



TECHNOLOGY & OPERATIONS COMMITTEE

SPECIFICATION STANDARDIZATION USE CASE

Objective:	Avail movie content for new release and catalog/library with rental				
Theme:	Avails	Spec:	EMA Avails 1.7.2	Date:	Sept 20, 2017
Content:	Movies	Version:	1.0	ID:	MOVIES-01-UC

SCENARIO 1: Avail a new release movie title for sale and pre-order on a US-based platform

Paramount is availing *Arrival* for pre-order and a subsequent EST/EHV offer in the US. Initially they will send through the avail with only the pre-order offer, but will update it with the EST/EHV offer when the sales start date is known. The pre-order start date is the same as the theatrical release date, November 11, 2016. The digital EST/EHV start date is February 14, 2017. Paramount needs to communicate to digital US platforms the availability for pre-order and start dates using the standardized avails specification.

SCENARIO 2: Avail several catalog movie titles for sale and rental on a US-based platform

Paramount is availing three library titles (*Jackass: The Movie*, *Orange County*, and *Zoolander*) as catalog offers in the US. The release date for all three is November 14, 2017. In addition to the EST/EHV offers, they will also be making these titles available to rent for the period of 1 year. Paramount needs to communicate to digital US platforms the availability for the catalog and rental start dates using the standardized avails specification.

Discussion Points

- How should a pre-order be communicated in the avail?** Currently, some studios list a row for pre-order where LicenseType is set to POEST, while others use SpecialPreOrderFulfillDate in conjunction with EST as the value in the LicenseType field. What are the pros and cons of each method? Are both ways considered acceptable practices to communicate a pre-order? Is there alignment of best practice between the studios and the platforms?
- When availing the same title for catalog as well as rental, what field values distinguish each avail windows?** For rental offers, VOD is to be used as the LicenseType value whereas EST is the value for EST/EHV offers. The avail entries should also be distinguished by their avail start and end dates. Is it best practice to use the value of Library in the LicenseRightsDescription field as to reinforce content is not New Release?
- Which identifiers should be used to properly express basic availing scenarios for new release and catalog movies?** With new ID requirements in EMA 1.7.2, which IDs should be used and what is their relationship to one another? For example, in the case of ALID, does this value remain constant for both the VOD and EST/EHV instances of the same title? How should ALID be encoded?

4. **What benefit does the ReportingID afford content providers and retailers?** Should ReportingIDs remain an optional field in the EMA avails specifications? Are studios treating them as such? How can retailers ensure the ReportingIDs contained within the avails migrate to Retail Finance and ultimately associate with POS and royalty data? As a freeform text string, ReportingIDs will vary by Content Provider and may change over time as initially provided by Content Providers. How will this affect Retailer latency in the financial reporting round trip?
5. **Which retailers plan to use ContentID from the avail?** The avail carries an ID value to link to an MEC file which can embody descriptive metadata and artwork references. The asset manifest within the MMC is also capable of defining and identifying metadata. If the ContentID value in the avail is provided but not referenced subsequently in the MMC, does that pose an issue?



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SPECIFICATION STANDARDIZATION BEST PRACTICE

Objective:	Avail movie content for new release and catalog/library with rental				
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Content:	Movies	Version:	1.0	ID:	MOVIES-01-BP

DOCUMENT REFERENCES

Filename	Description	Link
ARRIVAL_NEW_RELEASE_MOVIES-01_S1.xlsx	Avail example for movie scenario 1	Link
CATALOG_RENTAL_MOVIES-01_S2.xlsx	Avail example for movie TV scenario 2	Link

RECOMMENDATION AND PROCESS

The process for availing next day and catalog movies share many similarities as described below.

Assumptions

- **Entry Type:** Full Extract

Scenario 1

Avail New Release

- Must complete all required fields. Optional fields may be filled in based on bilateral agreement.
- Must indicate WorkType as "Movie"
- **LicenseType:** Required. Must be "EST"
- **LicenseRightsDescription:** Optional, able to be updated. The only defined value is "POD" (Publish on Demand). May carry the value of "New Release" if agreed upon bilaterally.
- **PriceType:** Required. Type of pricing that should be applied based upon studio classification
- **PriceValue:** Required. Studio determined value to be applied against PriceType
- **TitleID:** Optional, able to be updated. Must be EIDR Abstract for the movie encoded in standard format, i.e. 10.5240/631C-EC64-EDBA-8D0F-D3A1-8.
- **EditID:** Optional, able to be updated. Must be EIDR Performance for the movie encoded in standard format, i.e. 10.5240/436E-0A07-EB66-9BFC-8B59-4.
- **ContentID:** Required, able to be updated. Studio dependent identifier for metadata/MEC related to the movie. May be EIDR encoded in standard format or internal ID.
- **ALID:** Required, fixed. Studio dependent identifier for the movie. Recommended formatting is "md:alid:<domain>:<system>:<identifier>" i.e. md:alid:org:paramount.com:110011_OV

Avail Pre-order

Follow instructions for New Release per above.

- **LicenseType:** Must be POEST

- **AnnounceDate**: Studios may include a date value when retailer can announce start date for POEST offer, when included in the POEST offer row. This field is also used to signal the date during which the EST offer can be made public when the value is included in the EST offer row.
- **SuppressionLiftDate**: Required for POEST. Studios must include a date value for when retailers can publicly announce the EST offer start. SuppressionLiftDate for POEST offers is equivalent to the AnnounceDate for EST offers.
- **SpecialPreOrderFulfillmentDate**: Studios may indicate a date value when preorder can be fulfilled by retailer.
- **Start**: Pre-order start must occur prior to EST/EHV start.
- **End**: Date value for POEST End shall be immediately prior to EST/EHV offer start or value “ESTStart”.

Scenario 2

Avail Catalog

Follow instructions for New Release per above.

- **LicenseType**: Must be EST
- **LicenseRightsDescription**: Optional, able to be updated. The only defined value is “POD” (Publish on Demand). May carry the value of “Library” if agreed upon by the studio and retailer.
- **ReleaseYear**: Optional, however highly recommended as to assist with disambiguation of title releases
- **ReleaseHistoryOriginal**: Optional, typically theatrical release date of the title in territory or worldwide.

Avail Rental

Follow instructions for Catalog per above.

- **LicenseType**: Must be VOD
- To further differentiate offers, best practice is to ensure the following are clearly defined: Start and End dates, PriceType, and PriceValue

Additional identifiers to include when availing titles

- **AvailID**: Optional, Studio dependent ID. Must uniquely identify each avail period.
- **ReportingID**: Optional, Studio dependent ID.
 - Studio incorporation of a ReportingID in content avails can yield legal and financial business application benefits, including global roll-up and planning of digital asset revenues. Specifically, assignment of a studio-mapped ReportingID can reduce manual aggregation of title versions, unnecessary research/matching and inaccurate allocation of revenues/participations/residuals.
 - Retailer integration of a studio-furnished ReportingID from content avails will yield financial system efficiencies, from remittance accuracy to service invoicing to licensor audit cadence. Further, retailers would limit redundant asset identification queries based on version types, yielding better customer service and data consolidation.
 - ID possibilities include but are not limited to: EIDR, Internal Studio ID (MPM, Walker, DX, etc), TMTFP level, AvailID (Transaction Level), ALID, Bundle ID.

Appendix

Use Case Document Change History:

Version	Date	Change Summary
1.0	9/20/2017	Initial Version

Best Practice Document Change History:

Version	Date	Change Summary
1.0	9/20/2017	Initial Version