

Create a custom metadata schema for per-entry bumpers in player

Last Modified on 06/22/2026 3:51 pm IDT

 This article is designated for administrators.

About

Custom metadata lets you control bumper videos per entry instead of using the same bumper for all videos in a player.

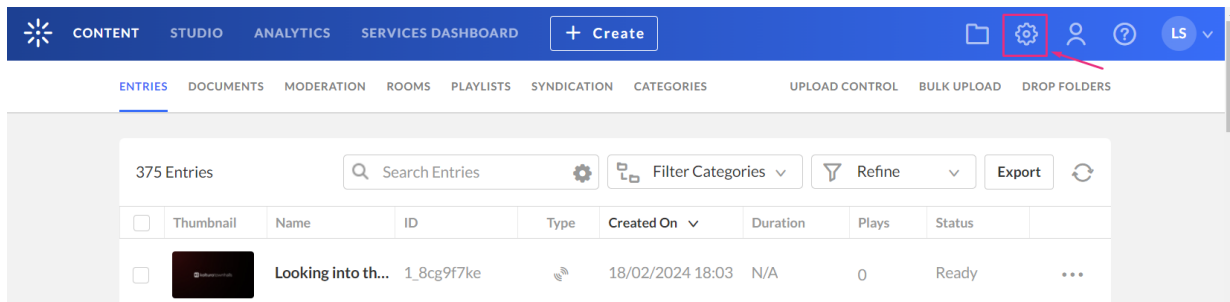
By mapping metadata fields to bumper settings, each entry can define its own bumper video, click-through URL, and position.

This is useful when managing large content libraries where bumper content varies between entries.

Step 1: Create a custom metadata schema

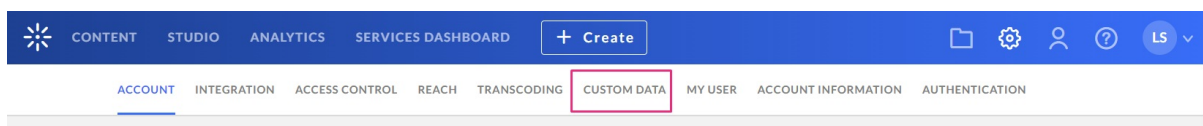
Access the Custom Data page

1. Log into your [Rich Media CMS](#).
2. Click the **Settings** gear icon at the right of the navigation menu.

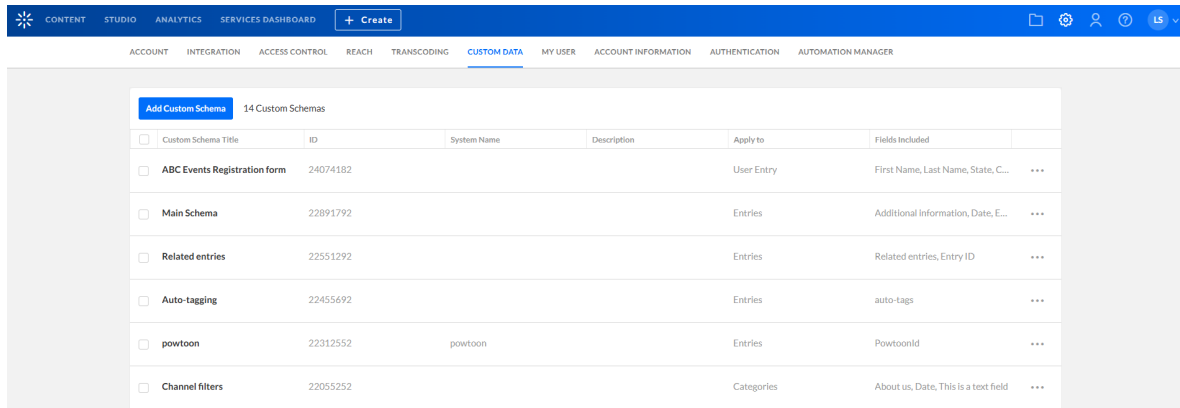


The 'Account' page displays.

3. Click the **Custom Data** tab at the top of the page.

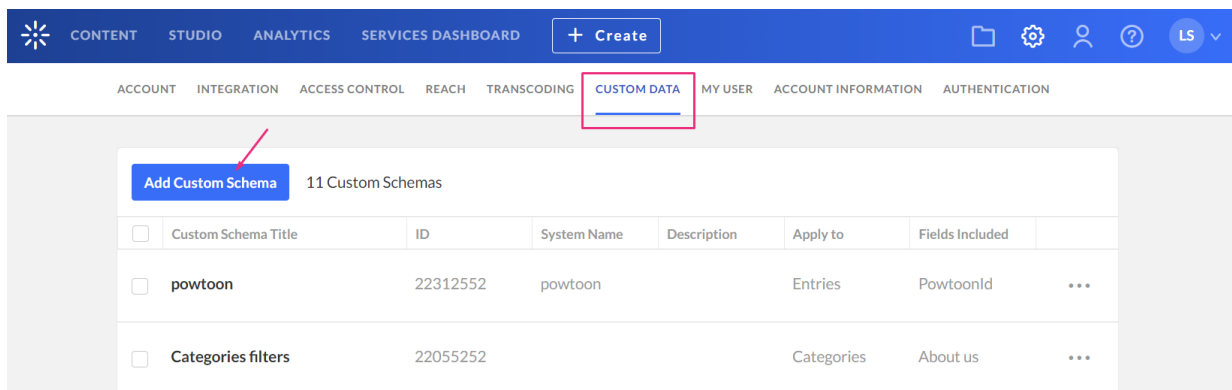


The 'Custom Data' page displays.



