



TECHNOLOGY & OPERATIONS COMMITTEE SPECIFICATION STANDARDIZATION USE CASE

Objective:	Indicate DMA_ID and convey price adjustments for a movie title				
Theme:	Avails	Spec:	EMA Avails 1.7.2	Date:	Dec 8, 2017
Content:	Movies	Version:	1.1	ID:	MOVIES-02-UC

SCENARIO 1A: Avail a movie title with DMA_ID.

Disney is availing *Rogue One: A Star Wars Story* as a new release with pre-order. This title will also be made available through the Movies Anywhere (MA) entitlement ecosystem and the DMA_ID needs to be communicated out to partners within the avail. The ID serves to signal inclusion of the title in the DMA program and allow retailers to transact entitlements against it.

SCENARIO 1B: Indicate title as available for entitlement redemption but not for sale.

Lionsgate is notifying Movies Anywhere of the title life cycle for *Stronger* starting with a pre-order period, followed by normal sale, and then a period during which the title will no longer be available for sale due to rights expiration on June 1, 2021. Transactional retailers will remove the title for sale after this June 1st date, but the MA entitlement ecosystem will require the title to remain available for redemptions (digital copy, existing entitlements) and viewing/streaming.

SCENARIO 2: Indicate temporary and permanent price adjustments.

Fox is planning a promotion around *Avatar* and will reduce the price for one week. After the promotional pricing period ends, the price will return to its previous value. One month later, the price will be reduced permanently.

Discussion Points

- Which term should be used for the LicenseType value to satisfy Scenario 2?** The following terms were suggested: Locker, Playback, Redemption, AfterEST, Entitlement.
- What is the best method to communicate price adjustments?** Should the avail contain discrete rows/sale periods for the reduced price window(s) or are overlapping windows acceptable? [see Figure 1 and Figure 2 below] Is this process required for both Temporary and Permanent Price Reductions? For studios that avail the full life cycle of the product, what are the risks?

Figure 1: Overlapping Price Windows

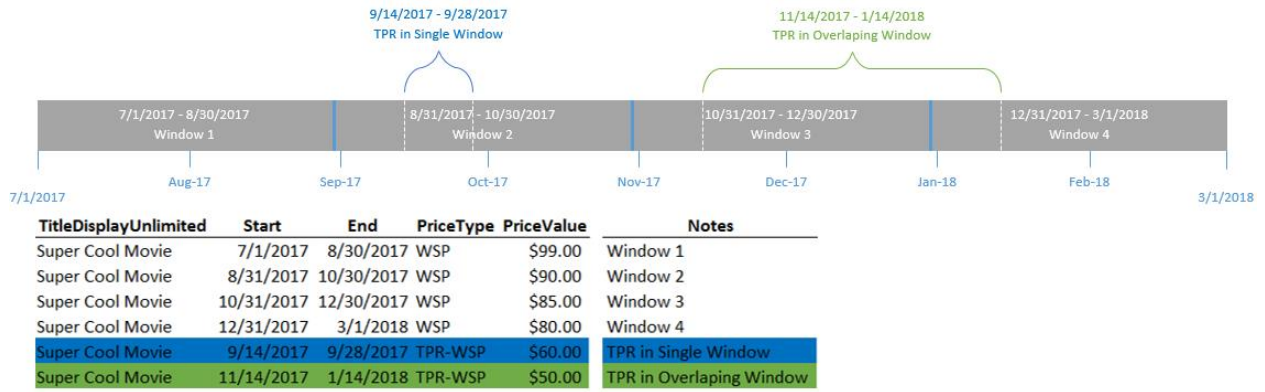
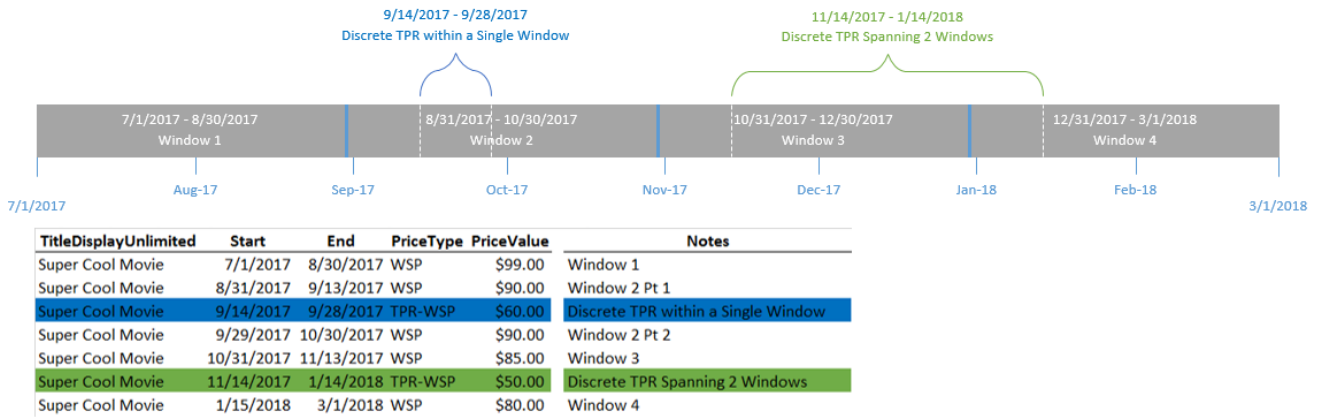


Figure 2: Explicit Price Windows





TECHNOLOGY & OPERATIONS COMMITTEE

SPECIFICATION STANDARDIZATION BEST PRACTICE

Objective:	Indicate DMA_ID and convey price reductions for a movie title				
Theme:	Avails	Spec:	EMA Avails 1.7.2	Date:	Sept 20, 2017
Content:	Movies	Version	1.1	ID:	MOVIES-02-BP

DOCUMENT REFERENCES

Filename	Description	Link
MOVIES-02_S1.XLSX	<i>Rogue One</i> with DMA_ID	Link
MOVIES-02_S1B.XLSX	<i>Stronger</i> with entitlement period	Link
MOVIES-02_S2.XLSX	Fox <i>Avatar</i> price promotions	Link

RECOMMENDATION AND PROCESS

Below are recommended fields, corresponding values, and process to support the scenarios described above.

