![Digital EMA - entertainment merchants association logo]

Best Practices & Standards
For the Delivery of
Avails
for
Digital Audio-Visual Distribution

January 7, 2014
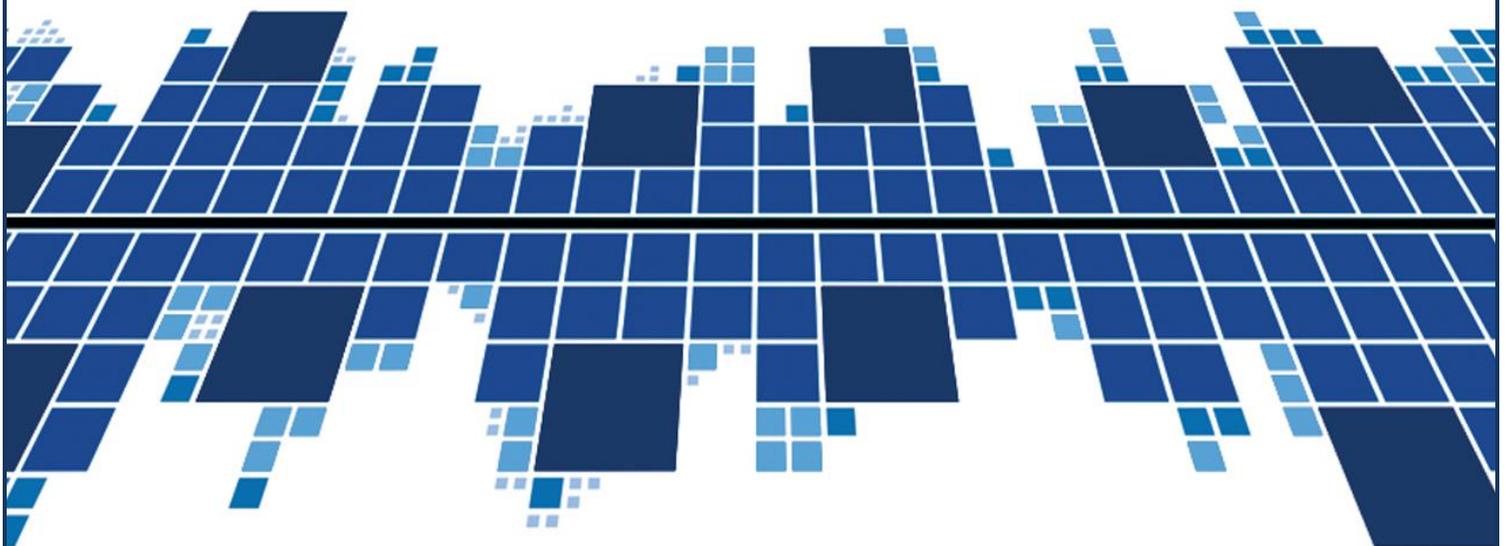
EMA CONTENT AVAILABILITY METADATA

The Avails Working Group of EMA's Digital Supply Chain Committee developed the attached recommended Content Availability Metadata for the communication of content availability data (avails). The document seeks to help eliminate inconsistency and inaccuracy in avails information by standardizing the communication of avails from content providers to digital retailers.

<u>Why is the Content Availability Metadata needed?</u>

Each studio has been providing avails to retailers in different formats (*e.g.*, in the body of emails, Excel spreadsheets, PDFs, and sometimes even as image files), typically via email. These avails are arguably the most important data digital entertainment retailers handle.

- Importance to Studios:
  - Dates need to be accurately communicated so a title doesn't go live earlier than planned and comes down in time so not to violate terms with highly valued Pay TV partners (*e.g.*, HBO, Showtime) or other licensees/licensors with which they have agreements.
  - An inaccurate start date that delays the release of a title will result in missed revenue opportunities.

- Importance to Retailers:
  - Avail notices kick off the scheduling and production workflow (ordering and fulfillment); a missed avail notice can delay the release of a title, resulting in missed revenue opportunities.
  - Going live too early or keeping a title up too long (outside of the availability window) can negatively impact relationships with the studios.
  - Delay in release of film creates a negative consumer experience with platform, especially for high-profile titles where home video release dates are advertised.

