TECHNOLOGY & OPERATIONS COMMITTEE
SPECIFICATION STANDARDIZATION USE CASE

Objective:	Update content identifiers and primary key identifiers				
Theme:	Avails	**Spec:**	EMA Avails 1.7.2	**Date:**	Sept 20, 2017
Content:	Movies	**Version:**	1.0	**ID:**	MOVIES-05-UC

SCENARIO 1: Content version changed after sending initial avail

Universal has availed the original theatrical version of *Search Party* but learns they must now create and distribute a territory-specific regional version due to ratings and/or rights issues. The original theatrical version previously availed is not to be used and the studio needs to communicate the version change to its retail and fulfillment partners.

SCENARIO 2: Additional version created for home entertainment

Universal has availed the original theatrical version of *Search Party* to its partners and will additionally be making available the unrated version as a separate product. The studio needs to communicate the additional version to its retail and fulfillment partners so that both cuts are serviced and available for sale.

Discussion

Communicating identifiers upfront through the avail allows retailer partners to initiate a number of workflows on their end including but not limited to: create fulfillment orders, setup storefront product containers, associate inbound assets, and setup accounting for the product. When a key identifier changes, the avail report is to be updated to reflect that changed identifier. There is no mechanism to call out this identifier change outside of an out-of-band process to advise the recipient of the change.

If a retailer processes the changed avail without purging the existing entry, they may interpret the updated identifier as an entirely new and different product, triggering the same workflows listed above and resulting in potential duplicate orders, product containers, and confusion. Resolving changed identifiers is understood to be equally painful, involving back-end remapping within the retailer's content management system.

The use case described in Scenario 1 is further detailed here. Given the following version information:

Version Name	Title	EIDR Performance (EditID)	Studio identifier (AltID)
Theatrical (Orig vers)	Search Party	**10.5240/2620-1613-C393-2ADB-EEB9-Y**	**05692**

Universal then revises the license to communicate the modified version and associated identifiers:

Version Name	Title	EIDR Performance (EditID)	Studio identifier (AltID)

Censorship edit (Alt vers)	Search Party	10.5240/F8AD-6D67-1AA4-117D-7ED0-N	T0AQ5

Unless the retailer performs a delete and/or reload of the full extract group, the new version availed may appear as an additional product to the original version previously availed. Assets will be fulfilled to match the new version ID, but the originally availed ID will appear to have no content packages delivered for it (and never will until/unless avail is then removed by the retailer per studio request/communication).

1. **What are some of the root causes that cause an identifier and its underlying content to change?** Can studios put in place any controls to mitigate the changed identifier scenario?

2. **How often does movie content change content versions within the avails and fulfillment process?** Episodic content usually has fewer versions than features and versions for catalog content is known in advance.

3. **What are the challenges retailers face when an ID changes? How seamless or non-seamless is this to the operation?** Even though the specification states certain required and optional IDs may be dynamic, updating something such as EditID may be trivial for one retailer but not feasible for another. What dependencies exist for each identifier? Is Full Delete with a follow-on Full Extract a possibility? Doesn't there need to be an association between previous and new identifiers?

4. **What additional communication is needed (if any) to communicate identifier changes?** What protocols should be used to flag changes to dynamic identifiers and fixed identifiers? Should the update be called out within the avail itself?

5. **Are studios able to establish a fixed identifier?** If not, where does this capability sit on their technical roadmap?

6. **Are asset fulfillment teams/service providers/vendors able to accommodate identifier changes?** How are these changes communicated to fulfillment operations? What controls can be implemented so the avail and manifest are in sync with one another?

7. **Are content providers and retailers aligned on the need for a fixed identifier?** An anchor identifier such as ALID appears to solve many cases where EIDR alone is not sufficient (i.e. re-release of same version, same content/different business rules, changing content versions after announcement).

8. **Is availing a title very early without content identifiers in place, then revising an avail with identifiers once they are known, a viable option?** What are the minimum IDs needed to avail a title? Is the assumption an ALID must be established? How late in the process is too late for providing EIDR? Could the avail be updated to include identifiers as close as the day before go-live?