Scenario 1A: Shared entitlement

It is necessary to communicate the shared entitlement eligibility to retailers. It is also necessary to provide the shared entitlement ID(s) to the retailer for registration in the shared entitlement system. For, example, a studio is availing two titles to a retailer. One is eligible for shared entitlement and the other is not. There is an ID for the shared entitlement system associated with the shared entitlement title that must be used when recording an entitlement.

UltraViolet shared entitlements work equivalently.

To make retailers aware of title participation in entitlement systems so that products purchased on one retailer storefront can be passed back to the entitlement platform, shared entitlement fields must be populated. In Excel, the fields are DMA_ID and UV_ID. In XML, the element is SharedEntitlement.

By populating these fields, the studios authorize retailers to post acquired titles into the associated shared entitlement system.

- DMA_ID is a string value to be constructed in accordance with MA specifications. Currently, MA specifies EIDR L2/Edit to be used as the value for this identifier.
- Once established, the DMA_ID should remain fixed and not change.
- UV_ID is a string to be constructed in accordance with DECE specifications.

Excel DMA Example:

<i>Element</i>	Avail
<i>Sub-Element</i>	DMA_ID
<i>Value</i>	10.5240/164D-92B0-6E99-5DBC-BBD3-F

Excel UltraViolet Example:

<i>Element</i>	Avail
<i>Sub-Element</i>	UV_ID
<i>Value</i>	urn:dece:alid:org:example.org:12345

XML Example:

```
<avails:SharedEntitlementEcosystem>
  <avails:EcosystemID ecosystem="DMA">
    10.5240/164D-92B0-6E99-5DBC-BBD3-F
  </avails:EcosystemID>
</avails:SharedEntitlementEcosystem>
```

```
<avails:SharedEntitlementEcosystem>
  <avails:EcosystemID ecosystem="UVVU">
    urn:dece:org:example.org:12345
  </avails:EcosystemID>
</avails:SharedEntitlementEcosystem>
```

Scenario 1B: Entitlement redemption period

In order to communicate a a redemption-only offer to Movies Anywhere, the content provider shall insert or append a new, non-overlapping period within the Full Extract group with a LicenseType value of "Locker" for each applicable FormatProfile. The Start and End dates for this Locker period will correspond to the dates during which the title should no longer be available for transactional sale, but remain active for redemptions and playback for existing entitlements.

The entitlement term will reflect the underlying contractual relationship between content provider and retailer, which may supersede the transactable life of the content or systemic avails distribution. For retailers that provide the ability to transact on their platform directly, the underlying master services agreement between content provider and retailer will specify the terms of entitlement redemption outside of a sale period and the content provider shall not be required to specify an explicit LicenseType period for "Locker."

Scenario 2

Temporary and Permanent Price Reductions

In the Excel example (MOVIES-02_S2.XLSX) Fox starts with a regular EST/EHV wholesale price value of 17.99 from 2017-07-01 through 2017-08-30, then offers a promotional sale with WSP 12.99 between 2017-08-31 and 2017-09-06, with a return to normal 17.99 on 2017-09-07. Finally, on 2017-10-07 they convey a permanent price reduction to 14.99.

Price adjustments will be communicated explicitly by specifying separate and non-overlapping windows/price periods (rows in the Avails 1.7.2 spreadsheet.) This process is required for both temporary and permanent price reductions (TPR, PPR).

- For each new price adjustment, truncate existing window and raise new window between existing window by adding new **Start/End** pairs with corresponding **PriceType** and **PriceValue**.
- **Start**: include for each additional sale period
 - There should be no overlapping of start date values.
- **End**: include for each each additional sale period
 - There should be no overlapping end date values.
 - Date shall be inclusive, i.e. if 2017-12-01 is the end date, the TPR shall end at 11:59:59 pm on 2017-12-01 and the next window would begin on 2017-12-02 at 12:00:00 am.
- **PriceType**:
 - TPR
 - Prepend value with "TPR-"
 - WSP = TPR-WSP
 - Tier = TPR-Tier
 - LicenseFee = TPR-LicenseFee
 - For all TPR windows, if the platform does not recognize the TPR-xxx, is it assumed that prominent placement of the title on the platform site may not occur.
 - PPR
 - No change to the PriceType field
- **PriceValue**: Studio dependent based upon contractual agreement.
- **AvailID**: Studio dependent. Value unique to the avail row.

Appendix

Use Case Document Change History:

Version	Date	Change Summary
1.0	9/20/2017	Initial Version
1.1	12/08/2017	added Scenario 1B to address redemption-only entitlement communication. Updated references to Movies Anywhere.

Best Practice Document Change History:

Version	Date	Change Summary
1.0	9/20/2017	Initial Version
1.1	12/07/2017	Added clarification for inclusiveness of end date value, added best practice for Scenario 1B - redemption-only entitlement