



Media RSS (mRSS) Video Feed Specification

This document will guide you to create an optimized media RSS (mRSS) feed for inclusion in the Bing Video index. The Media RSS tags table below shows required and optional elements inside each video `<item>`. You can also find a complete mRSS document in the end of the instructions.

Bing video feed types and requirements

There are three types of video feeds: full back-catalog feeds (aka “full feed”), incremental update feeds (aka “incremental feed”), and expire feeds. All three have different purposes, but essentially all use the same structure and format (using the tags shown later in this document). Follow the requirements for each feed type:

1. Full back-catalog video feed (aka “full feed”)
 - **Description:** Full back-catalog feeds are used to ensure Bing is able to fetch and index all partner videos with the right metadata. This feed is processed once; any new videos new videos from the partner should be a part of an incremental feed.
 - **Size:** No limitation.
2. Incremental update feed (aka “incremental feed”)
 - **Description:** Incremental feeds are used to provide updated video content.
 - **Update frequency:** Partner should specify the update frequency, such as hourly, daily, or weekly.
 - **Size:** Each incremental feed should be limited to 1 MB, which is approximately 1,000 videos. If the established update cycle generates more than 1,000 updated videos, the incremental feed options are to either:
 1. Break the incremental feed into separate, smaller feeds, or
 2. Increase the update frequency to reduce the number of videos per incremental update.
3. Expire feed
 - **Description:** Expire feeds are used to identify published videos that have expire and need to be removed from the Bing index. The expire feed should only contain the latest expired videos. Only the `<media:content url>` field is required in the expire feed.
 - **Update frequency:** Daily.
 - **Size:** No limitation.

Note: The ideal method to delete videos is to ensure that the `<Bing:expireDate>` tag is included in the original feed read by Bing. This value should be the date you want Bing to pull the video out of the search results. However, it is recognized that not all content expiration is known at time of publishing, so the expire feed is available for removing videos that have no specified expire date to avoid search result serving expired video to users.

Bing Media RSS tags for video:

Tag name	Req'd?	Description	Example
Attributes if any: * Required attributes			
<code><title></code> - or - <code><media:title></code>	Yes	Specifies the title of the video. If <code><media:title></code> element is also provided for an <code><item></code> , it will override the <code><title></code> element.	<code><title>30 Rock – Sandwich Day</title></code>
Attribute: <ul style="list-style-type: none">• type		Type must be “plain” text only. HTML will be removed. If character data (CDATA) is used, system will parse for useful content and HTML tags, such as <code></code> , will be ignored.	
<code><description></code> - or - <code><media:description></code>	Yes	A short description of the video. If <code><media:description></code> element is also provided for an <code><item></code> , it will override the <code><description></code> element.	<code><media:description type="plain">Liz ends her date with Floyd in a high note.</media:description></code>
Attribute: <ul style="list-style-type: none">• type		Type must be “plain” text only. HTML will be removed. If CDATA is used, system will parse for useful content and HTML tags, such as <code></code> , will be ignored.	

