



## TECHNOLOGY & OPERATIONS COMMITTEE SPECIFICATION STANDARDIZATION USE CASE

<b>Objective:</b>	Avail TV with start time, price adjustment, UV ID, and season-only offer				
<b>Theme:</b>	Avails	<b>Spec:</b>	EMA Avails 1.7.2	<b>Date:</b>	Sept 20, 2017
<b>Content:</b>	Television	<b>Version:</b>	1.0	<b>ID:</b>	TV-02-UC

### **SCENARIO 1: Avail a TV season and episode with start time specified and UV offer.**

Warner Brothers is availing *The Flash* season #4 (22 episodes) for next day TV EST/EHV release within the US. The release is for the day after the initial US broadcast of each episode starting on May 12, 2017 at 8:00 PM Eastern Time. There will also be a UV offer attached. Warner needs to communicate to digital US platforms the season and respective episodic start dates and times as well as the UV offering using the standard avails specification.

### **SCENARIO 2: Avail a NDTV episode as a season only offer.**

Warner Brothers is availing *The Flash* season #4 (22 episodes) for next day TV EST/EHV release within the US. They have decided to restrict new episodes of Season 4 purchasers of the season and not individually for the first two weeks after air before then making them available as stand-alone episodes. The release of Episode 1 is for the day after the initial US broadcast on May 12, 2017 at 8:00 PM Eastern Time. Warner needs to communicate to digital US platforms the season only window information for this episode using the standard avails specification.

### **SCENARIO 3: Avail a catalog TV season and episodes with a Temporary Price Adjustment.**

Warner Brothers previously availed *The Flash* season #1 (23 episodes) for Catalog EST/EHV for US. Warner has identified an opportunity to issue a temporary price reduction (TPR) for the season and each respective episode of the season. The TPR begins May 12, 2017 and ends May 30, 2017. Warner needs to communicate to digital US platforms the respective start date, end date, and corresponding pricing for the TPR using the standardized avails specification.

### **SCENARIO 4: Avail a catalog TV season with a Permanent Price Adjustment.**

Warner Brothers previously availed *The Flash* season #1 (23 episodes) for Catalog for EST/EHV US. Warner has decided to issue a permanent price reduction (PPR) for the season. The PPR begins July 15, 2017. Warner needs to communicate to digital US platforms the respective start date, end date, and pricing for the PPR using the standardized avails specification.

## Discussion Points

1. **What is the best way to convey start time in the avails: local time, UTC/GMT, or specified time zone?** Is start time needed for catalog or should it only be used for next day TV? What is the best practice with respect to specified time zone: is it the Eastern-most time in territory or Western-most? (ie: for US is it Eastern Standard or Hawaiian?)
2. **Are studios able to capture non-episode content (sizzles, behind the scenes, etc) in the avail?** Depending on studio capability, it may not be feasible for some studios to avail season-only content that is not within the episodic structure of the season. This is a challenge when trying to convey inclusion of sizzle pieces, behind the scenes, and other bonus or marketing elements when setting up a new season pass offer.
3. **How best to include UV ID in the Avails?** Are UV\_ID values to be provided at the season and episode levels for both next day and catalog tv? How is the season level UV\_ID field managed given that episodes are listed in aggregate fashion and are not to be stubbed? Is the assumption that this field is updated as new episodes are added to the season?
4. **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? Which retailers support TPRs and TPR-XXX as PriceType?