- No standards exist across any of the studios or retailers
  - Studios: Notices can come in a variety of formats (*e.g.*, body of email, Excel spreadsheets, PDFs) and often require manual work for a retailer to ingest, bringing with it a high risk of entry error and/or a high cost in resource needs (*e.g.*, in auditing all entries).

- Retailers: Many have their own templates or portals, which are a burden on studios to complete for each. Studios are then resistant to using retailer templates because of resource limitations and liability, as the often manual conversion to templates -- and inherent risk of entry error -- would be pushed to the studio's side.

- Notices often come at inconsistent intervals; few studios send notices on a consistent/predictable schedule.

Avails Working Group

Participants in the Avails Working Group were:

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(Names and employers of Working Group Participants are for information only and do not signify endorsement.)

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REVISION HISTORY

Version	Date	Description
1.0	January 3, 2013	Original Version
1.4	December 1, 2013	Updated to sync with EMA Avails Excel template v1.4. Added closed caption annotation for United States.

1   INTRODUCTION

The Entertainment Merchant's Association (EMA) has defined the means to delivery Content Availability (Avails) data. 'Avails' is an industry term for business information regarding the availability of assets to be offered. It includes information such as region of available, times of available and business terms. This document was developed by the EMA Digital Council with the objective of standardizing the metadata communication from content providers to digital retailers.

This document defines EMA Avails.

The document describes encoding for Avails data in both spreadsheet form and in XML form. Although spreadsheets may serve an interim purpose, migration to XML is encouraged.

EMA Avails Metadata builds upon Media Entertainment Core (MEC) Metadata, and also Common Metadata developed by Motion Picture Laboratories, EMA, DEG and others.

1.1   Document Organization

This document is organized as follows:

1. Introduction—Provides background, scope and conventions

2. Avails—The definition of Avails data. This includes encoding information that applies to both spreadsheets and XML; and the XML definition.

3. Rules for Spreadsheet Encoding – Information on using Section 2 definitions within spreadsheets. Also, information on mapping between spreadsheets and XML.

1.2   Document Notation and Conventions

1.2.1   XML Conventions

XML is used extensively in this document to describe data. It does not necessarily imply that actual data exchanged will be in XML. For example, JSON may be used equivalently.

This document uses tables to define XML structure. These tables may combine multiple elements and attributes in a single table. Although this does not align with schema structure, it is much more readable and hence easier to review and to implement.

Although the tables are less exact than XSD, the tables should not conflict with the schema. Such contradictions should be noted as errors and corrected.

1.2.1.1 Naming Conventions

This section describes naming conventions for Common Metadata XML attributes, element and other named entities. The conventions are as follows:

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- Names use initial caps, as in InitialCaps.

- Elements begin with a capital letter, as in InitialCapitalElement.

- Attributes begin with a lowercase letter, as in initiaLowercaseAttribute.

- XML structures are formatted as Courier New, such as `md:rightstoken`

- Names of both simple and complex types are followed with "-type"

1.2.1.2 Structure of Element Table

Each section begins with an information introduction. For example, "The Bin Element describes the unique case information assigned to the notice."

This is followed by a table with the following structure.

The headings are

- Element—the name of the element or type

- Attribute—the name of the attribute

- Definition—a descriptive definition. The definition may define conditions of usage or other constraints

- Value—the format of the attribute or element. Value may be an XML type (e.g., "string") or a reference to another element description (e.g., "See Bar Element"). Annotations for limits or enumerations may be included (e.g.," int [0..100]" to indicate an XML xs:int type with an accepted range from 1 to 100 inclusively).

- Card—cardinality of the element. If blank, then it is 1. Other typical values are 0..1 (optional), 1..n and 0..n.

The first row of the table after the header is the element being defined. This is immediately followed by attributes of this element, if any. Subsequent rows are child elements and their attributes. All child elements (i.e., those that are direct descendents) are included in the table. Simple child elements may be fully defined here (e.g., "Title", " ", "Title of work", "xs:string"), or described fully elsewhere ("POC", " ", "Person to contact in case there is a problem", "md:ContactInfo-type"). In this example, if POC was to be defined by a complex type defined as md:ContactInfo-type. Attributes immediately follow the containing element.

Accompanying the table is as much normative explanation as appropriate to fully define the element, and potentially examples for clarity. Examples and other informative descriptive text may follow. XML examples are included toward the end of the document and the referenced web sites.

1.2.2 General Notes

All required elements and attributes must be included.

