



Content Availability Metadata (Avails)

Ref: TR-META-AVAIL
Version: 1.0
Date: January 3, 2013

EMA Content Availability Metadata (Avails)

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REVISION HISTORY

Version	Date	Description
1.0	January 3, 2013	Original Version

1 INTRODUCTION

The Entertainment Merchant's Association (EMA) has defined the means to delivery Content Availability (Avails) data. 'Avails' is an industry term for business information regarding the availability of assets to be offered. It includes information such as region of available, times of available and business terms. This document was developed by the EMA Digital Council with the objective of standardizing the metadata communication from content providers to digital retailers.

This document defines the EMA Avails version 1.0.

The document describes encoding for Avails data in both spreadsheet form and in XML form. Although spreadsheets may serve an interim purpose, migration to XML is encouraged.

EMA Avails Metadata builds upon Media Entertainment Core (MEC) Metadata, and also Common Metadata developed by Motion Picture Laboratories, EMA, DEG and others.

1.1 Document Organization

This document is organized as follows:

1. Introduction—Provides background, scope and conventions
2. Avails—The definition of Avails data. This includes encoding information that applies to both spreadsheets and XML; and the XML definition.
3. Rules for Spreadsheet Encoding – Information on using Section 2 definitions within spreadsheets. Also, information on mapping between spreadsheets and XML.

1.2 Document Notation and Conventions

1.2.1 XML Conventions

XML is used extensively in this document to describe data. It does not necessarily imply that actual data exchanged will be in XML. For example, JSON may be used equivalently.

This document uses tables to define XML structure. These tables may combine multiple elements and attributes in a single table. Although this does not align with schema structure, it is much more readable and hence easier to review and to implement.

Although the tables are less exact than XSD, the tables should not conflict with the schema. Such contradictions should be noted as errors and corrected.

1.2.1.1 Naming Conventions

This section describes naming conventions for Common Metadata XML attributes, element and other named entities. The conventions are as follows:

- Names use initial caps, as in InitialCaps.
- Elements begin with a capital letter, as in InitialCapitalElement.
- Attributes begin with a lowercase letter, as in initialLowercaseAttribute.
- XML structures are formatted as Courier New, such as `md:rightstoken`
- Names of both simple and complex types are followed with “-type”

1.2.1.2 Structure of Element Table

Each section begins with an information introduction. For example, “The Bin Element describes the unique case information assigned to the notice.”

This is followed by a table with the following structure.

The headings are

- Element—the name of the element or type
- Attribute—the name of the attribute
- Definition—a descriptive definition. The definition may define conditions of usage or other constraints
- Value—the format of the attribute or element. Value may be an XML type (e.g., “string”) or a reference to another element description (e.g., “See Bar Element”). Annotations for limits or enumerations may be included (e.g., “int [0..100]” to indicate an XML `xs:int` type with an accepted range from 1 to 100 inclusively).
- Card—cardinality of the element. If blank, then it is 1. Other typical values are 0..1 (optional), 1..n and 0..n.

The first row of the table after the header is the element being defined. This is immediately followed by attributes of this element, if any. Subsequent rows are child elements and their attributes. All child elements (i.e., those that are direct descendents) are included in the table. Simple child elements may be fully defined here (e.g., “Title”, “ ”, “Title of work”, “xs:string”), or described fully elsewhere (“POC”, “ ”, “Person to contact in case there is a problem”, “md:ContactInfo-type”). In this example, if POC was to be defined by a complex type defined as `md:ContactInfo-type`. Attributes immediately follow the containing element.

Accompanying the table is as much normative explanation as appropriate to fully define the element, and potentially examples for clarity. Examples and other informative descriptive text may follow. XML examples are included toward the end of the document and the referenced web sites.

1.2.2 General Notes

All required elements and attributes must be included.

When enumerations are provided in the form ‘enumeration’, the quotation marks (‘’) should not be included.

