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Genesys Info Mart Physical Data Model for a Microsoft SQL Server Database

Table MEDIA_ORIGIN

12/15/2025

Table MEDIA_ORIGIN

Description

Introduced: 8.5.014.09

In partitioned databases, this table is not partitioned.

This dimension table allows chat thread facts to be described based on where the chat session originated. This dimension table is populated only in cloud deployments with Advanced Chat. Depending on specific media, the media origin values are either the same as, or complementary to, the media types stored in the MEDIA_TYPE table. For instance, for Facebook public messaging, Facebook is the value recorded both as MEDIA_NAME in the MEDIA_TYPE table and as MEDIA_ORIGIN in the MEDIA_ORIGIN table. For Facebook private messaging, however, the value recorded as MEDIA_NAME in the MEDIA_TYPE table would be CHAT, while the value recorded as MEDIA_ORIGIN in the MEDIA_ORIGIN table would be Facebook.

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
ID	int	X	X		
MEDIA_ORIGIN	nvarchar(64)		X		unknown

Table MEDIA_ORIGIN

Column	Data Type	P	M	F	DV
CREATE_AUDIT_KEY	Numeric(19)		X	X	

ID

The primary key of this table. This ID is referenced from other tables as MEDIA_ORIGIN_KEY.

MEDIA_ORIGIN

Based on KVP: csg_MediaOrigin

Identifies where the chat session originated (web chat, social media channels, SMS, and so on).

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.

Index List

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

Index I_MEDIA_ORIGIN

Field	Sort	Comment
MEDIA_ORIGIN	Ascending	

Subject Areas

No subject area information available.