<p><link> - or - <media:player></p> <p>Attributes:</p> <ul style="list-style-type: none"> • url * • height • width 	<p>Yes</p>	<p>The URL that is rendered when a user actually watches the video or clicks the Play button.</p> <p>The <media:player> element allows hints to be given (width and height attributes) for the required display size of the page.</p> <p>If <media:player> element is also provided for an <item>, it will override the <link> element.</p>	<pre><link>http://www.contoso.com/video?vid=12345</link></pre> <p>- or -</p> <pre><media:player url="http://www.contoso.com/video?vid=12345" height="600" width="800" /></pre>
<p><media:thumbnail></p> <p>Note: This becomes optional if URL to the video media (<media:content> URL) is provided.</p>	<p>Yes</p>	<p>URL to a thumbnail or image that you want to represent your video in the Bing results page (e.g. A jpeg image from one of the scenes in the video). For best results, image should be at least 160 pixels (width).</p>	<pre><media:thumbnail url="http://www.contoso.com/thumbnails/12345.jpg" width="100" height="88" /></pre>
<p><media:content></p> <p>Attributes:</p> <ul style="list-style-type: none"> • url * • type * • medium * • height * • width * • duration * (in seconds) • lang * (for language) • Optional: fileSize, bitrate, framerate <p>Note: If URL is provided, the attributes <i>width</i> and <i>height</i> become optional.</p> <p>The URL is not exposed to the public. It is only used for creating smart previews to encourage users to click on your video in the search results page. This also improves the ranking of your video.</p>	<p>Yes</p>	<p>The URL to the actual video media (if available).</p> <p>The media may be in many formats, Windows Media, MPEG, Flash, Real, QuickTime, etc. The following are some of the supported content types:</p> <p>WindowsMedia:</p> <ul style="list-style-type: none"> • "video/x-ms-asf" • "video/x-ms-wvx" • "video/x-ms-wm" • "video/x-ms-wmx" • "video/x-ms-wmv" • "video/avi" • "video/msvideo" • "video/x-msvideo" <p>Flash:</p> <ul style="list-style-type: none"> • "video/x-flv" <p>Real:</p> <ul style="list-style-type: none"> • "video/vnd.rn-realvideo" • "video/vnd.objectvideo" • "video/x-pn-realvideo" • "application/vnd.rn-realmedia" • "application/vnd.rn-realmedia-vbr" <p>MPEG:</p> <ul style="list-style-type: none"> • "video/mpeg" • "video/mpeg2" • "video/mpeg4" • "video/mp4" • "video/mpg" • "video/m4v" <p>QuickTime:</p> <ul style="list-style-type: none"> • "video/quicktime" • "video/mov" 	<pre><media:content url="http://media.contoso.com/content/12345.mpg" type="video/mpeg" medium="video" height="280" width="340" duration="243" lang="en" fileSize="5000124" bitrate="128" /></pre>
<p><pubDate></p> <p>Note: This becomes optional if <bing:origReleaseDate> is provided.</p>	<p>Yes</p>	<p>The date when the video was first published on your web site.</p> <p>Specify the date in the following format: Day, DD MM YYYY HH:MM:SS ZZZ. See RFC 822 for more information.</p>	<pre><pubDate>Wed, 26 Mar 2008 18:20:45 PST</pubDate></pre>
<p><bing:expireDate> - or - <dcterms:valid></p>	<p>No</p>	<p>The date when you would like the video to no longer be seen in the results page.</p> <p>If using <dcterms:valid>, the value of Valid should be a DCSV encoded See DCMI Period Encoding Scheme for more information.</p> <p>If using <bing:expireDate>, specify the date in the following format: Day, DD MM YYYY HH:MM:SS ZZZ. See RFC 822 for more information.</p> <p>If <bing:expireDate> element is also provided for an <item>, it will override the <dcterms:valid> element.</p>	<pre><bing:expireDate>Wed, 26 Mar 2008 18:20:45 PST </bing:expireDate></pre> <p>- or -</p> <pre><dcterms:valid>end=2007-10- 17T17:00+01:00;</dcterms:valid></pre>
<p><bing:views></p> <p>Attribute:</p> <ul style="list-style-type: none"> • count * 	<p>No</p>	<p>The number of times the video has been viewed on your site.</p>	<pre><bing:views count="100" /></pre>
<p><bing:ratings></p> <p>Attributes:</p> <ul style="list-style-type: none"> • average * • count * 	<p>No</p>	<p>If your site supports user ratings (e.g. 1-5 stars), include the average rating of the video (normalized between 0 and 1) and the number of times the video has been rated.</p>	<pre><bing:ratings average="0.5" count="3" /></pre>
<p><media:keywords></p>	<p>No</p>	<p>A list of keywords you use to identify the video.</p>	<pre><media:keywords>tags, associated, with, video, comma, separated</media:keywords></pre>