1.3 Normative References

- [CM] TR-META-CM MovieLabs Common Metadata, version 2.0,
<http://www.movielabs.com/md/md>
- [MECMD] DEG-EMA Media Entertainment Core Metadata, version 2.0,
<http://www.movielabs.com/md/mec>
- [RFC2141] R. Moats, *RFC 2141, URN Syntax*, May 1997, <http://www.ietf.org/rfc/rfc2141.txt>
- [RFC3629] Yergeau, F., et al, *RFC 3629, UTF-8, a transformation format of ISO 10646*, November, 2003. <http://www.ietf.org/rfc/rfc3629.txt>
- [RFC3986] Berners-Lee, T., et al, RFC 3986, Uniform Resource Identifier (URI): Generic Syntax, January 2005, <http://www.ietf.org/rfc/rfc3986.txt>
- [RFC5646] Philips, A, et al, *RFC 5646, Tags for Identifying Languages*, IETF, September, 2009.
<http://www.ietf.org/rfc/rfc5646.txt>
- [IANA-LANG] IANA Language Subtag Registry. <http://www.iana.org/assignments/language-subtag-registry>
- [ISO3166-1] Codes for the representation of names of countries and their subdivisions -- Part 1: Country codes, 2007.
- [ISO3166-2] ISO 3166-2:2007 Codes for the representation of names of countries and their subdivisions -- Part 2: Country subdivision code
- [ISO4217] Currency shall be encoded using ISO 4217 Alphabetic Code.
http://www.iso.org/iso/currency_codes_list-1
- [ISO8601] ISO 8601:2000 Second Edition, *Representation of dates and times, second edition*, 2000-12-15.
- [CEA766] ANSI/CEA-766-C, U.S. and Canadian Rating Region Tables (RRT) and Content Advisory Descriptors for Transport of Content Advisory Information Using ATSC Program and System Information Protocol (PSIP). April 2008.

1.4 Informative References

- [RFC4647] Philips, A., et al, *RFC 4647, Matching of Language Tags*, September 2006.
<http://www.ietf.org/rfc/rfc4647.txt>
- European Broadcast Union, Tech 3295 – P_META Metadata Library,
http://www.ebu.ch/en/technical/metadata/specifications/notes_on_tech3295.php

1.5 XML Namespaces

This document refers to the following XML namespaces:

- md: Common Metadata corresponding with Common Metadata.

- mdmec: Media Entertainment Core Metadata. Note that mdmec: references md: schemas
- avails: includes Avails data. Note that avails: references md: and mdmec: schemas

1.6 Identifiers

Identifiers must be universally unique. Recommended identifier schemes may be found in Common Metadata and in UltraViolet Content Metadata.

1.7 Status

This specification is completed and ready for pilot implementation. Although tested, we anticipate that additional implementation experience will yield recommendation for changes. Implementers should anticipate one or more revisions. Reasonable measures will be taken to ensure changes are backwards compatible.

2 AVAIL INFORMATION

The top level element for Avails are `Avail` and `AvailList`. The top-level XML type for Avails are `Avail-type` and `AvailList-type`.

2.1 Avail List

An Avail List contains on or more Avials.

Element	Attribute	Definition	Value	Card.
AvailList		Element for an Avail List	avails:AvailList-type	

Element	Attribute	Definition	Value	Card.
AvailList-type				
Avail		An Avail	avails:Avail-type	1..n

2.2 Avail

The Avail element is defined as follows:

Element	Attribute	Definition	Value	Card.
Avail		Element continuing a single Avail	avail:Avail-type	

The Avail-type complex type is defined as follows:

Element	Attribute	Definition	Value	Card.
Avail-type				
Disposition		Information about the Avails message such as whether it is a new Avail or if it replaces a previous Avail message.	avails:AvailDisposition-type	

Licensor		The entity issuing the Avail	mdmec:Publisher-type	
Asset		Each instance defines an asset subject to the Avail instructions	avails:AvailAsset-type	1..n
Transaction		Each instance includes transaction information regarding the Avail	avails:AvailTransaction-type	1..n
OfferingContentStructure		Description of relationship of the asset to each other in the form of a Common Metadata Compliation.	md:CompObj-type	0..1

2.2.1 AvailDisposition-type

Element	Attribute	Definition	Value	Card.
AvailDisposition-type				
EntryType		Indication of whether this Avail is new, update or deletion.	xs:string	
EntryID		An identifier unique to the Licensor that identifies this Avail. EntryID is used to match Avails for Update and Delete operations. It can also be used by respective parties to refer to the Avail.	md:id-type	0..1
IssueDate		Date this Avail was issued. If necessary, recipients can use IssueDate to reconstruct the order of issuance. Although this may be xs:gYear only or xs:date, it is strongly recommended that the xs:dateTime form be used.	md:YearDateOrTime-type	0..1
ReplacesEntryID		An EntryID in an Avail previously sent. Used to match for purposes of updating or deleting.	md:id-type	(optional choice)
ReplacesEntryDate		An EntryDate in an Avail previously sent. Used to match for purposes of updating or deleting.	md:YearDateOrTime-type	(optional choice)
<any>		Any other element	any ##other	0..n