9. **Could a Full Delete operation be used in lieu of or in addition to supplying updated identifiers?** A Full Delete operation signals to a retailer that the avail information for that ALID + territory should be dropped and re-populated with a new delivery of a Full Extract. Are retailers able to update identifiers without this messaging? Are content providers able to communicate Full Delete operations?

TECHNOLOGY & OPERATIONS COMMITTEE
SPECIFICATION STANDARDIZATION BEST PRACTICE

Objective:	Update content identifiers and primary key identifiers				
Theme:	Avails	**Spec:**	EMA Avails 1.7.2	**Date:**	Sept 20, 2017
Content:	Movies	**Version:**	1.0	**ID:**	MOVIES-05-BP

DOCUMENT REFERENCES

Filename	Description	Link
MOVIES-05_S1.XLSX	Avail showing changes to content identifiers over time. Worksheet 1: Initial avail Worksheet 2: Revised avail	Link
MOVIES-05_S2.XLSX	Avail showing additional content version availed alongside original version Worksheet 1: Initial avail Worksheet 2: Revised avail	Link

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

Assumptions
- **EntryType:** Full Extract
- It is the intent of the studio to license versions as separate product and not as a grouping or bundle.

Scenario 1: Content version changed after sending initial avail
Updating dynamic identifiers will be steady-state for many distributors, therefore timely dissemination of revisions is important to keep all parties current. Studios shall provide a static identifier in the **ALID** field and provide content version-specific identifiers in the **EditID** and/or **AltID** fields as they become available. The content version identifiers may be updated leading up to feature asset servicing to accurately indicate the content intended for fulfillment. Changes to ALID, a fixed identifier, are discouraged unless absolutely necessary or technically unattainable.
- Generate revised avail report
- Submit to retailer
- Submit to fulfillment teams (if applicable) or update fulfillment order instructions to reference revised content identifiers
- Changes to ALID warrant directly calling-out old/new identifiers to both retailer and fulfillment provider

Example 1 - Title availed with identifier, then re-availed with revised identifier:

Week 1: Original Record in EMA Avail

Version Name	AVAIL TITLE	EDIT ID	ALTID	ALID
Theatrical (Orig Ver)	FAST 6	**10.5240/B4E6-6101-916F-8961-DB34-F**	**02418**	**md:alid:org:nbcu.com:02418**

Week 2: Original Version updated/replaced w/ Regional-Edit Cut

Version Name	AVAIL TITLE	EDIT ID	ALTID	ALID
Theatrical (Orig Ver)	FAST 6	**10.5240/C3BE-A42F-7FA1-1876-F851-U**	**T0ALU**	**md:alid:org:nbcu.com:02418**

Example 2 - Title availed very early without content identifiers, then revised with identifiers once known and closer to start date:

Week 1: Edit identifiers not populated, ALID established

Version Name	AVAIL TITLE	EDIT ID	ALTID	ALID
Theatrical (Orig Ver)	FAST 6	<blank>	<blank>	**md:alid:org:nbcu.com:02418**

Week 6: Edit identifiers populated

Version Name	AVAIL TITLE	EDIT ID	ALTID	ALID
Theatrical (Orig Ver)	FAST 6	**10.5240/C3BE-A42F-7FA1-1876-F851-U**	**T0ALU**	**md:alid:org:nbcu.com:02418**

Scenario 2: Additional version created for home entertainment

Studios shall avail additional versions distinctly and in the same manner as they would avail a unique title.

Example 1 - Alternate version of title availed as separate product

Week 1: Original version availed

Version Name	AVAIL TITLE	EDIT ID	ALTID	ALID
Theatrical	MacGruber	**10.5240/DB67-9816-B31B-233D-FB3F-L**	**09296**	**md:alid:org:nbcu.com:02418**

Week 2: Additional version availed

Version Name	AVAIL TITLE	EDIT ID	ALTID	ALID
Theatrical	MacGruber	**10.5240/DB67-9816-B31B-233D-FB3F-L**	**09296**	**md:alid:org:nbcu.com:02418**

Unrated	MacGruber	**10.5240/**354A-A4B6-92ED-6872-03AC-B	**06L68**	**md:alid:org:nbcu.com:06L68**

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