Avails 1.8

January 29, 2018
Changes

- Extend 1.7.3 changes to TVOD Avails
- Structural changes
  - Consolidate Movies, TV and (proposed) Collections tab into one main tab
  - Change TV and Movie to “Templates” that show how legacy TV and Movies are done; and possibly others
- Language clarifications (particularly AssetLanguage)
- Volumes, Bundles and Collections
  - Support Volumes
  - Support Bundles and Collections
- Misc
  - Signal movie to go in TV store (Add StoreType)
  - Add PackageLabel
  - Indication that bonus is included in offer
  - Fixed end time defaults
Extend 1.7.3 changes for TVOD

- Optional additions – none of these are burning issues, but they’re there if needed
  - Licensee – not generally applicable
  - EpisodeTitleID – place to hold title EIDR (not just edit)
  - GroupIdentity – for improved placement, if needed
  - TerritoryExclusion – more general territory specification, not necessarily useful. Better compatibility with XML
  - Download – if applicable
  - Timing: StartLag/EndLag, Duration, “Immediate”, “Open”
  - Languages (covered on next slide)
- Misc. clarifications
Structural and Editorial changes

- **Structural**
  - All fields on one tab
  - All data dictionary on one tab
  - Fully compatible with “TV” and “Movie” tabs (can still use this nomenclature)
    - Templates added with old TV and Movie tabs to illustrate how it’s used.
  - General instructions added accordingly

- **Editorial**
  - No more examples on main tab—these are on template tabs
  - Columns reordered to be more logical
  - General instructions clarified
Language Clarifications

- **Problem**
  - AssetLanguage and LocalizationType are inadequately defined and usage possibly inconsistent
  - 1.7.3 language features (specificity around subs and dubs) applicable to TVOD

- **Solution**
  - Redefine AssetLanguage column to mean: Languages with the following properties: Intended language for fulfillment; and for presentation to audience in that territory. Whether AssetLanguage is contractual depends on the bilateral contract. If absent, refer to contract.
  - Allow multiple languages in AssetLanguage using 1.7.3 syntax. (understanding individual studios might not use this)
    - For example, “en:subdub, fr:dub”
  - LocalizationType is applicable to a single language in AssetLanguage. LocalizationType must be blank when AssetLanguage has multiple languages or “…” notation.
  - Remove old AssetLanguage definition (Don’t need alternate definition of AssetLanguage)

- **Example: Animation in SW**
  - Opt1
    - AllowedLanguage="en, fr, it", AssetLanguage="en:dub, fr:dub, it:dub"
  - Opt2 (German dubs held back, but subs allowed)
    - AllowedLanguage="en, fr, it, de:sub", AssetLanguage="en:dub, fr:dub, it:dub, de:sub"
  - **ACTION:** Best Practice that explains this!
Volumes, Bundles, Collections Definitions

- **Volume:** *Chronological TV episodes* from within the *same series*.
  - Chronological subset of a season
  - Includes split seasons (1a, 1b)

- **Collection:**
  - Consist of *TV episodes* from across *multiple seasons or series*
  - Collections are used to group “like” content together for a single purchase option.

- **Bundle:** *Any* combination of *anything*, other than *Volume or Collection*
  - If the ‘bundle’ meets the definition of Volume or Collection, it should be encoded as a Volume or Collection
  - Typically some combination of *movies* and/or *TV seasons*
  - Advanced usage (not clear if and when this will be supported?)
    - Including movies and/or TV seasons and individual episodes (e.g., 2 season plus an episode)
    - Bundles that include Volumes, Collections or other Bundles (e.g., a Franchise Bundles that includes TV Series, Movie Series, etc.)
## Volumes vs. Collections vs. Bundle Definitions

<table>
<thead>
<tr>
<th></th>
<th>Volume</th>
<th>Collection</th>
<th>Bundle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Must be from same season</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Must be sequential episodes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Includes only TV (no movies)</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
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</table>

These are all supported in v1.8
Examples

Season 1
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

Season 2
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

Volume 1a
1 2 3 4 5 6 7 8

Volume 1b
9 10 11 12 13 14 15 16

Collection (episodes)
1 2 3 8 9 13 14 16 4 5 6 7 8

Bundle (seasons)
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

Bundle (season + movies)
A B C D movies
Volumes

Solution Summary

- Episodes are availed as before, but when an episode is part of a volume, volume-specific data is included.
- Volumes availed much like seasons: Row with ‘WorkType’="Volume" and volume-related fields (VolumeID and VolumeAltID) matching fields match those fields in the episodes.
- Add volume-specific fields to spec:
  - VolumeNumber, VolumeTitleInternalAlias, VolumeTitleDisplayUnlimited, VolumeID, VolumeAltID, and VolumeContentID, VolumeDistributionNumber
  - New WorkType of “Volume” (defined in Common Metadata)

