



TECHNOLOGY & OPERATIONS COMMITTEE

SPECIFICATION STANDARDIZATION USE CASE

Objective:	Avail movie title to international partner				
Theme:	Avails	Spec:	EMA Avails 1.7.2	Date:	Sept 20, 2017
Content:	Movies	Version:	1.0	ID:	MOVIES-03-UC

SCENARIO 1: Avail a movie with subtitles and dubbed audio in the European market

Lionsgate is availing *Natural Born Pranksters* in several European territories. Depending on the studio's localization business rules, subtitle or dubbed audio elements are available for different territories that will play against the original theatrical cut of the movie.

SCENARIO 2: Avail a fully regionalized movie to the European market

Disney is availing *Zootopia* to several European territories with regionalized picture cuts for each language. In Switzerland, multiple instances of the title will be availed as to support the three language experiences allowed for that territory (German, French, Italian). The title of the movie may also vary depending on language and region.

Discussion Points

- 1. What is the proper way to use data fields for Territory, AssetLanguage, LocalizationType, and HoldbackLanguages/AllowedLanguages to convey language rights?** Even though AssetLanguage is optional, do retailers actually require its use? Do content providers populate this field uniformly? What is the exact formatting for these two fields (csv w/ spacing, csv w/o spacing, etc)? Do content providers have all this information at the time of issuing the avail?
- 2. Does inclusion of LocalizationType drive any retailer processes?** Not all studios are able to supply the value for this field. It's important to understand what actions it is triggering.
- 3. How prescriptive are content providers when specifying language rights? Do retailers support the degree of flexibility offered in the avails specification?** Is specifying either HoldbackLanguage or AllowedLanguage a more common practice? Due to the different capabilities/roles/responsibilities of the business teams across content providers, different strategies are highly likely.

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DOCUMENT REFERENCES

Filename	Description	Link
MOVIES-03_S1.XLSX	Avail with additional subs and dubs against base domestic video	Link
MOVIES-03_S2.XLSX	Avail with regionalized edits	Link

RECOMMENDATION AND PROCESS

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

Assumptions

- **EntryType:** Full Extract
- Component assets are being serviced to retailer; base video is semi-textless allowing subtitles to be overlaid atop it and audio tracks to be switched dynamically.

Scenario 1

Single movie with dubbed audio and subtitles

The content provider wishes to leverage the same primary assets internationally and domestically for this title, but add localized audio dubs and subs. Several identifiers and references will remain the same, but some localization fields will be modified to reflect the territory and language now available.

- **AssetLanguage:** Optional field to indicate primary experience language
- **Territory:** ISO code for local territory content is being offered in for EST/EHV
- **LocalizationType:** Optional field. Indicate 'sub' if the content provider is able to identify the experience as a subtitled experience, 'dub' if availing a dubbed audio experience, and 'subdub' if availing both subtitled and dubbed experience. Otherwise blank or 'any' are acceptable values.
- **TitleID:** use same value as domestic avail
- **EditID:** use same value as domestic avail
- **AltID:** use same value as domestic avail
- **ALID:** use same value as domestic avail
- **ContentID:** use same value as domestic avail; specify translations within in the MEC's LocalizedInfo.
- **Start:** Indicate start date and, if desired, start time. When providing a time, specify in UTC. If no time zone or offset is provided, the field is assumed to be relative to the local time in that market.
 - Example encoding of date and time in UTC/GMT/Zulu 2017-05-12T02:00:00Z

- **PriceType**: studio dependent based on contractual agreement
- **PriceValue**: studio dependent based on contractual agreement
- **PriceCurrency**: include local currency code if supported by retailer
- **RatingSystem**: specify local territory rating system, if applicable
- **RatingValue**: specify local territory rating value for local rating system, if applicable
- **HoldbackLanguage**: Specify comma separated list of language codes that are not permitted against this experience.
- **AllowedLanguages**: Specify one or more language codes that are permitted against this experience. AllowedLanguages May be conveyed through a comma separated list or as individual rows, one for each allowed language with the preceding field data duplicated for each language-specific row.

Scenario 2

Regionalized edits for specific languages

The content provider has regionalized edits unique to each language for this title. Some identifiers and references will remain the same, but cut-specific identifiers will relate to the version intended for sale within a territory for a given language. One territory, Switzerland (CH), has three separately salable products on its storefront for the three languages spoken in that territory. Each language-specific product for Switzerland has a different start date to correspond to the start date for that product in the lead territory for that language (i.e. Italian product in Switzerland shares the same start date as Italian product in Italy.)

- **AssetLanguage**: Optional field to indicate primary experience language
- **Territory**: ISO code for local territory content is being offered in for EST/EHV
- **LocalizationType**: Optional field. Indicate 'sub' if the content provider is able to identify the experience as a subtitled experience, 'dub' if availing a dubbed audio experience, and 'subdub' if availing both subtitled and dubbed experience. Otherwise blank or 'any' are acceptable values. In this example, the field is blank since the content experience is specific to the language embodied in video.
- **TitleID**: use same value as domestic avail
- **EditID**: use specific values for each distinct content version
- **AltID**: use specific values for each distinct content version
- **ALID**: situation dependent. Recommended practice is to use specific values for each distinct content version, however in dynamic fulfillment scenario, it is conceivable for ALID to reference different picture edits when territory and language is factored in.
- **ContentID**: situation dependent. Recommended practice is to use specific values for each distinct content version, however in dynamic fulfillment scenario, ContentID at the title-level is possible.
- **Start**: Indicate start date and, if desired, start time. When providing a time, specify in UTC. If no time zone or offset is provided, the field is assumed to be relative to the local time in that market.
 - Example encoding of date and time in UTC/GMT/Zulu 2017-05-12T02:00:00Z
- **PriceType**: studio dependent based on contractual agreement
- **PriceValue**: studio dependent based on contractual agreement
- **PriceCurrency**: include local currency code if supported by retailer
- **RatingSystem**: specify local territory rating system, if applicable
- **RatingValue**: specify local territory rating value for local rating system, if applicable
- **HoldbackLanguage**: Specify comma separated list of language codes that are not permitted against this experience.
- **AllowedLanguages**: Specify one or more language codes that are permitted against this experience. AllowedLanguages May be conveyed through a comma separated list or as individual rows, one for each allowed language with the preceding field data duplicated for each language-specific row.

Appendix

Use Case Document Change History:

Version	Date	Change Summary
1.0	9/20/2017	Initial Version

Best Practice Document Change History:

Version	Date	Change Summary
1.0	9/20/2017	Initial Version