EntryType shall have one of the following values:

- “Create” – Creates a new Avail.
- “Update” – Updates a matching Avail. See note below on matching. This Avail will replace the previous Avail in its entirety.
- “Delete” – Deletes the matching Avail. See note below on matching.
- “Other” – The recipient should evaluate the current Avail against existing Avails and determine whether this Avail is new or an update. It is recommended that “Update” be used instead of “Other”.

An Avail matches an earlier Avail if the new Avail’s ReplacesEntryID matches the earlier Avail’s EntryID, or the new Avail’s ReplacesEntryDate matches the earlier Avail’s EntryDate.

2.2.2 AvailAsset-type

Element	Attribute	Definition	Value	Card.
AvailAsset-type				
	contentID	Asset Identifier. This should be an EIDR.	md:ContentID-type	
WorkType		Work type as enumerated in Common Metadata, and repeated below.	xs:string	
TitleInternalAlias		Title used by involved parties to refer to this content.	xs:string	
ProductID		An identifier mutually agreed upon by sender and recipient. ProductID must be unique within a licensor. It is preferable that it be globally unique, such an EIDR.	xs:string	0..n
Metadata		Metadata describing Asset	avails:AvailMetadata-type	
SeriesMetadata		Additional metadata describing series information, such as seasons and series. This shall only be included if the asset is part of a series (e.g., an episode)	avails:AvailSeriesMetadata-type	0..1

WorkType shall be enumerated to one of the following (categories are to support the definition, but are not included in the enumeration).

Music related:

- 'Album' – A collection of songs
- 'Song'
- 'Music Video' – Music Video, not 'Performance'
- 'Ring Tone'
- 'Other Music'

Film related:

- 'Movie' – A full length movie regardless of distribution (e.g., theatrical, TV, direct to disc, etc.) and content (e.g., includes documentaries).
- 'Short' – a film of length shorter than would be considered a feature film.

TV, web and mobile related:

- 'Series' – a show that might span one or more seasons or might be a miniseries.
- 'Season' – a season of a Series. It will contain one more episodes.
- 'Episode' – an episodes of a season or miniseries. A pilot is also an episode. If episode is a 'webisode', 'mobisode' or other specialized sequence, it should be noted in Keywords.
- 'Non-episodic Show' – TV or other show that is non-episodic; for example, sports and news.
- 'Promotion' – promotional material associated with media. This includes teasers, trailers, electronic press kits and other materials. Promotion is a special case of 'Ad'.
- 'Ad' – any form of advertisement including TV commercials, informercials, public service announcements and promotions not covered by 'Promotion'. This does not include movie trailers and teasers even though they might be aired as a TV commercial.

Other:

- 'Excerpt' – An asset that consists primarily of portion or portions of another work or works; for example, something having the 'isclipof' or 'iscompositeof' relationship.
- 'Supplemental' – Material designed to supplement another work. For example, and extra associated with a Movie for a DVD.

- ‘Collection’ – A collection of assets not falling into another category. For example, a collection of movies.
- ‘Franchise’ – A collection or combination of other types, for example, a franchise might include multiple TV shows, or TV shows and movies.

2.2.2.1 AvailMetadata-type

Element	Attribute	Definition	Value	Card.
AvailMetadata-type				
TitleDisplayUnlimited		Display title, no length limit. Same as TitleDisplayUnlimited in Common Metadata.	xs:string	
RunLength		Total run time. Same as RunLength in Common Metadata.	xs:duration	0..1
AltIdentifier		Other identifiers referring to the same asset. Same as AltIdentifier in CommonMetadata.	md:ContentIdentifier-type	0..n
ReleaseHistory		History of release such as air dates or DVD release information. Defined in Common Metadata, 4.1.1.	md:ReleaseHistory-type	0..n
<any>		Any other element	any ##other	0..n