<p><media:category></p> <p>Attribute:</p> <ul style="list-style-type: none"> scheme 	<p>No</p>	<p>To specify a category within the Bing Video scheme for the video, the schema identity must be set to <code>http://video.bing.com/scheme</code>. It supports only the following category values:</p> <ul style="list-style-type: none"> movie movietrailer musicvideo celebrity tvshow news adult upload sports <p>See example 1.</p> <p>If you have category taxonomy for videos, include the human readable form of the video's category. To specify multiple categories, separate the category labels using a comma or use multiple <code><media:category></code> elements.</p> <p>You can specify additional genre information for categories like <i>tvshows</i> and <i>musicvideo</i>. See examples 2 and 3.</p> <p>Here is the list of currently supported values for TV shows and Music Videos. Please use the exact value in your feed.</p> <p>TV Shows</p> <ul style="list-style-type: none"> Drama Comedy Action and Adventure Sci-Fi and Fantasy Reality Talk and info Kid Travel Entertainment Game Show Food Animation Other <p>Music Videos:</p> <ul style="list-style-type: none"> Rock Soul and R&B (make sure use <code>&</code> to escape <code>&</code> in XML) Alternative Metal Country Latin Reggae Pop Rap & Hip-Hop (make sure use <code>&</code> to escape <code>&</code> in XML) Electronica 	<p>Example 1: <code><media:category scheme="http://video.bing.com/scheme">tvshow</media:category></code></p> <p>Example 2: <code><media:category>tvshows,Sci-Fi and Fantasy</media:category></code></p> <p>Example 3: <code><media:category>musicvideo,Soul and R&B</media:category></code></p>
<p><copyright> - or - <media:copyright></p>	<p>No</p>	<p>The copyright information for the video, including URL (if applicable).</p> <p>If <code><media:copyright></code> element is also provided for an <i>item</i>, it will override the <code><copyright></code> element.</p>	<p><code><copyright>copyright.contoso.com</copyright></code> - or - <code><media:copyright url="http://creativecommons.org/licenses/by-nc-nd/3.0/">Creative Commons Attribution-Noncommercial-No Derivative Works 3.0 Unported License</media:copyright></code></p>
<p><media:rating></p>	<p>No</p>	<p>Specifies whether the video is adult in nature:</p> <ul style="list-style-type: none"> <i>adult</i>: If the video includes sex or nudity. <i>nonadult</i>: If the video does not include sex or nudity. <p>If not provided, the default is <i>nonadult</i>.</p>	<p><code><media:rating>nonadult</media:rating></code></p>
<p><bing:lengthType></p> <p>Attribute:</p> <ul style="list-style-type: none"> type 	<p>No</p>	<p>Specify if the video content is full length or a clip. Set <code>type="full"</code> if the video contains a full length content - or - Set <code>type="clip"</code> if the video is a segment of a full-length video.</p>	<p><code><bing:lengthType type="full" /></code></p>

