

# Avails and Title List version 2.5 (XML)

## 2019 Release Summary

# Summary of Changes

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- Added Offer Status for status reporting
- Support for ALID reconciliation
- Added new EntryType values to support other workflows (especially API)
- Volume refinements
- Advanced Promotions/Conditional TPRs
- Improvements for Reliability
- General improvements

# Offer Status

# Importance of Status Reporting

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- High volume of licenses across many territories with varying start dates
- Titles that are not live do not generate revenue
- Titles that are live early are highly problematic
- Titles incorrectly priced may potentially minimize revenue or lose sales
- Extremely manual or costly for a studio to track status of titles
- New releases in the first two weeks generate the highest revenue of its transaction life cycle and a missed opportunity could inversely impact that titles forecast
- Two-way communication closes the loop and allows for both retailers and studios to have a complete snapshot of their relationship
- A completed loop allows for a complete retailer reconciliation and mitigates future unanswerable participation audit questions
- Receiving the retailer specific title ID facilitates all future communication with retailer utilizing their own ID and makes financial statement allocation easier

# Approach

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- New Element (OfferStatus) and type (OfferStatus-type) define with Offer Status information

# Status Returned

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- Status can be provided across Avail or Title List
- Status can be provided on a given Transaction both feature and bonus
- Responses can be timestamped to avoid race conditions
- Information returned
  - High-level Progress Code (next slide)
  - Territories being reported
  - FormatProfile(s) being reported
  - Dates
    - Date offer has or will go live
    - Date offer has or will end
  - Price (echo Price sent by studio)
  - Live Language(s) – May indicate subs, dubs, descriptive
  - License Rights Description
  - URL of offer – deep link to offer page(s)
  - Additional Terms – Any additional terms relevant to the status
  - Comments
  - Indication if Offer needs manual intervention (“call me”)

# Additional guidance

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- Cadence of status depends on delivery method
  - If sent proactively, expected to mirror Avail/Title List delivery cadence
  - If retrieved via API, status could be pulled at any time
- Targeted towards API, but any delivery method is acceptable (API, file transfer, portal, email, etc.)

# Progress Code Values

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- Defined values – others area allowed bilaterally
  - "Live" – title is live
  - "Ready" – title is staged, but not yet live. All assets and metadata have been ingested.
  - "Issue" – There is an issue, typically waiting for essential assets (i.e., assets or metadata required to go live) to be delivered; or Essential assets have been rejected and need to be replaced. Other essential assets might be missing too.
  - "In-Process" – All essential assets are in the process of being delivered and processed.



# Offer Status Best Practice

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- A Draft Offer Status Best Practice was published in conjunction with Avails v2.5
- Provide usage examples and addresses common use cases

# ALID improvements

# ALID Reconciliation Improvements

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- Problem
  - ALIDs are supposed to be unaltered, but people sometimes need to change them
  - This provides a problem with traceability and reconciliation
- Solution
  - Add AssociatedALID (0..n) and @relationship to list ALIDs that are in some way associated with Avail or Title List

# New 'EntryType' values

# Entry Type

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- Problem
  - API needs more granularity than Full Extract
- Solution
  - Add these EntryType values
    - Update – Changes certain values of an existing Avail record
    - Create – Adds one unique Avail record (cannot already exist)
    - Delete – Removes one existing avail record
  - Note: These were added to Excel, but for different reasons
  - Note: We are recommending people always include TransactionID

# Improvements for Reliability

# Improved Support for Validation

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- Problem
  - Need to have information on use case/profile of a given XML document to support profile-based validation (as done in Media Manifest)
- Solution
  - Added “Compatibility” for improved validation
    - Structure comes from Common Metadata and is used across specs

# Common Structures

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- Design Pattern
  - Use identical types across elements and specifications to ensure consistency, reduce errors and simplify validation
- Common Objects
  - Use workflow attributes (used in every message across specs) from Common Metadata
    - Formerly, they were defined locally
  - Use “Compatibility” from Common Metadata
  - Define FormatProfile as type (format profile, HDR, WCG, etc.)
    - Motivation was reuse in Offer Status



# Volume

# Volume improvements

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- Problem
  - There was a couple of oversights in first pass
    - Volume Asset Metadata could have parent of Series and Season
    - No 'Volume' AvailType
- Solution
  - AssetVolumeMetadata/SeriesMetadata is now a choice with SeasonMetadata
  - 'volume' AvailType added

# Advanced Promotions/Conditional TPRs

# Conditional TPRs

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- Problem
  - A conventional TPR is just a special pricing window, but some TPRs come with conditions
  - Requirement exists for TPRs contingent on the implementation of a marketing promotion (e.g., price reduction in conjunction with improved placement). These are sometimes referred to as “Merchandised TPRs”.
- Solution
  - To signal how TPRs are handled, TPRType added as a term
    - Values can be “Conditional”, “Unconditional”, or “unspecified” (blank=unspecified)
    - If TPRType is “Conditional”, TPR is conditional of a mutually agreed upon condition (e.g., a marketing campaign) and can only be exercised with in the terms of that condition
  - CampaignID added as a term
    - Value is determined bilaterally
    - Expected use case is for a marketing campaign and it would be used with “Conditional” TPRType
  - Note that same data exists in Avails and Title List v1.9 (Excel)