Figure 1: Overlapping Price Windows

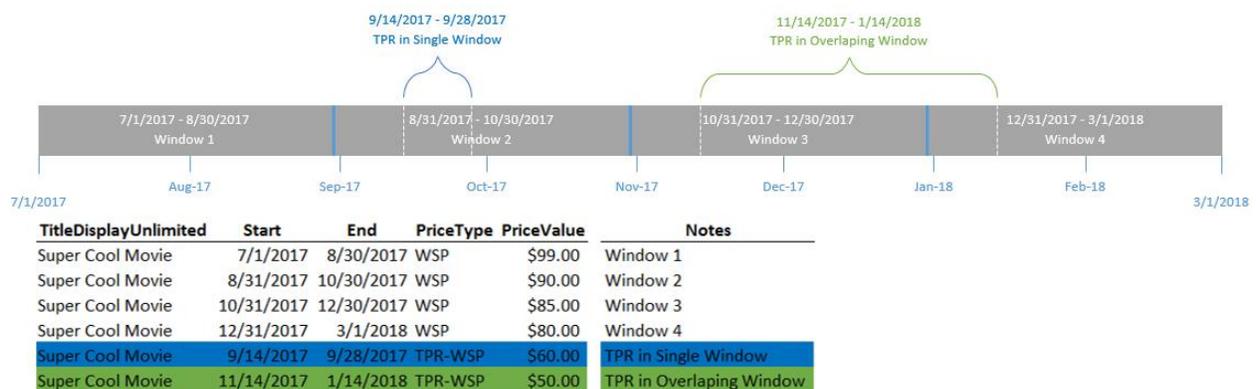


Figure 2: Explicit Price Windows



# TECHNOLOGY & OPERATIONS COMMITTEE

## SPECIFICATION STANDARDIZATION BEST PRACTICE

<b>Objective:</b>	Avail TV series, season & episodes with start time, price adjustment, and UV ID				
<b>Theme:</b>	Avails	<b>Spec:</b>	EMA Avails 1.7.2	<b>Date:</b>	Sept 20, 2017
<b>Content:</b>	Television	<b>Version</b>	1.0	<b>ID:</b>	TV-02-BP

### DOCUMENT REFERENCES

Filename	Description	Link
FLASH_S04_US_NDTV_START_UV_TV-02_S1S2.XLSX	Avail example for next-day TV scenario 1	<a href="#">Link</a>
FLASH_S01_E01-22_US_CATALOG_TPR_PPR_TV-02_S3S4.XLSX	Avail example for catalog TV scenario 2	<a href="#">Link</a>

### RECOMMENDATION AND PROCESS

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

#### Assumptions

- **EntryType:** Full Extract
- GMT = Greenwich Mean Time, a time zone UTC = Coordinated Universal Time, a time standard. Z = Zulu time, another way to reference UTC. UTC and GMT are essentially equivalent for the purposes of this application.

#### *Scenario 1*

##### **Specify start time**

Start time may apply to all product offers including season pre-order, season EST/EHV, and episodic EST/EHV regardless of whether it is considered catalog or next day TV. If there is no time sensitivity, a time value does not need to be included and 12AM in the relative time zone for that territory is assumed.

- **Start:** indicate start date and, if desired, start time. When providing a time, UTC/GMT is the best practice. 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: 2017-08-11T22:00:00Z

##### **UV offer**

The UltraViolet (DECE) ecosystem uses the UV ALID as its primary identifier. For episodic avails, the corresponding UV ALID should be noted in the UV\_ID field. For season avails, all UV\_IDs for the episodes are to be specified in the UV\_ID field, separated by commas.

- **UV ID:** UV ALID
  - Episode: urn:dece:alid:eidr-s:396D-DB3D-08B0-52F8-5C70-N

- Series: urn:dece:alid:eidr-s:396D-DB3D-08B0-52F8-5C70-N,urn:dece:alid:eidr-s:50A5-34E1-4FFF-0BBD-17C9-G,urn:dece:alid:eidr-s::8BAD-E17A-BD9D-0B5F-C6F8-R,urn:dece:alid:eidr-s:1012-7947-21D5-9D24-CC5F-H

## Scenario 2

### Season Only window

In the Excel example (FLASH\_S04\_US\_NDTV\_START\_UV\_TV-02\_S1S2.XLSX), Warner Bros is restricting new episodes to “season only” offers for the first two weeks after air before making them available as stand-alone episodes. A promo/sizzle piece is also indicated as season only indefinitely, a technique often employed by content owners and retailers to open up a season container.

The content provider will specify a “season only” offer type in the PriceType and PriceValue fields for the episode(s) not available for standalone purchase.

- **EpisodeNumber:** must not conflict with actual episodes. It is recommended that the season only numbering convention starts at 100 when the content is not an actual episode.
  - ex. of non-episodic season only content: Sneak Peek, Behind the Scenes, Deleted Scenes
- **PriceType:** Season Only
- **PriceValue:** NA

## Scenario 3 & 4

### Price Adjustments

In the Excel example (FLASH\_S01\_E01-22\_US\_CATALOG\_TPR\_PPR\_TV-02\_S3S4.XLSX) Warner Bros starts with a regular EST/EHV price of Tier 2 from 2016-05-13 through 2017-05-11, then offers a promotional sale at Tier 1 between 2017-05-12 and 2017-05-30, with a return to normal Tier 2 pricing on 2017-06-01. Finally, on 2017-07-15 they convey a permanent price adjustment to Tier 1.

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 adjustments (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.
- **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 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

### Best Practice Document Change History:

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