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:	Television	**Version:**	1.0	**ID:**	TV-05-UC

SCENARIO 1: Update avail with revised content-specific identifiers

Warner Brothers has already availed *The Flash* season 1 as catalog TV to its partners in Germany as the original broadcast version. A few days later, the business team changes its product strategy and would now like to make available an uncensored cut of episode 5 to this market. The Warner Brothers licensing system <u>is able to maintain a static ALID</u> while updating content-specific identifiers to match the uncensored cut and wishes to communicate the revised identifiers to their retail partners and fulfillment team.

SCENARIO 2: Update avail with revised ALID
THIS IS NO LONGER CONSIDERED A VALID SCENARIO AND SHOULD BE IGNORED

Warner Brothers has already availed *The Flash* season 1 as catalog TV to its partners in Germany as the original broadcast version. A few days later, the business team changes its product strategy and would now like to make available an uncensored cut of episode 5 to this market. The Warner Brothers licensing system is <u>not able to maintain a static ALID at this time</u> and it changes along with the content identifier associated with the avail. They need to communicate the revised identifiers to their retail partners and fulfillment team.

Discussion Points

1. **How often does episodic 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.
2. **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 EpisodeID 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?
3. **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?
4. **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?

5. **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).

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TECHNOLOGY & OPERATIONS COMMITTEE
SPECIFICATION STANDARDIZATION BEST PRACTICE

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:	Television	**Version:**	1.0	**ID:**	TV-05-BP

DOCUMENT REFERENCES

Filename	Description	Link
FLASH_S04_DE_StaticALID_TV-05_S1.XLSX	Avail example for modified content identifiers with static ALID	Link
FLASH_S04_DE_ChangedALID_TV-05_S2.XLSX	Avail example for modified content identifiers with changed ALID	

PROCESS

Assumptions
- **EntryType:** Full Extract

Scenario 1: Fixed ALID / updated content identifiers
See EMA 1.7.2 Example: FLASH_S04_DE_StaticALID_TV-05_S1.XLSX, worksheets TV-Before and TV-After, rows 16 & 17 contain episode 5.

ID	Action
SeriesID	No change
SeasonID	No change
EpisodeID	Change EpisodeID carries the EIDR for the episode, but the specification states this field could be either an EIDR *Abstract* or *Performance* ID of the episode. As a best practice, this EIDR should be an EIDR Performance ID. Assuming the provider is adhering to the best practice for field usage, this identifier shall be updated from the previous EIDR value to the updated EIDR value of the new version in question.

	Previous: 10.5240/02F9-5FDA-A3D3-70CD-9A1D-1 Updated: 10.5240/FFC6-E6D9-3A51-5A29-8877-I
SeriesAltID	No change
SeasonAltID	No change
EpisodeAltID	Change As a best practice, this value should be an internal identifier for the version or 'cut' of the content. This ID shall be updated from the previous value to the updated value. Previous: the_flash_5 Updated: the_flash_5_uncensored
ALID	No change
SeriesContentID	No change
SeasonContentID	No change
EpisodeContentID	Conditional Change If the change in content results in the corresponding metadata to be identified differently, this ID shall be updated. If there are no changes to the metadata, or the metadata is able to be updated absent of a metadata identifier change, no action is necessary. This example assumes the EpisodeContentID is able to remain unchanged.
AvailID	No change

THE FOLLOWING IS OUTDATED AND SHOULD BE IGNORED
Changed ALID / updated content identifiers
Scenario 2: Updated ALID / updated content identifiers
See EMA 1.7.2 Example: FLASH_S04_DE_ChangedALID_TV-05_S2.XLSX, worksheets TV-Before and TV-After, rows 16 & 17 contain episode 5.

ID	Action
SeriesID	No change
SeasonID	No change
EpisodeID	Change EpisodeID carries the EIDR for the episode, but the specification states this field could be either an EIDR *Abstract* or *Performance* ID of the episode. As a best practice, this EIDR should be an EIDR Performance ID. Assuming the provider is

	adhering to the best practice for field usage, this identifier shall be updated from the previous EIDR value to the updated EIDR value of the new version in question. Previous: 10.5240/02F9-5FDA-A3D3-70CD-9A1D-1 Updated: 10.5240/FFC6-E6D9-3A51-5A29-8877-I
SeriesAltID	No change
SeasonAltID	No change
EpisodeAltID	Change As a best practice, this value should be an internal identifier for the version or 'cut' of the content. This ID shall be updated from the previous value to the updated value. Previous: the_flash_5 Updated: the_flash_5_uncensored
ALID	Change Due to technical limitations, the episode ALID may be tied to an episode content version identifier such that when the episode cut changes, the ALID changes as well. Previous: md:alid:org:warnerbros.com:the_flash_s1_5 Updated: md:alid:org:warnerbros.com:the_flash_s1_5_uncensored
SeriesContentID	No change
SeasonContentID	No change
EpisodeContentID	Conditional Change If the change in content results in the corresponding metadata to be identified differently, this ID shall be updated. If there are no changes to the metadata, or the metadata is able to be updated absent of a metadata identifier change, no action is necessary.
AvailID	No change

Communication of changed primary identifiers
Updating dynamic identifiers could be steady-state for many distributors, therefore timely dissemination of revisions is important to keep all parties current. 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

Appendix

Use Case Document Change History:

Version	Date	Change Summary
1.0	8/31/2017	Initial Version

Best Practice Document Change History:

Version	Date	Change Summary
1.0	8/31/2017	Initial Version