2.2.2.2 AvailSeriesMetadata-type

Element	Attribute	Definition	Value	Card.
AvailSeriesMetadata-type				
SeriesID		Identifier for Series. Preferably an EIDR.	md:id-type	
SeasonID		Identifier for Season. Preferably an	md:id-type	

		EIDR.		
SeriesTitle		Title for series in language mutually agreed upon by sender and receiver. Same as Core Metadata TitleInternalAlias	xs:string	
SeasonTitle		Title for season. Same as Common Metadata TitleDisplayUnlimited for WorkType 'Season.	xs:string	
LocalSeriesTitle		Local series title, if applicable. Same as Common Metadata TitleDisplayUnlimited for WorkType 'Series'	xs:string	0..n
	language	Language for local series title	xs:language	
LocalSeasonName		Local season title, if applicable. Same as Common Metadata TitleDisplayUnlimited for WorkType 'Season.	xs:string	0..n
	language	Language for local series title	xs:language	
SeasonNumber		Season number as defined in Common Metadata. Parties should agree upon which numbering scheme to use.	md:ContentSequenceInfo-type	
SeasonEpisodeCount		Number of episodes in this season.	xs:positiveInteger	0..1
SeriesAltIdentifier		Other identifiers for the series.	md:ContentIdentifier-type	0..n
SeasonAltIdentifier		Other identifiers for the season.	md:ContentIdentifier-type	0..n
<any>		Any other element	any ##other	0..n

2.2.3 AvailTrans-type

Element	Attribute	Definition	Value	Card.
AvailTrans-type				

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Type		Type of transaction. See below.	xs:string	
Description		A free-form description of the transaction.	xs:string	
Locale		Region or regions where transaction applies. Default is worldwide. Note that if both Locale and LocaleExcluded are absent, default is worldwide.	md:Region-type	0..n
Language		Language or languages to which transaction applies. If absent, then all languages is assumed.	xs:language	0..n
LocaleExcluded		Region or regions where transaction does not apply. Default is nowhere, and Locale takes precedence.	md:Region-type	0..n
LicenseRightsDescription		Description of License or Rights granted. See below.	xs:string	
FormatProfile		Indicates the format profile covered by the transaction. This typically refers to HD, SD or 3D.	xs:string	
Terms		Terms described in pre-defined values.	avails:AvailTerms-type	0..1
OtherTerms		Terms described as name/value pairs.	md:NVPair-type	0..1
OtherTerms		Monetary terms described as name/value pairs.	md:NVPairMoney-type	0..1
OtherInstructions		Any other instructions. Free text.	xs:string	0..1
Start		Start of terms. If Start and ContStart are absent, terms begin immediately.	xs:dateTime	(optional choice with ContStart)
CondStart		Conditional Start of terms	avails:AvailTransCondDate-type	(optional choice with Start)

End		End of terms. If End and CondEnd are absent, terms continue indefinitely.	xs:dateTime	(optional choice with CondEnd)
CondEnd		Conditional ending period	avails:AvailTransCondDate-type	(optional choice with End)

Type should have one of the following values, although additional values may be used by agreement between sender and receiver:

- ‘EST’ (Electronic Sell Through)
- ‘VOD’ (Video on Demand) – Download or streaming based on individual transactions (e.g., payment per use).
- ‘SVOD’ (Subscription VOD) – Streaming on a subscription service

Note that any of these models can be paid or free.

LicenseRightsDescription should have one of the following values:

- ‘New Release’ – New release
- ‘Library’ – Catalog title
- ‘Mega-Library’ – High value library
- ‘DD-Theatrical’ – EST, VOD or Subscription availability, Day and Date withTheatrical
- ‘Pre-Theatrical’ – EST, VOD or Subscription availability prior to theatrical availability
- ‘DD-DVD’ – Day and Date DVD
- ‘Early EST’ – EST prior to DVD availability
- ‘Preorder EST’ – preorder EST prior to DVD availability (order, but not download or play)
- ‘Early VOD’ – VOD prior to DVD availability, also Preorder VOD
- ‘Preorder VOD’ – preorder VOD prior to DVD availability (order, but not download or play)
- ‘DTV’ – Direct to Video

