TECHNOLOGY & OPERATIONS COMMITTEE
SPECIFICATION STANDARDIZATION USE CASE

Objective:	Avail bundle of movies as merchandising product				
Theme:	Avails	Spec:	EMA Avails 1.7.2	Date:	Sept 20, 2017
Content:	Movies	Version	1.0	ID:	MOVIES-04-UC

SCENARIO 1: Avail several movies as a bundle offer

Universal is availing *Jurassic Park Collection*, a bundle consisting of all movies in the franchise to its US retail partners. Each of the titles is available separately for purchase and rental. The bundle will be a limited-time offering with promotional pricing for one month, followed by a regular price for the remainder of the bundle's lifecycle. Bundle-specific artwork and metadata will also be prepared.

Discussion Points

1. **What are the various grouping scenarios for movies?** Most commonly, bundles consisting of two or more movie titles are offered for sale. Are there other complex bundling constructs for movies as there are with TV product?

2. **Do providers offer content within a bundle <u>only</u> and not as a stand-alone title offer?** In order to define a bundle within the avail, the individual titles that constitute the bundle must be separately defined so they can be referenced by the bundle construct. It is possible that some content providers avail bundle-only titles that are not separately saleable. Do retailers support this type of offering? Can bundle-only content be represented within the avail? Start Date and End Date are required fields, which won't apply to the standalone title offering.

3. **<u>Which content identifiers are of importance for the bundle offering?</u>** ALID and ContentID likely drive the most value in terms of identifying the bundle product. It is not well understood whether TitleID and EditID for the bundle provide benefit.

4. **<u>Which retailers plan to support bundle-specific metadata & asset workflows?</u>** Specifying ContentID in the avail for the bundle allows for delivery of an MMC and image assets to support the bundle offering without needing to service a manifest of assets. Is this a process content providers and retailers are testing?

Objective:	Avail TV series, season and episodic content as bundle, volume, compilation, collection and indicating ID change				
Theme:	Avails	**Spec:**	EMA Avails 1.7.2	**Date:**	Sept 20, 2017
Content:	Movies	**Version**	1.0	**ID:**	MOVIES-04-BP

DOCUMENT REFERENCES

Filename	Description	Link
MOVIES-04_S1.XLSX	Avail with multi-movie bundle	Link

RECOMMENDATION AND PROCESS

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

Assumptions
- Every title included in the movie bundle is also available as a separate/stand-alone product offer.
- **EntryType:** Full Extract

Avail Movie Bundle
Define an offer for the bundle using the following field attributes. Refer to MOVIES-04_S1.XLSX for example values.

Sub-Element	Value(s)	Description
WorkType	Collection	Bundles must be of type 'Collection'
LicenseType	EST, POEST	Bundles are typically for purchase rather than rental, so POEST and EST are most likely offer types
FormatProfile	HD, SD, 3D, UHD	Specify offers for each FormatProfile
Start/End	YYYY-MM-DD	Date and optionally time for bundle sale start and end
PriceType	Tier, WSP, DMRP, SMRP, Category, LicenseFee, NA, TPR-XXX	Indicate appropriate price type offer for bundle
PriceValue	<varies>	Indicate price value for corresponding price type

TitleID	Compilation EIDR or internal ID	Provide Compilation EIDR of abstracts, if available. Otherwise internal title identifier for bundle
EditID	Compilation EIDR or internal ID	Provide Compilation EIDR of performances, if available. Otherwise internal edit identifier for bundle
AltID	<studio specific>	Internal alternate ID specific to the bundle
ALID	<studio specific>	ALID specific to the bundle
ContentID	<studio specific>	Metadata ContentID specific to the bundle
ReleaseYear	YYYY	Release year of bundle product offer
BundleALIDs	alid1;alid2;alid3	Semi-colon separated list of title ALIDs included in the bundle offering

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