<media:restriction>	No	Indicates that the video is only available for playback in a restricted set of countries. Without this, the video is assumed to be available worldwide (this feature is currently not enabled in UI). Example indicates video can only be played in the US and Canada. Currently, the <i>relationship</i> attribute can only support “allow”. Deny entries are not supported. Two-letter country code must be in lowercase. The <i>type</i> attribute is the type of restriction that the media can be syndicated (“country” or “uri”). See ISO 3166 for more information on country codes.	<code><media:restriction relationship="allow" type="country">us ca</media:restriction></code>
Attributes: • relationship * • type *			
<language>	No	See RFC 3066 for more information on language.	<code><language>en-us</language></code>
<bing:country>	No	Country of feed or website host. Recommended if the site is a .com, .org, .net, etc., and is not located in United States. See ISO 3166-1993 for more information.	<code><bing:country>es</bing:country></code>
<bing:pubLocation>	No	The location (country) in which the video was published (not the market in which it was filmed).	<code><bing:pubLocation country="us" /></code>
Attribute: • country *			
<media:text>	No	Text transcript, closed captioning, or lyrics. Use only “plain” text. HTML formatting will be removed. The time codes if specified should use Network Time Protocol (NTP) time code format.	<code><media:text type="plain" lang="en" start="00:00:00.000" end="00:00:05.000">Singing in the rain</media:text></code>
Attributes: • type • lang • start • end			
<bing:preview>	No	The page that is rendered when a user actually watches the video or clicks the Play button. <i><bing:preview></i> will be used even if <i><media:player></i> and <i><link></i> tags are also provided.	<code><bing:preview url="http://www.contoso.com/videopreview?vid=12345" /></code>
Attribute: • url *			
<bing:mediaSource>	No	Explicitly set the media source host for all the videos in feed to a given name and host URL. If not specified it will be derived from the video play URLs, or link URL.	<code><bing:mediaSource host="www.contoso.com" title="Contoso" /></code>
Attributes: • host * • title *			
<bing:comments>	No	If your site supports user commenting, the number of comments that have been submitted for the video.	<code><bing:comments count="5" /></code>
Attribute: • count *			
<bing:embedHtml>	No	Embed HTML codes for embedding video in a webpage.	<code><bing:embedHtml>&lt;embed src="http://www.contoso.com/12345.swf"&gt;&lt;/embed &gt;</bing:embedHtml></code>
<lastBuildDate>	No	The last time content of the feed has changed.	<code><lastBuildDate>Wed, 26 Mar 2008 18:20:45 PST</lastBuildDate></code>
<bing:update>	No	URL for updating the metadata associated with this video. The format should always adhere to Bing Media RSS but should only include one item. It will be used to re-crawl the site for new videos.	<code><bing:update url="http://www.contoso.com/videofeed?vid=12345" /></code>
Attribute: • url *			
<generator>	No	Identifier of application that generated feed.	<code><generator>Foo Pub App v1</generator></code>
<bing:payment>	No	This element should be included if payment is required for rental, purchase price, or subscription price. If payment is required to view, include price for viewing video. Set type = rent, buy, or free (default). Price and currency is set if it is rent or buy option. If no payment is required, remove tag or set the price to 0.	<code><bing:payment type="rent" price="10.00" currency="USD" /></code>
Attributes: • price * • currency * • type			
--- TV shows only (REQUIRED) ---			
The following elements are required inside <i><item></i> for TV shows related videos.			
<bing:showTitle>	Yes	Specifies the TV show title the video is associated with.	<code><bing:showTitle>30 Rock</bing:showTitle></code>
<bing:season>	Yes	(Required if applicable) Specify the season number for the video.	<code><bing:season number="2" /></code>
Attribute: • number			
<bing:episode>	Yes	(Required if applicable) Specify the episode number for the video.	<code><bing:episode number="5" /></code>
Attribute: • number			
<bing:origReleaseDate>	Yes	[Required for TV shows and music videos only] The date when the video was 1 st released or aired. Specify the date in the following format: Day, DD MM YYYY HH:MM:SS ZZZ. See RFC 822 for more information.	<code><bing:origReleaseDate>Wed, 26 Mar 2008 18:20:45 PST</bing:origReleaseDate></code>

<bing:TMSeriesID>	No	Specifies the TMS Series ID. Strongly recommended if available for the TV Series.	<code><bing:TMSeriesID>67546</bing:TMSeriesID></code>
<bing:TMSProgramID>	No	Specifies the TMS Program ID. Strongly recommended if available for the TV Program.	<code><bing:TMSProgramID>EP001151270163</bing:TMSProgramID></code>
--- Music videos only (REQUIRED) ---			
The following elements are required inside <i><item></i> for music videos.			
<bing:songTitle>	Yes	Specify the song title of the music video.	<code><bing:songTitle>Burnin' up</bing:songTitle></code>
<bing:artist>	Yes	Specify the artist or group who performs the music.	<code><bing:artist>Jonas Brothers</bing:artist></code>
<bing:origReleaseDate>	Yes	[Required for TV shows and music videos only] The date when the video was 1 st released or aired. Specify the date in the following format: Day, DD MM YYYY HH:MM:SS ZZZ. See RFC 822 for more information.	<code><bing:origReleaseDate>Wed, 26 Mar 2008 18:20:45 PST</bing:origReleaseDate></code>
--- Music videos only (OPTIONAL) ---			
The following elements are optional inside <i><item></i> for music videos.			
<bing:albumTitle>	No	Specify the album title for the video.	<code><bing:albumTitle>A little bit longer</bing:albumTitle></code>
<bing:recordLabel>	No	Specify the label for the album.	<code><bing:recordLabel>Hollywood Records</bing:label></code>

