

# SVOD Title List: Excel 1.7.3, XML 2.3

July 9, 2019 (RC4)

# SVOD Rights Communications (Avails) - Background

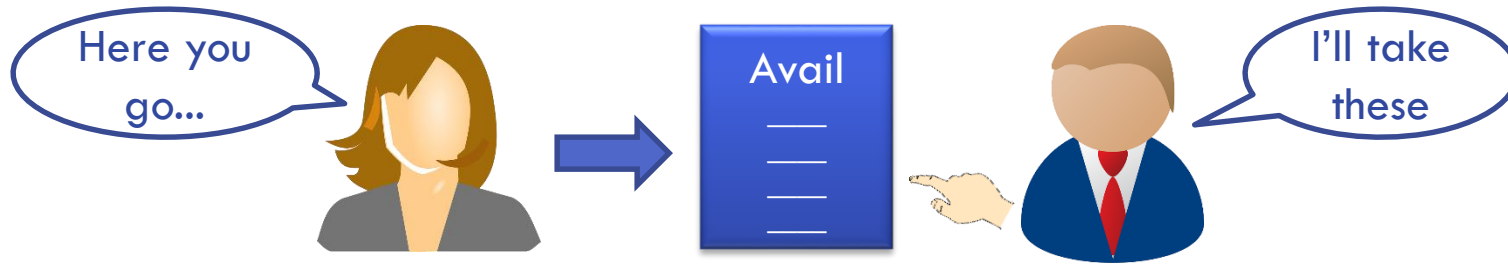
2

- SVOD retailers noted gaps between TVOD avails spec and requirements for SVOD rights communications
- EMA initiated SVOD RightsCom Working Group comprised of SVOD platforms (Amazon, Cinedigm, Google, Netflix)
- Project Plan & Milestones:
  - June 28 – Project kickoff
  - August 31 – Draft 1 requirements defined, uses cases developed
  - September-November – Engage with content partners, iterate
  - Q4 – Ready to Publish

# SVOD Title List versus TVOD Avail

3

- Avail unilaterally inform retailers what they are licensed to offer
- Retailer decides what *subset* to offer from within Avail (titles, tracks, etc.)



- Title List is a mutually created document that defines the *set* that the retailer will offer



But, most of the data is the same

# Goals

4

- **Maintain 100% backwards compatibility with 1.7.2**
  - Any 1.7.2 file is a valid 1.7.3 file
- **Add support for SVOD Title Lists to Avails specs**
  - Add fields necessary to support an SVOD “title list”
- Note: Some of the SVOD enhancements can expand the use cases supported for TVOD
- Note: All features supported in XML, but only Excel changes discussed here

# Changes

5

- Director – for title matching
- Download
- Territory Exclusion
- Title Status
- Exclusivity, Branding Rights
- Subscription Type/Channel (GroupingEntity)
- Required Fulfillment Languages
- Grouping/Channel (GroupIdentity)
- Window enhancements (allowed encodings for SVOD)
  - Start and End (also add lag and duration)
- Language Enhancements
  - All language fields enhanced to support localization type (sub, dub, subdub, any)
- “Library” LicenseType

# New: Director

6

- Need
  - Title matching and QC
  - Note that this is generally not required, and by general agreement should not be required. However, given certain retailer's current requirements, this field ensures consistent encoding.
- Change
  - New column: "Director"
  - First Billed Director preferred
  - Names in natural order (first name first)
  - Optional
  - XML: Added to Asset metadata

# New: Download

7

- Need
  - Identify which specific titles are eligible for download
  - If download rights are covered in the contract for all titles, this is unnecessary
- Change
  - New column 'Download'
  - Optional
  - Enumerated Vocabulary
    - true – download allowed
    - false – not allowed, blank=see contract)
    - *If blank (Default)* – same as 1.7.2, via bilateral agreement
  - XML: New Term

# New: Territory Exclusion

8

- Issues
  - There is no need to have a distinct line per territory as in Excel Avails
  - Sometimes it's easier to say all territories except for *X* rather than list all territories.
- Changes
  - New column 'TerritoryExcluded'
    - Based on model above
  - Multiple territories can be listed
  - UN M.49 Area Codes allowed
  - XML: TerritoryExcluded already supported. UN M.49 added as part of Common Metadata 2.6



# New: Title Status

9

- Need
  - Retailers need to know title status on a per-title basis during Title List development.
  - This field does not apply to completed Title Lists
- Change
  - New Column 'TitleStatus'
  - Optional
  - Enumerated Vocabulary
    - Pending – Title is not licensed, but might be
    - Approved – Title is licensed
    - *If blank (Default)* – same as 1.7.2, via bilateral agreement
  - Note: To remove a title use Full Delete
  - XML: New Term

