

MDDF Encoding Guidance: Audiovisual Type and Subtype

This practice defines how to encode
MediaManifest/Experience/Audiovisual/Type and SubType in Media Manifest



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REVISION HISTORY

Version	Date	Description
1.0	May 24, 2017	Initial publication

1 AUDIOVISUAL TYPE/SUBTYPE

The Audiovisual element contains Type and SubType elements to provide information about the referenced Playable Sequence or Presentation.

The Media Manifest specification defines Type as one of the following:

- ‘Main’ – Main title (typically the feature)
- ‘Promotion’ – Trailers, teasers, etc.
- ‘Bonus’ – Additional material related toward the Main Program, such as, deleted scenes, making-of, etc.
- ‘Other’ – Any other material included

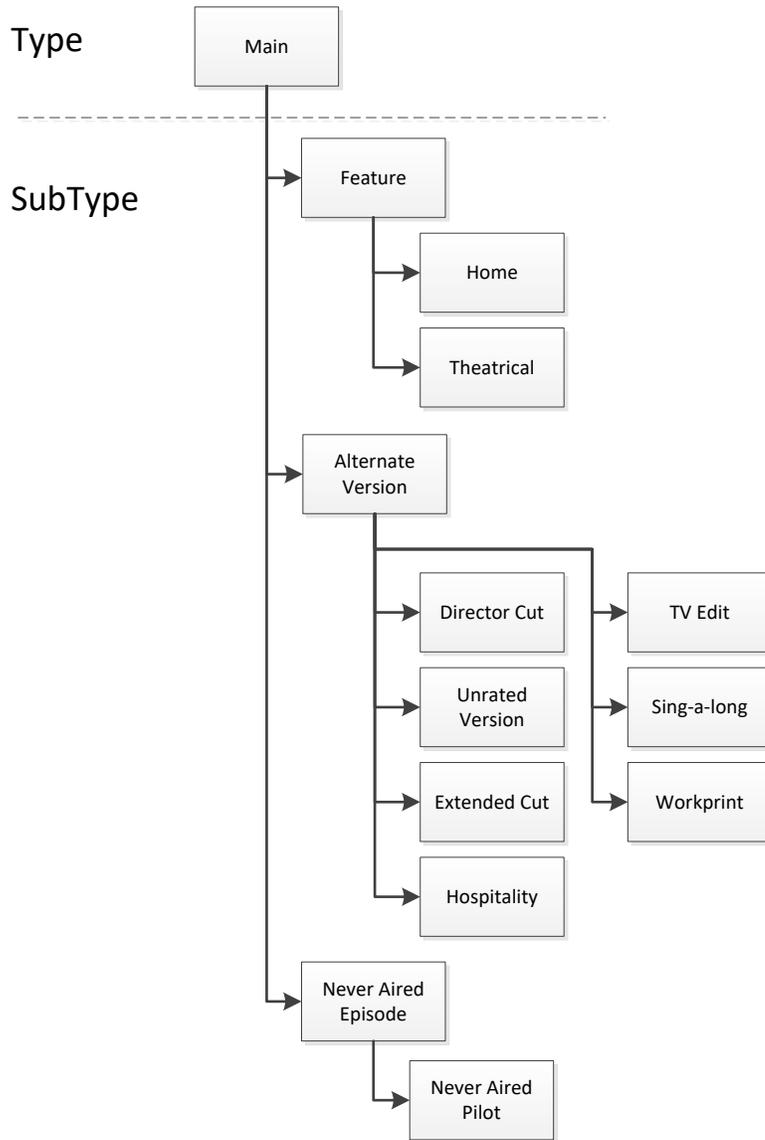
This section provides guidance on encoding SubType. Zero or more SubType elements can be included¹. Generally, SubType values are relevant only to specific Type values. For example, the “Trailer” SubType only applies to the “Promotion” Type. When more than one SubType is included, subsequent SubType instances modify the first SubType. This is not a hard and fast rule, and any applicable SubType should be included.

The following sections define the SubType values applicable to each Type value. In each section, a diagram is provided showing relationships and a table is provided describing each value.

Encoding must be as given (including spaces and dashes). It is recommended that interpretation is case insensitive.

¹ Version 1.0 allowed only one SubType instance, but this is corrected in later versions.