When enumerations are provided in the form 'enumeration', the quotation marks ('') should not be included.

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1.3 Normative References

[CM] TR-META-CM MovieLabs Common Metadata, version 2.1, http://www.movielabs.com/md/md

[MECMD] DEG-EMA Media Entertainment Core Metadata, version 2.1, http://www.movielabs.com/md/mec

[RFC2141] R. Moats, *RFC 2141, URN Syntax*, May 1997, http://www.ietf.org/rfc/rfc2141.txt

[RFC3629] Yergeau, F., et al, *RFC 3629, UTF-8, a transformation format of ISO 10646*, November, 2003. http://www.ietf.org/rfc/rfc3629.txt

[RFC3986] Berners-Lee, T., et al, RFC 3986, Uniform Resource Identifier (URI): Generic Syntax, January 2005, http://www.ietf.org/rfc/rfc3986.txt

[RFC5646] Philips, A, et al, *RFC 5646, Tags for Identifying Languages*, IETF, September, 2009. http://www.ietf.org/rfc/rfc5646.txt

[IANA-LANG] IANA Language Subtag Registry. http://www.iana.org/assignments/language-subtag-registry

[ISO3166-1] Codes for the representation of names of countries and their subdivisions -- Part 1: Country codes, 2007.

[ISO3166-2] ISO 3166-2:2007Codes for the representation of names of countries and their subdivisions -- Part 2: Country subdivision code

[ISO4217] Currency shall be encoded using ISO 4217 Alphabetic Code. http://www.iso.org/iso/currency_codes_list-1

[ISO8601] ISO 8601:2000 Second Edition, *Representation of dates and times, second edition*, 2000-12-15.

[CEA766] ANSI/CEA-766-C, U.S. and Canadian Rating Region Tables (RRT) and Content Advisory Descriptors for Transport of Content Advisory Information Using ATSC Program and System Information Protocol (PSIP). April 2008.

1.4 Informative References

[RFC4647] Philips, A., et al, *RFC 4647, Matching of Language Tags, September 2006.* http://www.ietf.org/rfc/rfc4647.txt

European Broadcast Union, Tech 3295 – P_META Metadata Library, http://www.ebu.ch/en/technical/metadata/specifications/notes_on_tech3295.php

1.5 XML Namespaces

This document refers to the following XML namespaces:

- md: Common Metadata corresponding with Common Metadata.

- mdmec: Media Entertainment Core Metadata. Note that mdmec: references md: schemas

- avails: includes Avails data. Note that avails: references md: and mdmec: schemas

1.6   Identifiers

Identifiers must be universally unique. Recommended identifier schemes may be found in Common Metadata and in UltraViolet Content Metadata.

1.7   Status

This specification is completed and ready for pilot implementation. Although tested, we anticipate that additional implementation experience will yield recommendation for changes. Implementers should anticipate one or more revisions. Reasonable measures will be taken to ensure changes are backwards compatible.

2   AVAIL INFORMATION

The top level element for Avails are `Avail` and `AvailList`. The top-level XML type for Avails are `Avail-type` and `AvailList-type`.

2.1   Avail List

An Avail List contains on or more Avials.

Element	Attribute	Definition	Value	Card.
AvailList		Element for an Avail List	avails:AvailList-type	

Element	Attribute	Definition	Value	Card.
AvailList-type				
Avail		An Avail	avails:Avail-type	1..n

2.2   Avail

The Avail element is defined as follows:

Element	Attribute	Definition	Value	Card.
Avail		Element continuing a single Avail	avail:Avail-type	

The Avail-type complex type is defined as follows:

Element	Attribute	Definition	Value	Card.
Avail-type				
Disposition		Information about the Avails message such as whether it is a new Avail or if it replaces a previous Avail message.	avails:AvailDisposition-type	

Licensor		The entity issuing the Avail	mdmec:Publisher-type	
Asset		Each instance defines an asset subject to the Avail instructions	avails:AvailAsset-type	1..n
Transaction		Each instance includes transaction information regarding the Avail	avails:AvailTransaction-type	1..n
OfferingContentStructure		Description of relationship of the asset to each other in the form of a Common Metadata Compliation.	md:CompObj-type	0..1