Example of a complete mRSS document:

```
<?xml version="1.0" encoding="utf-8" ?>
<rss version="2.0"
xmlns:bing="http://bing.com/schema/media/"
xmlns:media="http://search.yahoo.com/mrss/"
xmlns:dcterms="http://purl.org/dc/terms/">

  <channel>
    <title>Recent Videos from Contoso</title>
    <link>http://www.contoso.com/</link>
    <bing:mediaSource host="www.contoso.com" title="Contoso" />
    <description>This feed contains recent content from our Contoso network</description>
    <copyright>Copyright contoso.com</copyright>
    <pubDate>Wed, 26 Mar 2008 18:20:45 PST</pubDate>
    <lastBuildDate>Wed, 26 Mar 2008 18:20:45 PST</lastBuildDate>
    <language>en-us</language>
    <bing:country>es</bing:country>
    <generator>Foo Pub App v1</generator>

    <!-- For each video, create an item element.-->
    <item>
      <!-- Required tags. -->
      <media:title type="plain">Firefly - Serenity</media:title>
      <link>http://www.contoso.com/video?vid=12345</link>
      <description>The crew transports passengers to another planet to sell salvaged goods.</description>
      <bing:showTitle>Firefly</bing:showTitle>
      <bing:season number="2" />
      <bing:episode number="5" />
      <bing:origReleaseDate>Mon, 10 Dec 2007 20:00:00 PST</bing:origReleaseDate>
      <pubDate>Wed, 26 Mar 2008 18:20:45 PST</pubDate>
      <media:player url="http://www.contoso.com/video?vid=12345" height="600" width="800" />
      <media:content url="http://media.contoso.com/content/12345.mpg" type="video/mpeg" medium="video"
height="280" width="340" duration="243" lang="en" fileSize="5000124" bitrate="128" />
      <media:thumbnail url="http://www.contoso.com/thumbnails/12345.jpg" width="100" height="88" />

      <!-- Optional Bing tags. -->
      <media:copyright url="http://creativecommons.org/licenses/by-nc-nd/3.0/">Creative Commons
Attribution-Noncommercial-No Derivative Works 3.0 Unported License</media:copyright>
      <media:keywords>tags, associated, with, video, comma, separated</media:keywords>
      <media:rating>nonadult</media:rating>
      <media:category>tvshow, Sci-Fi and Fantasy</media:category>
      <bing:lengthType type="full" />
      <bing:expireDate>Wed, 26 Mar 2011 18:20:45 PST</bing:expireDate>
      <dcterms:valid>end=2010-10-17T17:00+01:00;</dcterms:valid>
      <bing:views count="100" />
      <bing:ratings average="0.5" count="3" />
      <bing:update url="http://www.contoso.com/videofeed?vid=12345" />
      <bing:preview url="http://www.contoso.com/videopreview?vid=12345" />
      <bing:mediaSource host="www.contoso.com" title="Contoso" />
      <bing:pubLocation country="us" />
      <bing:comments count="3" />
      <bing:payment type="rent" price="10.00" currency="USD" />
      <bing:embedHtml>&lt;embed src="http://www.contoso.com/12345.swf"&gt;&lt;/embed &gt;

    </bing:embedHtml>
      <media:credit role="producer">Mr. Producer</media:credit>
      <media:restriction relationship="allow" type="country">us ca</media:restriction>
      <media:text type="plain" lang="en" start="00:00:00.000" end="00:00:05.000">I try to sing this song,
I</media:text>
      <media:text type="plain" lang="en" start="00:00:05.000" end="00:00:10.000">I try to stand up
</media:text>
    </item>

    <item><!-- more items --></item>

  </channel>
</rss>
```

References

1. For date/time format questions, go to <http://www.apps.ietf.org/rfc/rfc822.html>.
For help with *dcterms*: <http://dublincore.org/documents/dcmi-period/>.
2. For country code list, visit any of the following:
 - http://www.iso.org/iso/country_codes
 - <http://xml.coverpages.org/country3166.html>
3. For more information on video feeds, see the [Bing Media RSS \(mRSS\) video feed FAQ](#).
4. For further assistance, contact Bing Content Feed Support at bingfeed@microsoft.com.