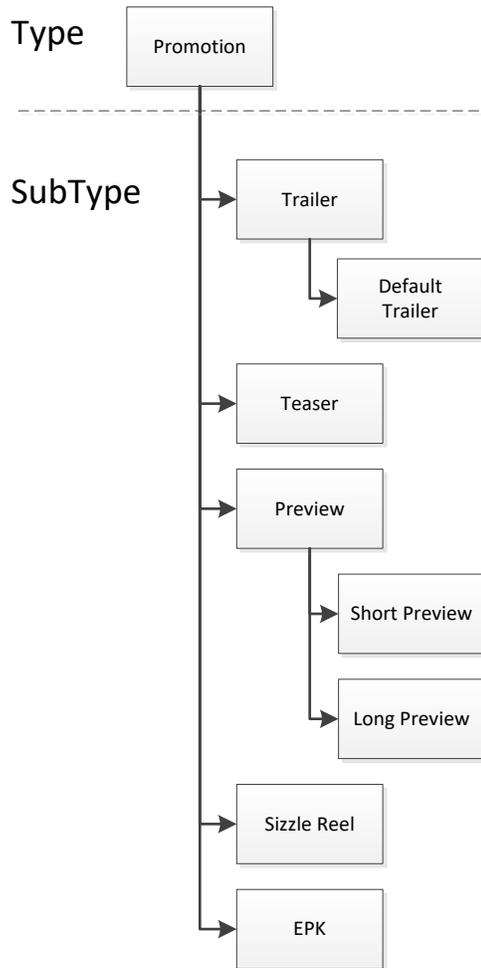
1.1 Main Type



SubType value	Description	Parent
Feature	Main feature. This avoids any ambiguity that this is the primary asset (movie, TV episode, etc.) in the collection.	
Home	Home entertainment version. This is assumed unless otherwise stated.	Feature
Theatrical	Theatrical version. This may also appear under Alternate Version if desired for presentation or marketing reasons.	Feature
Alternate Version	Indicates another version of the asset	

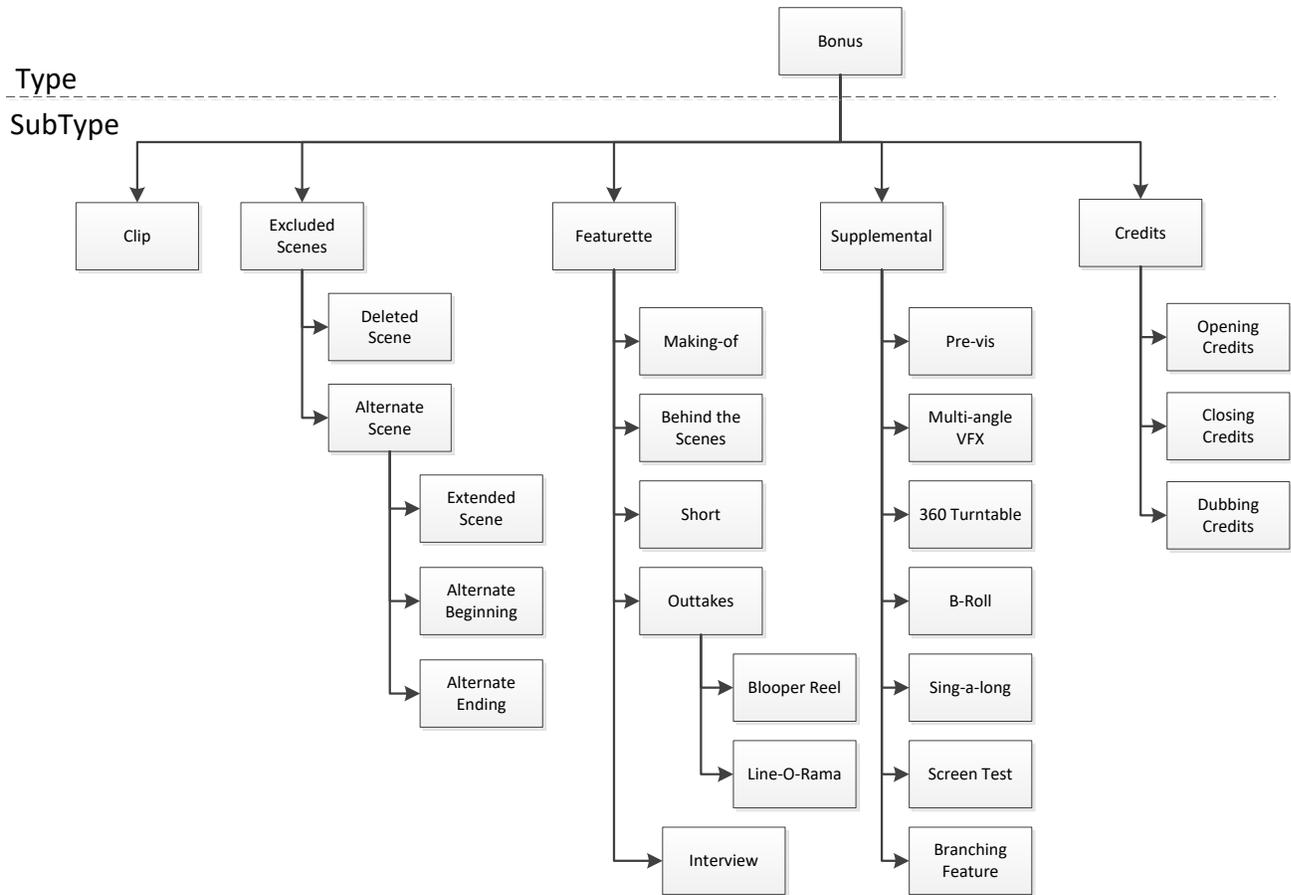
Director Cut	Director's cut	Alternate Version
Unrated Version	Unrated version, typically with an implied rating higher than the original (e.g., "Unrated Edition").	Alternate Version
Extended Cut	Extended version of the work, not including director's cuts.	Alternate Version
Hospitality	Version created for hospitality (airplane, hotel, etc.)	Alternate Version
TV Edit	Version edited for television	Alternate Version
Sing-a-long	Full feature sing-a-long. Note that sing-a-long can also be Bonus.	Alternate Version
Workprint	Post-production version of the complete film.	Alternate Version
Never Aired Episode	TV Episode that was not aired. This would typically be included in a list with episodes that were aired.	
Never Aired Pilot	The episode than never aired is a pilot.	Never Aired Episode