2.2.1 AvailDisposition-type

Element	Attribute	Definition	Value	Card.
AvailDisposition-type				
EntryType		Indication of whether this Avail is new, update or deletion.	xs:string	0..1
EntryID		An identifier unique to the Licensor that identifies this Avail. EntryID is used to match Avails for Update and Delete operations. It can also be used by respective parties to refer to the Avail.	md:id-type	0..1
IssueDate		Date this Avail was issued. If necessary, recipients can use IssueDate to reconstruct the order of issuance. Although this may be xs:gYear only or xs:date, it is strongly recommended that the xs:dateTime form be used.	md:YearDateOrTime-type	0..1
ReplacesEntryID		An EntryID in an Avail previously sent. Used to match for purposes of updating or deleting.	md:id-type	(optional choice)
ReplacesEntryDate		An EntryDate in an Avail previously sent. Used to match for purposes of updating or deleting.	md:YearDateOrTime-type	(optional choice)
<any>		Any other element	any ##other	0..n

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EntryType shall have one of the following values:

- "Create" – Creates a new Avail.

- "Update" – Updates a matching Avail. See note below on matching. This Avail will replace the previous Avail in its entirety.

- "Delete" – Deletes the matching Avail. See note below on matching.

- "Full Extract" – All avail entries provided for a title's version within a territory should overwrite all previous avail entries for that version within that territory.

- "Other" – The recipient should evaluate the current Avail against existing Avails and determine whether this Avail is new or an update. It is recommended that "Update" be used instead of "Other".

An Avail matches an earlier Avail if the new Avail's ReplacesEntryID matches the earlier Avail's EntryID, or the new Avail's ReplacesEntryDate matches the earlier Avail's EntryDate.

If EntryType is absent, the following is used to match

If Transaction/@AvailID is present

- If an avail associated with AvailID is present at the Retailer

  o If EntryType is "Delete", the avail is deleted

  o Otherwise, EntryType is ignored and the avail is updated

- If an avail associated with AvailID is not present at the Retailer, and EntryType is not "Delete", an avail is created.

If Transaction/@AvailID is not present, the retailer attempts to match the avail based on ProductID, ContentID, Region and StoreLanguage. Any overlap (e.g., overlapping regions or languages) constitutes a match.

- If a match exists, action is taken based on the value of EntryType as follows

  o Delete: remove matching avail

  o Update: update matching avail

  o Other: update matching avail

  o <absent>: update matching avail

- If a match does not exist, action is taken based on the value of EntryType

  o Delete: no action avail

  o Update: create avail

  o Other: create avail

  o <absent>: create avail

Ref: **TR-META-AVAIL**
Version: **1.4**
Date: **December 3, 2013**

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AvailID must be unique within a given Licensor. It also must be unique to the title, region and language in question. If there is any overlap (e.g., a record for worldwide and another record for US), matching could fail. Note that EntryType is intended to refer to a set of avails, rather than individual items so one set of records can replace another set of records (e.g., a single worldwide avail can be updated to multiple regional avails).

2.2.2 AvailAsset-type

Element	Attribute	Definition	Value	Card.
AvailAsset-type				
	contentID	Asset Identifier. This should be an EIDR.	md:ContentID-type	
WorkType		Work type as enumerated in Common Metadata, and repeated below.	xs:string	
TitleInternalAlias		Title used by involved parties to refer to this content.	xs:string	
ProductID		An identifier mutually agreed upon by sender and recipient. ProductID must be unique within a licensor. It is preferable that it be globally unique, such an EIDR.	xs:string	0..n
VersionDescription		A brief description of the version.	xs:string	0..1
Metadata		Metadata describing Asset	avails:AvailMetadata-type	
SeriesMetadata		Additional metadata describing series information, such as seasons and series. This shall only be included if the asset is part of a series (e.g., an episode)	avails:AvailSeriesMetadata-type	0..1

WorkType shall be enumerated to one of the following (categories are to support the definition, but are not included in the enumeration).

Music related:

- 'Album' – A collection of songs

- 'Song'

- 'Music Video' – Music Video, not 'Performance'

- 'Ring Tone'

- 'Other Music'

Film related:

- 'Movie' – A full length movie regardless of distribution (e.g., theatrical, TV, direct to disc, etc.) and content (e.g., includes documentaries).

- 'Short' – a film of length shorter than would be considered a feature film.

TV, web and mobile related:

- 'Series' – a show that might span one or more seasons or might be a miniseries.