Notes

- Like seasons, an episode can be in at most only one volume within a territory.
  - If for some reason multiple volumes are required, they must be handled as collections.
- While the field ‘DistributionNumber’ was initially defined as a possible method of tagging an episode relationship with a volume the concern is that this field may already be used for other purposes and doesn’t provide a robust, volumes specific solution.
- Volumes and episodes within volumes are assumed to also belong to a season (Season data is still required)
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<td>//Opt</td>
<td>//REQ</td>
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<td>//Opt, only applicable to volume</td>
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<td>The Detectives, Volume 2</td>
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<td>8</td>
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</tbody>
</table>
Bundles

• Bundle any combination of movies and/or TV seasons
  • Die Hard Series Bundle
  • Serenity (2015 Movie) and Firefly (TV Series) Bundle
  • The Flash Bundle: Seasons 1, 2, and 3
• Analogous to shrink wrap around a collection of Blu-rays
• Bundles are handled in Avails
  • Defined by a list of ALIDs (reference elsewhere in the Avail)
    • Bundle contains the union of all assets in those Avails (including bonus)
  • Bundle has its own ALID and its own terms
    • Not just price: Can include dates, resolutions, etc.
  • Bundle has its own metadata
Bundles Implementation

- Create ‘row’ for Bundle (own ALID, terms and metadata)
  - Reference assets in BundledAssets
  - There is no indication in the Bundle definition whether it’s a Bundle, Collection, Boxed Set or any other grouping. One must rely on referenced ALIDs for series, season and volume information
  - Series and season information should be included as applicable (e.g., a bundle of seasons in the same season can include season data)
  - Reference items must be availed in some form
    - If referenced objects are out of window it should be assumed the bundle is in error. Corrective measure is to include a bundle-only avail that is in window.
- Added “Bundle-only” PriceType
  - Similar to “Season-only”, which is still supported
  - Supports content that would not otherwise be Availed
**Bundling**

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<td>Bundle</td>
<td>Movies+TV Seasons</td>
<td>Collection</td>
<td>Movies and/or Seasons</td>
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<td>Bundle</td>
<td>Multiple Seasons</td>
<td>Collection</td>
<td>Seasons</td>
<td>Include Series data</td>
</tr>
<tr>
<td>Collection</td>
<td>TV episodes, different series</td>
<td>Collection</td>
<td>TV Episodes</td>
<td></td>
</tr>
<tr>
<td>Collection</td>
<td>TV, same series</td>
<td>Collection</td>
<td>TV Episodes</td>
<td>Include Series data</td>
</tr>
</tbody>
</table>
Signaling (TV) Movie goes in TV Store

- **Problem**
  - Studios wish to offer certain TV movies in the TV store
  - For example, “Hairspray Live!”
  - Current approach: Create pseudo-series with 1 season and 1 episode
    - e.g., (same on other sites), [https://play.google.com/store/tv/show/Hairspray_Live?id=jUHeag6pfDM](https://play.google.com/store/tv/show/Hairspray_Live?id=jUHeag6pfDM)
  - Requirement is to express this is a TV movie

- **Solution: Use StoreType**
  - New optional value: StoreType – indicates which store (or stores) where offer should be listed
    - Values “TV”, “Movie”, “TV, Movie”; others in the future
    - Carries forward nicely into 1.8, especially for collections/bundles.
    - Defaults to “TV” for TV WorkTypes and “Movie” for Movie WorkTypes
Avails conveying package reuse across territories

- **Problem**
  - New territories can be added using the same media package
  - Either not using MMC, or don’t want to update MMC
  - Note: may need to localize metadata

- **Existing Solutions**
  - Option 0: redelivery of media package for new territory
  - Option 1: Add territories to MMC XML
    - 1a redeliver MMC XML
      - 1a1: Use Experience that's worldwide unless there is a territory match
      - 1a2: Always reference specific countries
    - 1b Media Manifest Edit update of MMC XML

- **New in 1.8 and 2.4**
  - Add "PackageLabel". Avails with same value use the same package do same thing in proprietary Avail

- **TBD**
  - Asset Ordering and Delivery Solution
Bonus

• Problem
  • CPE and MMC provide full support for Bonus/Extras/VAM
  • Need means to indicate offer includes bonus
    • Tells retailer to look for it via separate mechanism(s) to be determined

• Solution
  • Add optional “Bonus” field that indicates bonus is part of offer
    • True/False
END time

• Two problems with time in End date/time
  • In one place, time is given at 00:00:00. This should be 23:59:59
  • End time
    • The start time is given as 00:00:00 in the first time zone in territory. For example, in US it would be midnight East Coast
    • End time is given as 23:59:59 in the same time zone. It should be the last time zone (e.g., Pacific or Hawaii)

• Corrected in spec