Objective:	Avail TV season and episodic internationally for day after US and day after local broadcast				
Theme:	Avails	Spec:	EMA Avails 1.7.2	Date:	Sept 20, 2017
Content:	Television	Version:	1.0	ID:	TV-03-UC

SCENARIO 1: Avail a TV season and episode in Australia for a currently-airing show the day after its original broadcast in the US.

Warner Bros is availing current episodes of *The Flash* Season #4 (22 episodes) in Australia the day after original broadcast in the US. While the show is not being broadcast in Australia at this time, the content owner is making it available for EST/EHV. The release date and time will be the day after each episode's initial US broadcast starting on 5/12/2017 at 8:00 PM Eastern time.

SCENARIO 2: Avail a TV season and episode in Germany for a currently-airing show the day after its local broadcast in Germany.

Warner Bros is availing *The Flash* Season #4 (22 episodes) in Germany the day after being broadcast locally in Germany. The content owner is making it available for EST/EHV as a German audio dubbed experience. The release date and time will be the day after the local broadcast has occurred in Germany starting on 8/11/2017 at 12:00 AM local time.

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? Do content providers have all this information at the time of issuing the avail? Is AllowedLanguages considered to be a more important field to utilize than AssetLanguage?

2. **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.

3. **What mechanism should be used to communicate pre-emptions?** If the original broadcast is pre-empted or otherwise not broadcast as scheduled, the next day TV offer should be held until the content actually airs. Since this is a timely communication, should the avail be used or should other measures be utilized?

TECHNOLOGY & OPERATIONS COMMITTEE
SPECIFICATION STANDARDIZATION BEST PRACTICE

Objective:	Avail TV series, season and episodic internationally for day after US and day after local broadcast				
Theme:	Avails	Spec:	EMA Avails 1.7.2	Date:	Sept 20, 2017
Content:	Television	Version:	1.0	ID:	TV-03-BP

DOCUMENT REFERENCES

Filename	Description	Link
FLASH_S04_DayAfterUS_TV-03_S1.xlsx	Avail example for next-day TV scenario 1	Link
FLASH_S04_DE-DUB_DayAfterLocal_TV-03_S2.XLSX	Avail example for catalog TV scenario 2	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 overlayed atop it and audio tracks to be switched dynamically.
- The video edit is the same between US original broadcast and DE dubbed broadcast.
- 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
Currently airing show availed after US broadcast in local market
The content provider wishes to leverage the same assets internationally and domestically for this day-after-US broadcast scenario. Many identifiers and references will remain the same.

Since the episode airs at 8PM in the US, the start time for the international avail will be set to ensure the content goes live in Australia after its broadcast in the eastern-most time zone in the US. For content broadcast on 05/12/2017 in the US, the content will go live in Australia at 11AM local time on 05/13/2017:

	New York	UTC-time	Sydney
Show Start	Friday, May 12, 2017 8:00 pm	Saturday, May 13, 2017 at 00:00:00	Saturday, May 13, 2017 10:00 am
Show End	Friday, May 12, 2017 9:00 pm	Saturday, May 13, 2017 at 01:00:00	Saturday, May 13, 2017 11:00 am

- **AssetLanguage**: Optional field to indicate primary experience language. In this case, original broadcast language.

- **Territory**: ISO code for local territory content is being offered in for EST/EHV
- **SeriesID**: use same value as domestic avail
- **SeasonID**: use same value as domestic avail
- **EpisodeID**: use same value as domestic avail
- **SeriesAltID**: use same value as domestic avail
- **SeasonAltID**: use same value as domestic avail
- **EpisodeAltID**: use same value as domestic avail
- **ALID**: use same value as domestic avail
- **Start**: Indicate start date and, if desired, start time. When providing a time, UTC/GMT is recommended, but time zone offsets are allowed. 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 2017-05-13T01:00:00Z
- **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

Scenario 2
Dubbed content after local market broadcast in local market
The content provider wishes to leverage the same assets internationally and domestically for this day-after-US broadcast scenario. Many identifiers and references will remain the same, but some localization fields will be modified to reflect the territory and language localization type now available.

- **AssetLanguage**: language content was broadcast in regionally
- **Territory**: ISO code for local territory content is being offered in for EST/EHV
- **LocalizationType**: 'dub' if the content provider is able to identify the experience as a subbed experience. Otherwise blank or 'any' are acceptable values.
- **SeriesID**: use same value as domestic avail
- **SeasonID**: use same value as domestic avail
- **EpisodeID**: use same value as domestic avail
- **SeriesAltID**: use same value as domestic avail
- **SeasonAltID**: use same value as domestic avail
- **EpisodeAltID**: use same value as domestic avail
- **ALID**: use same value as domestic avail
- **Start**: Indicate start date and, if desired, start time. When providing a time, UTC/GMT is recommended, but time zone offsets are allowed. 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 2017-08-11T02:00:00Z
- **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. Do not use this field if AllowedLanguages is being provided.
- **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. Do not use this field if HoldbackLanguages is being used.

Preemptions Procedure

Due to the time-sensitivity of communicating preemption events, a hybrid approach is recommended.

1. Studio shall contact platform through agreed-upon escalation path and communication method (email, phone call, instant message) to inform them of the programming change.
   a. Platform shall delay posting of content or take-down content if already posted and re-schedule according to studio's instructions.
2. Studio shall re-issue an avail notice with revised Start date(s) for the affected content.
3. If the pre-emption is known well in advance or as systems and processes improve to be more automated a timely Step 2 above may be all that is needed to manage preemptions.

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