

PSIP

What is PSIP?

Program System Information Protocol (PSIP) is the standard file format that stations feed into their PSIP generator. The PSIP data is transmitted along with your DTV signal and tells DTV receivers important information about your station and your programming. In turn, with the EPG option installed, the information is displayed on digital televisions.

A PSIP file includes information about the station and other programming information such as the title of program, specific information about the episode, and other data fields that contain information about E/I codes, rating, languages, closed captioning, etc. in a specific, standardized data format. PSIP information is a required part of the digital broadcast stream for all digital television stations. PSIP information is not applicable to analog only stations. The analog signal is not able to broadcast PSIP information nor can analog broadcast receivers interpret it.

What does this mean for your station?

As required by the transition to digital broadcasting taking effect in February of 2009, if your station broadcasts a digital signal, the FCC requires PSIP information to be a part of that signal. If broadcasters do not include properly encoded PSIP data in their digital signals, receivers may not correctly identify and tune to the station. Analog stations are required to cease broadcasting on or before the deadline.

The FCC also requires the broadcast information be updated in a timely manner. Actual programming being broadcast needs to match with the PSIP information going along with it. To be compliant, the PSIP information your station provides as part of your broadcast stream must be updated to the best of your knowledge when programming is pre-empted, goes over the allotted time frame, or undergoes any other change.

Why should you use choose TitanTV as your PSIP data provider?

In addition to providing the updated PSIP data as you are informed of your scheduling changes (e.g. a ball game goes into overtime), our scheduling tool, MediaStar Scheduling, seamlessly interfaces with this data service to enable station personnel to plan, change and publish the base schedule in real-time. As long as your station's PSIP generator is set up to check for updates, files are updated as soon as you publish them in MediaStar – files are generated OnDemand. Managing your PSIP data in MediaStar Scheduling provides a one-step publishing process to update your station's website programming guide, the TitanTV.com national programming guide and the information in you PSIP file simultaneously.

TitanTV offers the option of delivering your data in the standard format, PMCP (Programming Metadata Communication Protocol), as well as versions for the popular proprietary PSIP generators. We will continue to support these specialized formats until the vendors update their software solutions to work with the PMCP standard. You should be aware that some of the proprietary formats are not able to deliver the FCC required data fields as the FCC adjust their requirements, but PMCP will remain compliant as the data requirements evolve.