FomatProfile should have one of the following values

- ‘HD’ – High Definition

- ‘SD’ – Standard Definition
- ‘3D’ – 3D, non-specific of resolution
- ‘3DHD’ – 3D High Definition
- ‘3DSD’ – 3D Standard Definition
- ‘HFR’ – HD High Frame Rate
- ‘3DHFR’ – 3D High Frame Rate
- ‘4K’ – 4K (4096x2160) format or 4xHD (3840x2160)
- ‘3D4K’ – 3D 4K

2.2.3.1 AvailTransCondDate-type

Element	Attribute	Definition	Value	Card.
TransInfo-type				
Event		The event to which this condition is tied	xs:string	0..1
Condition		Indication of before, after, etc.	xs:string	
Locale		Locale of the condition	md:Region-type	0..1
Lag		Indication of how much before or after the event. This shall always be positive and the direction is assumed from the Condition.	xs:duration	0..1

Event may have any value as listed under Release Information Encoding as described in the Common Metadata Specification.

The following are accepted values for Condition

- ‘before’ – indicates Lag before Event
- ‘after’ – indicates Lag after Event
- ‘simultaneous’ – indicates it happens at the same time. Lag should not be included, but ignored if it is.

2.2.3.2 AvailTerms-type

Element	Attribute	Definition	Value	Card.
AvailTerms-type				
Tier		Offering Tier. This is typically a reference to a tier in a contract.	xs:string	0..1
RentalDuration		Duration of rental period.	xs:duration	0..1
WatchDuration		How long user has to complete viewing once started.	xs:duration	0..1
WSP		Wholesale price	md:Money-type	0..1
MSRP		Manufactures Suggested Retail Price	md:Money-type	0..1
SeasonWSP		Wholesale Price for an entire season.	md:Money-type	0..1
CaptionIncluded		Are captions included in encoding. 'true' means yes.	xs:boolean	0..1
CaptionRequired		Are captions required anywhere in the regions specified for the transaction. 'true' means yes.	xs:boolean	0..1
<any>		Any other element	any ##other	0..n

2.2.4 Money-type and NVPairMoney-type (should be Common Metadata)

Element	Attribute	Definition	Value	Card.
Money-type				
	currency	Currency as expressed in ISO 4217 Currency Alphabetic Code. For example, 'USD' for US Dollars.	xs:string	
Value		Value	xs:decimal	

[ISO4217] typically allows two or three digits after the decimal. However, Value in this element may have as many decimal places as necessary.

NVPairMoney-type is like NVPair-type except the Value is currency-based.

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Element	Attribute	Definition	Value	Card.
NVPairMoney-type				
Name		Identification of the parameter being specified	xs:string	
Value		Value specified for Name.	md:Money-type	

3 RULES FOR SPREADSHEET ENCODING

The Excel structure is a subset of what can be encoded in the XML structure. This section defines rules for translating between schema and spreadsheet.

Note that spreadsheets may be transmitted as Microsoft Excel spreadsheets or common separated values (CSV) files.

3.1 Mapping Spreadsheet to XML Document

Spreadsheet		XML	Mapping
Licensor	Display Name	//Licensor/DisplayName	1:1
AvailTrans	Language	//Transaction/Language	1:1
AvailTrans	Locale	//Transaction/Locale	1:1
Avail Asset	WorkType	//Asset/WorkType	1:1
Disposition	EntryType	//Disposition/EntryType	1:1
Avail Asset	TitleInternalAlias	//Asset/TitleInternalAlias	1:1
AvailMetadata	TitleDisplayUnlimited	//Asset/Metadata/TitleDisplayUnlimited	1:1
AvailTrans	LicenseRightsDescription	//Transaction/LicenseRightsDescription	1:1
AvailTrans	(License) Type	//Transaction/Type	1:1
AvailTrans	FormatProfile	//Transaction/FormatProfile	1:1
AvailTrans	Start	//Transaction/Start	1:1
AvailTrans	End	//Transaction/End	1:1
AvailTrans	Description	//Transaction/Description	1:1
AvailTrans	Other Terms	//Transaction/OtherTerms	Name/Value pairs in parentheses, separated by semicolon (<i>name;value</i>)
AvailTrans	Other Instructions	//Transaction/OtherInstructions	1:1
Avail Asset	Content ID	//Asset/@contentID	1:1
Avail Asset	Product ID	//Asset/ProductID	1:1
AvailMetadata	AltID	//Asset/Metadata/AltIdentifier	First instance
AvailMetadata	Release History (Original)	//Asset/ReleaseHistory/Date	Where ReleaseType='original' and DistrTerritory matches
AvailMetadata	Release History (DVD)	//Asset/ReleaseHistory/Date	Where ReleaseType='DVD' and DistrTerritory matches
AvailTerms	Rental Duration	//Transaction/Terms/RentalDuration	1:1
AvailTerms	Watch Duration	//Transaction/Terms/WatchDuration	1:1
AvailTerms	WSP	//Transaction/Terms/WSP	1:1

