStar Suite."*

Dennis Specht  
Co-Founder & CEO, Roundbox