- 'Season' – a season of a Series. It will contain one more episodes.

- 'Episode' – an episodes of a season or miniseries. A pilot is also an episode. If episode is a 'webisode', 'mobisode' or other specialized sequence, it should be noted in Keywords.

- 'Non-episodic Show' – TV or other show that is non-episodic; for example, sports and news.

- 'Promotion' – promotional material associated with media. This includes teasers, trailers, electronic press kits and other materials. Promotion is a special case of 'Ad'.

- 'Ad' – any form of advertisement including TV commercials, informercials, public service announcements and promotions not covered by 'Promotion'. This does not include movie trailers and teasers even though they might be aired as a TV commercial.

Other:

- 'Excerpt' – An asset that consists primarily of portion or portions of another work or works; for example, something having the 'isclipof' or 'iscompositeof' relationship.

- 'Supplemental' – Material designed to supplement another work. For example, and extra associated with a Movie for a DVD.

- 'Collection' – A collection of assets not falling into another category. For example, a collection of movies.

- 'Franchise' – A collection or combination of other types, for example, a franchise might include multiple TV shows, or TV shows and movies.

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2.2.2.1 AvailMetadata-type

Element	Attribute	Definition	Value	Card.
AvailMetadata-type				
TitleDisplayUnlimited		Display title, no length limit. Same as TitleDisplayUnliminted in Common Metadata.	xs:string	0..1
RunLength		Total run time. Same as RunLength in Common Metadata.	xs:duration	0..1
AltIdentifier		Other identifiers referring to the same asset. Same as AltIdentifier in CommonMetadata.	md:ContentIdentifier-type	0..n
ReleaseHistory		History of release such as air dates or DVD release information. Defined in Common Metadata, 4.1.1.	md:ReleaseHistory-type	0..n
CaptionIncluded		Are captions included in encoding. 'true' means yes.	xs:boolean	0..1
CaptionRequired		Are captions required anywhere in the regions specified for the transaction. 'true' means yes.	xs:boolean	0..1
CaptionsExemptionReason		Captions are not required for the reason specified in this element. If present, CaptionIncluded must equal 'false' and CaptionRequired must equal 'false'	xs:string	0..1
<any>		Any other element	any ##other	0..n

CaptionIncluded and CaptionRequired are required for Avails whose Territory is the United States.

2.2.2.2 AvailSeriesMetadata-type

Element	Attribute	Definition	Value	Card.
AvailSeriesMetadata-type				
SeriesID		Identifier for Series. Preferably an EIDR.	md:id-type	
SeasonID		Identifier for Season. Preferably an EIDR.	md:id-type	
SeriesTitle		Title for series in language mutually agreed upon by sender and receiver. Same as Core Metadata TitleInternalAlias	xs:string	
SeasonTitle		Title for season. Same as Common Metadata TitleDisplayUnlimited for WorkType 'Season.	xs:string	
LocalSeriesTitle		Local series title, if applicable. Same as Common Metadata TitleDisplayUnlimited for WorkType 'Series'	xs:string	0..n
	language	Language for local series title	xs:language	
LocalSeasonName		Local season title, if applicable. Same as Common Metadata TitleDisplayUnlimited for WorkType 'Season.	xs:string	0..n
	language	Language for local series title	xs:language	
SeasonNumber		Season number as defined in Common Metadata. Parties should agree upon which numbering scheme to use.	md:ContentSequenceInfo-type	
SeasonEpisodeCount		Number of episodes in this season.	xs:positiveInteger	0..1
SeriesAltIdentifier		Other identifiers for the series.	md:ContentIdentifier-type	0..n
SeasonAltIdentifier		Other identifiers for the season.	md:ContentIdentifier-type	0..n
<any>		Any other element	any ##other	0..n

