TECHNOLOGY & OPERATIONS COMMITTEE
SPECIFICATION STANDARDIZATION USE CASE

Objective:	Avail TV season and episodic content to a partner using EMA Avails				
Theme:	Avails	Spec:	EMA Avails 1.7.2	Date:	Sept 20, 2017
Content:	Television	Version:	1.0	ID:	TV-01-UC

SCENARIO 1: Avail a next day TV season and episode for sale and pre-order on a US-based platform

Warner Brothers is availing *The Flash* season #4 (22 episodes) for next day TV EST/EHV release within the US. The release date is for the day after the initial US broadcast of each episode starting on May 12, 2017. Pre-order release date is four weeks prior on April 14, 2017. Warner needs to communicate to digital US platforms the season availability for pre-order, and the season and respective episodic start dates using the standardized avails specification.

SCENARIO 2: Avail a catalog TV season and episodes for sale and pre-order on a US-based platform

Warner Brothers is availing *The Flash* season #1 (23 episodes) for catalog EST/EHV release within the US. The release date is May 12, 2017. Pre-order release date is four weeks prior on April 14, 2017. Warner needs to communicate to digital US platforms the season availability for pre-order, and the season and respective episodic start dates using the standardized avails specification.

Discussion Points

1. **Should the studio send "stubbed out" avails with placeholder information or wait until information is complete before sending an avail (applies to next day air only)?** Currently, some studios are availing the season along with "stubbed out" episodic avails with minimal data to create a shell record. Other studios only avail the season and episodes when the complete data set of title ID, local release date and local title are known. What are the pros and cons and risk of each method?

2. **Append new episodes to avail announcement as they become available, or only reference new episodic availabilities?** Some studios maintain all episodic avails on the announcement until all episodes have been availed, while other studios only communicate an episode in one instance of an avail and remove afterwards (unless episode availability changes). What are the pros and cons of each method? Is one more efficient than the other? Is there a greater risk with one over the other? What is the reasoning behind two approaches – studio systems/infrastructure, complexity/time/resources, etc.? Can we reach consensus on a best practice to achieve a consistent practice across all studios?

3. **Which identifiers should be used to properly express basic availing scenarios for next day TV and catalog TV?** With new ID requirements in EMA 1.7.2, which IDs should be used and what is their relationship to one another? Should any optional fields be required? How should ALID be encoded?

4. **Should EpisodeID be EIDR Abstract or Performance?** The specification has one field for an EpisodeID but does not define which value should be indicated. Does Performance give extra precision necessary for certain workflows? Can retailers derive the Abstract from the Performance EIDR?

5. **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? On the Television side, should ReportingIDs vary by series/season/episode? 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?

6. **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?

TECHNOLOGY & OPERATIONS COMMITTEE
SPECIFICATION STANDARDIZATION BEST PRACTICE

Objective:	Avail TV season and episodic content to a partner using EMA Avails				
Theme:	Avails	Spec:	EMA Avails 1.7.2	Date:	Sept 20, 2017
Content:	Television	Version:	1.0	ID:	TV-01-BP

DOCUMENT REFERENCES

Filename	Description	Link
FLASH_S04_US_NDTV_TV-01_S1.XLSX	Avail example for next-day TV scenario 1	Link
FLASH_S01_E01-22_US_CATALOG_TV-01_S2.XLSX	Avail example for catalog TV scenario 2	Link

RECOMMENDATION AND PROCESS
The processes for availing next day and catalog TV share many similarities as described below. Key differences are addressed in the Avail Episodes subsection.

Assumptions
- **EntryType:** Full Extract

Avail Series
Note: Availing a stand-alone offer for a series (inclusive of all seasons and episodes contained within) is not supported in the EMA Avails v1.7.2 spreadsheet, however this possible with bundling through EMA Avails v2.2 XML. Series-level identifiers and metadata are included in the avail to enable season and episodic availability.