Create a custom metadata schema

1. Click **Add Custom Schema**.



The **Add Custom Schema** window displays.

Add Custom Schema
Cancel

Custom Schema Title *

Description

System Name

Apply to Entries Categories User Entry

Field Label	Field Type	System Name	Short Description	Description	Max Values	Searchable
No Results						

2. Complete the following fields:

- **Custom Schema Title** - Add a title (for example, *Bumper metadata*)
- **Description** - (optional) Enter a relevant description.
- **System name** - (optional) This field is required if you plan to use the schema with

bulk XML uploads or APIs.

- **Apply to** - Select **Entries** (default).

3. Click + **Add Custom Field**.

Add Custom Schema Cancel **Save**

Custom Schema Title *

Description

System Name

Apply to Entries Categories User Entry

<input type="checkbox"/>	Field Label	Field Type	System Name	Short Description	Description	Max Values	Searchable
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No Results

The 'Add Custom Field' window displays.

Add Custom Field

Field Type

Max No. of Values Single Unlimited

Field Label *

Short Description

Description

Searchable Yes

Required No

Hidden No

4. Complete the fields:

- **Field Type** - Select **Text**.

- **Max No. of Values** - Choose **Single** (default).
- **Field Label** - `BumperUrl` (You must type BumperUrl exactly as shown in these instructions. The player only reads metadata fields with this exact field label.)
- **Short description** - optional
- **Description** - optional
- **Searchable** - Enable if you want to allow search by this field.

5. Click **Add**.

Add Custom Field

Field Type	<input type="text" value="Text"/>
Max No. of Values	<input checked="" type="radio"/> Single <input type="radio"/> Unlimited
Field Label	* <input type="text" value="BumperUrl"/>
Short Description	<input type="text"/>
Description	<input type="text"/>
Searchable	<input checked="" type="checkbox"/> Yes

The field displays in your custom schema list.


Add Custom Schema Cancel **Save**

Custom Schema Title *

Description

System Name

Apply to Entries Categories User Entry

<input type="checkbox"/>	Field Label	Field Type	System Name	Short Description	Description	Max Values	Searchable
<input type="checkbox"/>	 BumperUrl	Text	BumperUrl			1	Yes

6. Click **+Add Custom Field** and repeat the steps above for the remaining fields:

BumperClickThroughUrl

- Field Type - Text
- Field label - **BumperClickThroughUrl**

BumperPosition

- Field Type - Text
- Field label - **BumperPosition**



- Use the exact field labels shown above. The player only reads metadata fields with these exact names.
- Metadata-based bumpers support the fields **BumperUrl**, **BumperClickThroughUrl**, and **BumperPosition**. Although Player Studio supports a Bumper Entry ID field for player-level configuration, Entry IDs are not supported in the custom metadata schema.

7. Click **Add** to save the custom field.

8. Click **Save** in the top-right corner to finalize the schema.

Add Custom Schema Cancel **Save**

Custom Schema Title *

Description

System Name

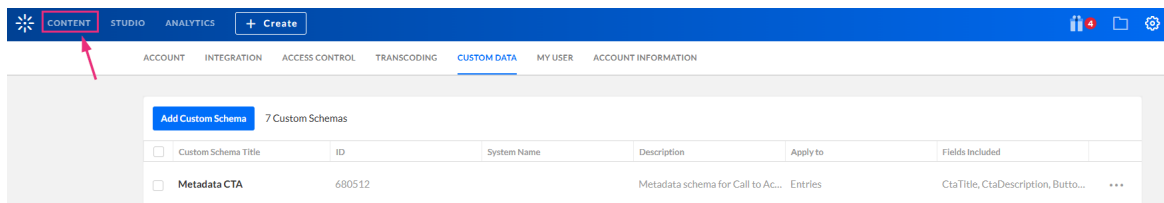
Apply to Entries Categories User Entry

<input type="checkbox"/>	Field Label	Field Type	System Name	Short Description	Description	Max Values	Searchable
<input type="checkbox"/>	BumperUrl	Text	BumperUrl			1	Yes
<input type="checkbox"/>	BumperClickT...	Text	BumperClickT...			1	Yes
<input type="checkbox"/>	BumperPosition	Text	BumperPosition			1	Yes

Your new metadata schema appears under the **Custom Data** tab.