2.2.3 AvailTrans-type

Element	Attribute	Definition	Value	Card.
AvailTrans-type				
	AvailD	Avail Identifier Must be unique to Avail window/entry.		
LicenseType		Type of transaction. See below.	xs:string	
Description		A free-form description of the transaction.	xs:string	
Locale		Region or regions where transaction applies. Default is worldwide. Note that if both Locale and LocaleExcluded are absent, default is worldwide.	md:Region-type	0..n
LocaleExcluded		Region or regions where transaction does not apply. Default is nowhere, and Locale takes precedence.	md:Region-type	0..n
StoreLanguage		Language or languages to which transaction applies. If absent, then all languages is assumed.	xs:language	0..n
LicenseRightsDescription		Description of License or Rights granted. See below.	xs:string	
FormatProfile		Indicates the format profile covered by the transaction. This typically refers to HD, SD or 3D.	xs:string	
Terms		Terms described in pre-defined values.	avails:AvailTerms-type	0..1
OtherTerms		Terms described as name/value pairs.	md:NVPair-type	0..1
OtherTerms		Monetary terms described as name/value pairs.	md:NVPairMoney-type	0..1
OtherInstructions		Any other instructions. Free text.	xs:string	0..1
Start		Start of terms. If Start and ContStart are absent, terms begin immediately.	xs:dateTime	(optional choice with CondStart)

CondStart		Conditional Start of terms	avails:AvailTransCond Date-type	(optional choice with Start)
End		End of terms. If End and CondEnd are absent, terms continue indefinitely.	xs:dateTime	(optional choice with CondEnd)
CondEnd		Conditional ending period	avails:AvailTransCond Date-type	(optional choice with End)

LicenseType should have one of the following values, although additional values may be used by agreement between sender and receiver:

- 'EST' (Electronic Sell Through)

- 'VOD' (Video on Demand) – Download or streaming based on individual transactions (e.g., payment per use).

- 'SVOD' (Subscription VOD) – Streaming on a subscription service

Note that any of these models can be paid or free.

LicenseRightsDescription should have one of the following values:

- 'New Release' – New release

- 'Library' – Catalog title

- 'Mega-Library' – High value library

- 'DD-Theatrical' – EST, VOD or Subscription availability, Day and Date withTheatrical

- 'Pre-Theatrical' – EST, VOD or Subscription availability prior to theatrical availability

- 'DD-DVD'–Day and Date DVD

- 'Early EST' – EST prior to DVD availability

- 'Preorder EST' – preorder EST prior to DVD availability (order, but not download or play)

- 'Early VOD' – VOD prior to DVD availability, also Preorder VOD

- 'Preorder VOD' – preorder VOD prior to DVD availability (order, but not download or play)

- 'DTV' – Direct to Video

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FomatProfile should have one of the following values

- 'HD' – High Definition
- 'SD' – Standard Definition
- '3D' – 3D, non-specific of resolution
- '3DHD' – 3D High Definition
- '3DSD' – 3D Standard Definition
- 'HFR' – HD High Frame Rate
- '3DHFR' – 3D High Frame Rate
- '4K' – 4K (4096x2160) format or 4xHD (3840x2160)
- '3D4K' – 3D 4K

2.2.3.1 AvailTransCondDate-type

Element	Attribute	Definition	Value	Card.
TransInfo-type				
Event		The event to which this condition is tied	xs:string	0..1
Condition		Indication of before, after, etc.	xs:string	
Locale		Locale of the condition	md:Region-type	0..1
Lag		Indication of how much before or after the event. This shall always be positive and the direction is assumed from the Condition.	xs:duration	0..1

Event may have any value as listed under Release Information Encoding as described in the Common Metadata Specification.

The following are accepted values for Condition

- 'before' – indicates Lag before Event
- 'after' – indicates Lag after Event
- 'simultaneous' – indicates it happens at the same time. Lag should not be included, but ignored if it is.

2.2.3.2 AvailTerms-type

These are supplied as determined by mutual agreements. These can generally be excluded if sufficient information is provided elsewhere such as contracts external to the Avails data or in OtherTerms.

Element	Attribute	Definition	Value	Card.
AvailTerms-type				
Tier		Offering Tier. This is typically a reference to a tier in a contract.	xs:string	0..1
RentalDuration		Duration of rental period in hours	xs:duration	0..1
WatchDuration		How long user has to complete viewing once started, in hours	xs:duration	0..1
WSP		Wholesale price	md:Money-type	0..1
SRP		Suggested Retail Price	md:Money-type	0..1
SeasonWSP		Wholesale Price for an entire season.	md:Money-type	0..1
<any>		Any other element	any ##other	0..n

CaptionExemptionReason shall hold one of the following values

- 'Never on TV' – This content has never aired on television in the U.S.

- 'TV without captions' – This content has only aired on television in the U.S. without captions.