# New: Exclusivity

10

- Need
  - Retailer needs to know if individual titles are exclusive
  - Retailers need to know if they have branding rights for individual titles
  - Additional information might be needed, but this is currently left open for bilateral or future definition
- Change
  - New optional columns
    - **Exclusive** (True/False) - Communicate whether the title/format/region/date/language (row in Excel) is exclusive to the indicated retailer
    - **ExclusiveAttributes** (String) - Communicate additional information about the scope of the exclusivity. Exclusive to on-line retailers? Exclusive across all channels except theatrical?
    - **BrandingRights** (True/False) - Communicate whether the row may be represented with retailer specific branding.
    - **BrandingRightsAttributes** (String) - Communicate details about what may be presented with the content if desired. For example “Eric’s Great Video Store Original”
  - XML: New Terms

# New: Channel/Subscription Type

11

- Need to specify channel or subscription type
  - For example, Google Play, YouTube Red or Amazon Prime
- Change
  - New column 'GroupIdentity'
    - based on GroupingEntity concept in MEC
  - *If blank (Default)* – same as 1.7.2, nothing specified
  - XML: Already supported

# Window Enhancements (introduction)

12

- Need
  - More flexible window definition (details follow)
- Change
  - Added new Start and End conditions
  - Added Lag columns
  - Added Duration column
  - XML: Added @lag attributes and Duration element

# Start and End

13

- Issue
  - Start and end have more conditions than currently in TVOD
- Enhancement
  - Allow more non-date conditions in Start and End
    - ‘Broadcast’ – Broadcast date (e.g. individual episode)
    - ‘completed’ – Date of airing of complete season (i.e., following last episode)
    - ‘Theatrical’ – Theatrical release date
    - ‘EST’ – EST Street date
    - Note: No requirement for physical street date.
  - XML: Added controlled vocabulary

# Lag

14

- Issue
  - Can have lag from a start or end condition (e.g., EST + 4 weeks)
- Change
  - New columns 'StartLag' and 'EndLag'
  - ISO 8601 durations, can be negative
  - Optional
  - XML: Added @lag attribute to Start and End

# Duration

15

- Issue
  - End might be relative to start condition (not an issue for date)
- Change
  - New column 'WindowDuration'
  - ISO 8601 durations
  - Optional
  - If Duration and End (or End and EndLag) are both specified, end time is the earlier of the two
  - Note: 1Y = same date in next year. 1M = same date next month
  - XML: Already supported

# Language Enhancements (introduction)

16

- Need
  - SVOD needs to be more specific about which languages are licensed and delivered
  - SVOD adds concept of assets required to be delivered by studio
- Summary of Change
  - Allow all language fields to include multiple languages
  - New column “RequiredFulfillmentLanguages” – languages the studio must delivery
  - Allow languages to be tagged with sub and dub information



# Language Characteristics

17

- Current
  - Licensing is covered by AllowedLanguages and HoldbackLanguages
  - Tracks that *might* be delivered covered by AssetLanguage
- Need
  - No way to specify assets required to be delivered by studio
- Summary of Change
  - New column “RequiredFulfillmentLanguages”
  - Optional
  - XML: Added as attribute

# Encoding language fields

18

- Current
  - AllowedLanguages and HoldbackLanguages allow multiple languages (separated by commas)
  - AssetLanguage does not currently support this
- Issue
  - Each field requires multiple languages
- Change
  - Allow multiple languages in all fields (AllowedLanguages, HoldbackLanguages, AssetLanguage and RequiredFulfillmentLanguage)
  - XML: Already supported

# Sub and Dub specificity

19

- Issue
  - Need to be LocalizationType to be applied to each language instance (i.e., need to specify for each language licensed or to be delivered whether the reference applies to sub, dubs, both, or non-specific)
- Changes
  - Languages can be tagged with a colon (":") followed by localization type (as defined in LocalizationType): 'sub', 'dub', 'subdub', 'any' ('any' is default)
    - For example: en; fr-CA:dub; fr-FR:any; es-419:subdub; cm-Hant:any
  - Don't use LocalizationType column in SVOD
  - XML: Already supports this

# After EST License type

20

- Current
  - No way to indicate a title has fallen out of EST window, but is still active (i.e., can still be fulfilled). This applies to signaling information to libraries for older titles
- Change
  - Added 'Library' LicenseType