

Encoding data related to AVMS Directive

This practice defines how to encode data elements related to the EU Audiovisual Media Services (AVMS) Directive



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REVISION HISTORY

Version	Date	Description
1.0	January 19, 2022	Initial publication

1 AVMS

The EU Audiovisual Media Services (AVMS) Directive (AVMSD) relates to the origin of audiovisual content. This document describes the means to express parameters that would indicate whether a piece of content meets criteria related to AVMS.

AVMS documentation can be found here: <https://eur-lex.europa.eu/eli/dir/2018/1808/oj>

The document titled Mapping of national rules for the promotion of European works in Europe, found at <https://rm.coe.int/european-works-mapping/16809333a5>, provides information on applying AVMS.

This is the best information we have. We strongly encourage you to use your own resources and judgement to determine compliance with these, or any other, regulations.

2 AVMS PARAMETERS

All parameters listed here are defined in Common Metadata/Media Entertainment Core (MEC).

2.1 Work Type subcategory

AVMS differentiates between “Work Format” categorized as Audiovisual, Cinematographic, and neither.

To express these categories add a WorkTypeDetail instance with these values

- ‘AVMS-WF-Audiovisual’ – Audiovisual European Work Format
- ‘AVMS-WF-Cinematographic’ – Cinematographic European Work Format
- ‘AVMS-WF-neither’ – Neither Audiovisual nor Cinematographic European Work Format

2.2 Independent Organization

To indicate an organization is independent, set AssociatedOrg-type/@roleCategory or ReleaseHistory/ReleaseOrg/@roleCategory to ‘independent’. Note that the actual definition of @roleCategory is in AssociatedOrg-type/@roleCategory.

@roleCategory is in Common Metadata v2.10 and later.