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AvailTerms	Tier	//Transaction/Terms/Tier	
AvailTerms	MSRP	//Transaction/Terms/MSRP	1:1
AvailTerms	CaptionIncluded	//Asset/Metadata/CaptionIncluded	1:1
AvailTerms	Caption Required	//Asset/Metadata/CaptionRequired	1:1
AvailTerms	Any		
AvailMetadata	Total Run Time	//Asset/Metadata/RunLength	1:1

3.2 Mapping XML Document to Spreadsheet

XML	Spreadsheet		Mapping
//Disposition/EntryType			None
//Disposition/EntryType	Disposition	EntryType	1:1
//Disposition/IssueDate			None
//Disposition//ReplacesEntryid			None
//Disposition/ReplacesEntryDate			None
//Licensor/@organizationID			None
//Licensor/@idType			None
//Licensor/@retailerSpecificID			None
//Licensor/DisplayName	Licensor	Display Name	1:1
//Licensor/SortName			None
//Licensor/AlternateName			None
//Licensor/ContactInfo			None
//Asset/@contentID	Avail Asset	Content ID	1:1
//Asset/WorkType	Avail Asset	WorkType	1:1
//Asset/TitleInternalAlias	Avail Asset	TitleInternalAlias	1:1
//Asset/ProductID	Avail Asset	Product ID	1:1
//Asset/Metadata/AltIdentifier	AvailMetadata	AltID	First instance
//Asset/Metadata/TitleDisplayUnlimited	AvailMetadata	TitleDisplayUnlimited	1:01
//Asset/Metadata/RunLength	AvailMetadata	Total Run Time	1:01

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//Asset/ReleaseHistory/Date	AvailMetadata	Release History (Original), Release History (DVD)	ReleaseHistory/Date maps where ReleaseType='original' and ReleaseType='DVD'
//AssetReleaseHistory/ReleaseType			Maps in cases above
//AssetReleaseHistory/DistrTerritory			Maps in cases above
//AssetReleaseHistory/Description			None
//Asset/ReleaseOrg			None
//Asset/Metadata/CaptionIncluded	AvailTerms	CaptionIncluded	1:1
//Asset/Metadata/CaptionRequired	AvailTerms	Caption Required	1:1
//Asset/SeriesMetadata			Future
//Transaction/Description	AvailTrans	Description	1:1
//Transaction/Locale	AvailTrans	Locale	Only first instance. Must have a new row for each combination.
//Transaction/Language	AvailTrans	Language	
//Transaction/LocaleExcluded			This cannot be represented. If necessary, all other Locales included in Locale.
//Transaction/LicenseRightsDescription	AvailTrans	LicenseRightsDescription	1:1
//Transaction/FormatProfile	AvailTrans	FormatProfile	1:1
//Transaction/Type	AvailTrans	(License) Type	1:1
//Transaction/Terms/Tier	AvailTrans	Tier	1:1
//Transaction/Terms/RentalDuration	AvailTerms	Rental Duration	1:1
//Transaction/Terms/WatchDuration	AvailTerms	Watch Duration	1:1
//Transaction/Terms/WSP	AvailTerms	WSP	1:1
//Transaction/Terms/MSRP	AvailTerms	MSRP	1:1
//Transaction/Terms/SeasonWSP			Future
//Transaction/OtherTerms	AvailTrans	Other Terms	Name/Value pairs in parentheses, separated by semicolon (<i>name;value</i>)
//Transaction/OtherFinanceTerms			None

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//Transaction/OtherInstructions	AvailTrans	Other Instructions	1:1
//Transaction/Start	AvailTrans	Start	1:1
//Transaction/CondStart			None
//Transaction/End	AvailTrans	Start	1:1
//Transaction/CondEnd			None
//OfferingContentStructure			None
//CoreMetadata			None