![Genesys logo]

Genesys Info Mart Physical Data Model for a PostgreSQL Database

Table MEDIA_TYPE

5/6/2025

Table MEDIA_TYPE

Description

Modified: 8.5.014.34 (in Microsoft SQL Server, data type for the MEDIA_NAME and MEDIA_NAME_CODE columns modified in single-language databases); 8.5.003 (in Oracle, fields with VARCHAR data types use explicit CHAR character-length semantics)

In partitioned databases, this table is not partitioned.

This table allows facts to be described based on media type, such as voice. Each row describes one media type.

New 3rd Party Media media types can be populated in this dimension manually. Genesys recommends that you manually insert online media types into this table prior to their use, so that they are processed and represented properly starting with their first appearance in data. The Genesys Info Mart Server also adds new 3rd Party Media media types to this table as they are encountered, storing them as offline media by default. For media types that are truly online media, the IS_ONLINE value should be changed manually in this case. Refer to Setting up media types for online interactions on the Completing Database Preparation page in the *Genesys Info Mart Deployment Guide* for instructions.

> ### Tip
> To assist you in preparing supplementary documentation, click the following link to download a comma-separated text file containing information such as the data types and descriptions for all columns in this table: Download a CSV file.
>
> **Hint:** For easiest viewing, open the downloaded CSV file in Excel and adjust settings for column widths, text wrapping, and so on as desired. Depending on your browser and other system settings, you might need to save the file to your desktop first.

Column List

Legend

Column	Data Type	P	M	F	DV
MEDIA_TYPE_KEY	integer	X	X		
MEDIA_NAME	varchar(255)		X		
MEDIA_NAME_CODE	varchar(255)		X		
IS_ONLINE	numeric(1)				
CREATE_AUDIT_KEY	numeric(19)		X	X	
UPDATE_AUDIT_KEY	numeric(19)		X	X	

MEDIA_TYPE_KEY

The primary key of this table and the surrogate key that is used to join this dimension table to the fact and aggregate tables. A value of 1001 and higher, assigned either by Genesys Info Mart or as a result of manual media type population, indicates a 3rd Party Media media type.

MEDIA_NAME

Modified: 8.5.014.34 (in Microsoft SQL Server, data type changed from `varchar` to `nvarchar` in single-language databases)
The media name. For voice and multimedia, it is one of the following values:

- None
- Voice
- Email
- Chat

For 3rd Party Media media types, this value:

- Is originally sourced from Interaction Server and is subsequently read directly from the underlying ICON application that supplies data to Info Mart. Examples include SMS, Facebook, and Twitter.
- Is supplied when a new (typically, online) media type is manually added to the schema.

This value can change with localization.

MEDIA_NAME_CODE

Modified: 8.5.014.34 (in Microsoft SQL Server, data type changed from `varchar` to `nvarchar` in single-language databases)
The media name code. For voice and multimedia, it is one of the following values:

- NONE
- VOICE
- EMAIL

- CHAT

For 3rd Party Media media types, this value:

- Is originally sourced from Interaction Server and is subsequently read directly from the underlying ICON application that supplies data to Info Mart. Examples include SMS, Facebook, and Twitter.

- Is supplied when a new (typically, online) media type is manually added to the schema.

This value does not change with localization.

IS_ONLINE

Indicates whether a customer is involved in the interaction in real time while an agent is handling the interaction. The value is set to 1 for media types that are associated with online interactions (for example, chat, including asynchronous chat). The value is set to 0 for media types associated with offline interactions (for example, e-mail). This flag instructs Genesys Info Mart what transformation logic to apply to interactions of this media type.

Note: The value should be confirmed carefully when a new, online 3rd Party Media media type is added to the schema. Genesys Info Mart checks the value of this flag during transformation of the interactions of a given media type. A subsequent change to this flag's value does not change how the interaction was transformed.

CREATE_AUDIT_KEY

The surrogate key that is used to join to the CTL_AUDIT_LOG control table. The key specifies the lineage for data creation. This value can be useful for aggregation, enterprise application integration (EAI), and ETL tools — that is, applications that need to identify newly added data.

Note: For 3rd Party Media media types that are added to the schema manually, this field stores the value of -1, which Genesys recommends that you supply in order to distinguish a row that is not inserted or updated by Genesys Info Mart.

UPDATE_AUDIT_KEY

The surrogate key used to join to the CTL_AUDIT_LOG dimension. Specifies the lineage for data update. This value can be useful for aggregation, enterprise application integration (EAI), and ETL tools — that is, applications that need to identify recently modified data.

Note: For 3rd Party Media media types that are added to the schema manually, this field stores the value of -1, which Genesys recommends that you supply in order to distinguish a row that is not inserted or updated by Genesys Info Mart.

Index List

CODE	U	C	Description
I_MEDIA_TP_MCD	X		Ensures that the combinations of values that are stored in the dimension table are unique.

Index I_MEDIA_TP_MCD

Field	Sort	Comment
MEDIA_NAME_CODE	Ascending	

Subject Areas

- **Contact_Attempt** — Represents outbound campaign contact record attempts. An attempt may or may not include dialing.
- **Interaction** — Represents interactions from the perspective of a customer experience.
- **Interaction_Resource** — Represents a summary of each attempt to handle an interaction. It encompasses the mediation process that is required to offer the interaction to a target handling resource, as well as the activities of that target handling resource.
- **Interaction_Resource_State** — Allows facts to be described by the state of the associated agent resource. Each row describes one distinct media-specific agent state.
- **Mediation_Segment** — Represents interaction activity from the perspective of contact center ACD queues, virtual queues, interaction queues, and interaction workbins, as well as groups thereof.
- **Summary_Resource_Session** — Represents agent resource media sessions from login to logout, summarized to the media type.
- **Summary_Resource_State** — Represents agent resource states, summarized to the media type.
- **Summary_Resource_State_Reason** — Represents agent resource state reasons, summarized to the media type.