1.2 Promotion Type



SubType value	Description	Parent
Trailer	Short-form promotional content	
Default Trailer	Use this one as the primary trailer when showing title. (e.g., presale)	Trailer
Teaser	Short trailer that doesn't show a lot of footage, builds buzz	
Preview	Preview	
Short Preview	Short preview. This generally refers to the first 2 minutes of a work	Preview
Long Preview	Long preview. This generally refers to the first 10 minutes of a work	Preview
Sizzle Reel	"A sizzle reel is a fast paced video that is short and incorporates creativity with sounds and engaging sights to advertise a product or any concept on TV" (http://prsizzlereel.com/sizzlereel/what-is-a-sizzle-reel/)	
EPK	Electronic Press Kit. Container for clips/other promotional material given to the press	

1.3 Bonus Type



SubType value	Description	Parent
Clip	Subset of a Type="Main" asset. If is not part of a main asset, is would generally be an Excluded Scene	
Excluded Scenes	Any material that did not appear in the original Type="Main" asset.	
Featurette	General category that can include shorts, making-of's, and other types of film-related content	
Supplemental	Additional finished material that would not be considered a Featurette.	
Credits	Credits	

Excluded Scenes

SubType value	Description	Parent
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Deleted Scene	Scene deleted from final cut	Excluded Scenes
Alternate Scene	A scene that replaces a scene in the final cut, but is not considered an Extended Scene	Excluded Scenes
Extended Scene	Alternate scene that extends a scene in the final cut.	Alternate Scene
Alternate Beginning	Scene that represents a different beginning.	Alternate Scene
Alternate Ending	Scene that represents a different ending.	Alternate Scene

Featurette

SubType value	Description	Parent
Making-of	Documentaries that address some aspect of creating a work. These may address entire works, specific scenes, special effects, costumes or any other aspect of filmmaking.	Featurette
Behind the Scenes	Behind the scenes.	Featurette
Short	Short that accompanies a main title. For example, an animated short associated with an animated film.	Featurette
Outtake	Takes that are not included in the final version.	Featurette
Blooper Reel	Composition of outtakes from filming, usually edited together quickly to increase comedic value	Outtake
Line-O-Rama	Composition of different lines, typically ad-lib lines, from a work. Similar to a gag reel	Outtake
Interview	Interviews with cast/crew about a role or movie, generally released as promotional content	Featurette

Supplemental

SubType value	Description	Parent
Pre-vis	Footage of a scene before final visual effects have been processed. Usually batched with clips from several VFX stages to show a progression	Supplemental
Multi-angle VFX	Multi-angle representations of visual effects	Supplemental
360 Turntable	View of object from all angles (360 degrees)	Supplemental
B-Roll	B-roll material collected to fill in scenes. This might be included in the final cut, or not.	Supplemental
Sing-a-long	Scenes sing-a-long visuals. If it is a complete work, it should be an Alternate Version	Supplemental
Screen Test	Footage from actor's auditions for a role	Supplemental

Branching Feature	Commentary is included in divergent paths that the user can navigate.	Commentary
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Credits

SubType value	Description	Parent
Opening Credits	Credits shown at the beginning	Credits
Closing Credits	Credits shown at the end	Credits
Dubbing Credits	Credits for audio dubbing in particular languages. Can be used in conjunction with Opening Credits or Closing Credits.	Credits

1.4 Other Type

No SubType values are currently defined for “Other”.

1.5 Studio-specific Types

For other types not covered, the following syntax is recommended:

“Other:”+[<org>]+“:”+<label>

Where <org> is an organization-specific name and <label> is a unique label. Note that <org>+“:” is optional.

For example, if Warner Bros wished to add a Maximum Movie Mode Subtype, it would look like this: `Other:Warner:MMM`.