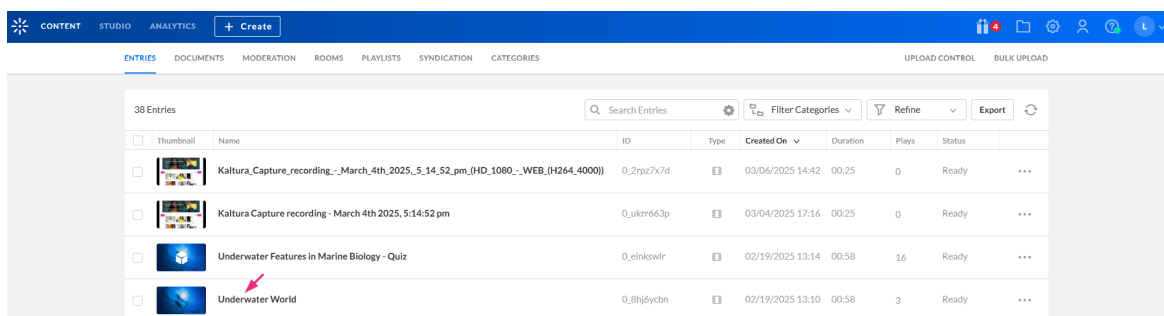
Step 2: Add bumper metadata to an entry

1. Access the **entry details page** by clicking the **Content** tab in the navigation menu.

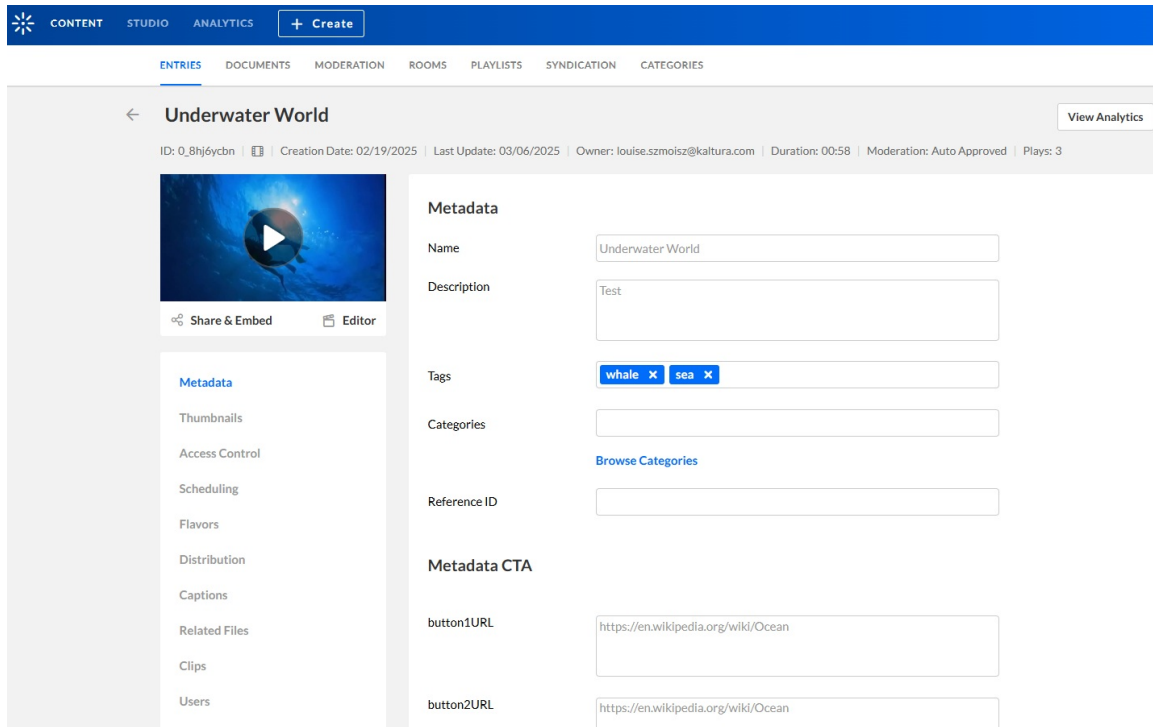


The **Entries** page displays by default.

2. Click on the desired entry's title or thumbnail.



The **Metadata** tab displays by default.



3. Scroll down to the **bumper metadata** section.

4. Complete the fields as needed:

- **BumperUrl** - Enter the bumper video URL
- **BumperClickThroughUrl** - (optional) Enter a destination URL
- **BumperPosition** - Enter one of the supported values exactly as shown:
 - 0 - before playback
 - -1 - after playback
 - 0,-1 - before and after playback

5. Click **Save**.

The bumper is applied when the entry is played in a player with [Metadata based bumper video](#) enabled.



If **BumperUrl** or **BumperPosition** contains an invalid or empty value, the bumper is not displayed and the player falls back to the global bumper settings.

Metadata

Thumbnails

Access Control

Scheduling

Flavors

Captions

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Reference ID

Bumper metadata

BumperUrl

BumperClickThroughUrl

BumperPosition