Series-level fields and identifiers must be populated to support season and episode offers.
- **SeriesID:** Optional, able to be updated. Must be EIDR Abstract for the series encoded in standard format, i.e. 10.5240/9760-0A5F-7839-5762-6947-3.
- **SeriesAltID:** Optional, able to be updated. Studio dependent internal identifier that serves as an alternative ID to the SeriesID/EIDR.
- **SeriesContentID:** Required, able to be updated. Studio dependent identifier for metadata/MEC related to the series. May be an EIDR encoded in standard format or internal ID.

Avail Season
The process for communicating season-level information for next day TV and catalog availabilities is identical.
- Must indicate <u>WorkType</u> as "Season".
- Include identifiers for Series per above.
- **ALID**: Required, fixed. Studio dependent identifier for the season. Recommended formatting is "md:alid:<domain>:<system>:<identifier>" i.e. md:alid:org:warnerbros.com:the_flash_us_s4
- **SeasonID:** Optional, able to be updated. Must be EIDR Abstract for the season encoded in standard format, i.e. 10.5240/4273-9A31-DB34-4E9D-A0BB-O.

- **SeasonAltID:** Optional, able to be updated. Studio dependent internal identifier that serves as an alternate ID to the SeasonID/EIDR.
- **SeasonContentID:** Required, able to be updated. Studio dependent identifier for metadata/MEC related to the season. May be EIDR encoded in standard format or internal ID.
- Insert additional availabilities to further differentiate offers defined by FormatProfile, LicenseType, Start and End dates, PriceType, and PriceValue
- Must complete all required fields. Optional fields are studio dependent. Do not include data in fields that are specific to episode-only information.
  - Seasons may indicate their first original air date of the first episode of the season within the ReleaseHistoryOriginal field. This value may be territory-specific, where applicable, otherwise air date for the first territory of original broadcast is acceptable.

Avail Season Pre-order

Follow instructions for Series and Season 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".

Avail Episodes
- Must indicate WorkType as "Episode".
- Include identifiers for series and season per above.
- **ALID**: Required, fixed. Studio dependent identifier for the episode. Recommended formatting is "md:alid:<domain>:<system>:<identifier>" i.e. md:alid:org:warnerbros.com:the_flash_us_s4_e02
- **EpisodeID:** Optional, able to be updated. Specification allows for either the EIDR Abstract or Performance of the episode in standard format, i.e. 10.5240/4273-9A31-DB34-4E9D-A0BB-O. The recommended practice is to use the Performance EIDR.
- **EpisodeAltID:** Optional, able to be updated. Studio dependent internal identifier that serves as an alternate ID to the EpisodeID/EIDR. The recommended practice is to use an identifier that maps to the content version/edit of the episode.
- **EpisodeContentID:** Required, able to be updated. Studio dependent identifier for metadata/MEC related to the episode. May be an EIDR encoded in standard format or internal ID.

  - Next Day TV (Scenario 1):
    - Episodes shall be availed as individual products and represent a unit within a hierarchy of a series and season (volumes, collections, bundles further explored in TV-04).
    - There shall be no stubbing-out of episodes. Episodes will only be included in the avail when episode information is final and not 'TBD': episode title, content identifiers, air date/release date.
    - Episodes within the Full Extract group will persist across subsequent iterations of the availability report. New episodes will be appended to the availability report. Episodes

shall not be removed from the report except through signaling a Full Delete EntryType.
- The ReleaseHistoryOriginal field may be used to indicate original air date of the episode. This value may be territory-specific, where applicable, otherwise air date for the first territory of original broadcast is acceptable.
- LicenseRightsDescription is an optional field and may carry the value of 'Next Day TV' if agreed upon by studio and retailer.
- Catalog (Scenario 2):
  - Entries for all episodes within a season and the seasons in which they are contained shall be wholly contained within the same report.
  - The ReleaseHistoryOriginal field may be used to indicate original air date of the episode. This value may be territory-specific, where applicable, otherwise air date for the first territory of original broadcast is acceptable.
  - LicenseRightsDescription is an optional field and may carry values if agreed upon by studio and retailer.

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