- 'No captions since 20120930' – This content has not aired on U.S. television with captions since September 30, 2012

- 'Not full length programming' – This content does not consist of full-length video programming.

- 'N/A per FCC Reg' – This content does not fall within a category of online programming that currently requires captions under FCC regulations (49 C.F.R. § 79.4(b)).

- 'Exempted' – The FCC and/or U.S. Congress has granted an exemption from captioning requirements for this content.

2.2.4   Money-type and NVPairMoney-type (should be Common Metadata)

Element	Attribute	Definition	Value	Card.
Money-type				
	currency	Currency as expressed in ISO 4217 Currency Alphabetic Code. For example, 'USD" for US Dollars. If absent, then local currency is assumed.	xs:string	0..1
Value		Value	xs:decimal	

[ISO4217] typically allows two or three digits after the decimal. However, Value in this element may have as many decimal places as necessary.

NVPairMoney-type is like NVPair-type except the Value is currency-based.

Element	Attribute	Definition	Value	Card.
NVPairMoney-type				
Name		Identification of the parameter being specified	xs:string	
Value		Value specified for Name.	md:Money-type	

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3   RULES FOR SPREADSHEET ENCODING

The Excel structure is a subset of what can be encoded in the XML structure. This section defines rules for translating between schema and spreadsheet.

Note that spreadsheets may be transmitted as Microsoft Excel spreadsheets or common separated values (CSV) files.

3.1   Mapping Spreadsheet to XML Document

Spreadsheet		XML	Mapping
Licensor	DisplayName	//Licensor/DisplayName	1:1
AvailTrans	StoreLanguage	//Transaction/StoreLanguage	1:1
AvailTrans	Territory	//Transaction/Territory	1:1
Avail Asset	WorkType	//Asset/WorkType	1:1
Disposition	EntryType	//Disposition/EntryType	1:1
Avail Asset	TitleInternalAlias	//Asset/TitleInternalAlias	1:1
AvailMetadata	TitleDisplayUnlimited	//Asset/Metadata/TitleDisplayUnlimited	1:1
AvailTrans	LicenseType	//Transaction/Type	1:1
AvailTrans	LicenseRightsDescription	//Transaction/LicenseRightsDescription	1:1
AvailTrans	FormatProfile	//Transaction/FormatProfile	1:1
AvailTrans	Start	//Transaction/Start	1:1
AvailTrans	End	//Transaction/End	1:1
AvailTrans	Description	//Transaction/Description	1:1
AvailTrans	OtherTerms	//Transaction/OtherTerms	Name/Value pairs in parentheses, separated by semicolon (*name;value*)
AvailTrans	OtherInstructions	//Transaction/OtherInstructions	1:1
Avail Asset	ContentID	//Asset/@contentID	1:1
Avail Asset	ProductID	//Asset/ProductID	1:1
Avail Asset	AvailID	//Transaction/@AvailID	1:1
Avail Asset	Metadata	//Asset/VersionDescription	1:1
AvailMetadata	AltID	//Asset/Metadata/AltIdentifier	First instance
AvailMetadata	ReleaseHistoryOriginal	//Asset/ReleaseHistory/Date	Where ReleaseType='original' and DistrTerritory matches
AvailMetadata	ReleaseHistoryPhysicalHV	//Asset/ReleaseHistory/Date	Where ReleaseType='DVD' and DistrTerritory matches
AvailTerms	RentalDuration	//Transaction/Terms/RentalDuration	1:1

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AvailTerms	WatchDuration	//Transaction/Terms/WatchDuration	1:1
AvailTerms	WSP	//Transaction/Terms/WSP	1:1
AvailTerms	Tier	//Transaction/Terms/Tier	
AvailTerms	SRP	//Transaction/Terms/SRP	1:1
AvailTerms	CaptionIncluded	//Asset/Metadata/CaptionIncluded	1:1
AvailTerms	Caption Required	//Asset/Metadata/CaptionRequired	1:1
AvailTerms	Any		
AvailMetadata	Total Run Time	//Asset/Metadata/RunLength	1:1

3.2   Mapping XML Document to Spreadsheet

XML	Spreadsheet		Mapping
//Disposition/EntryType			None
//Disposition/EntryType	Disposition	EntryType	1:1
//Disposition/IssueDate			None
//Disposition//ReplacesEntryid			None
//Disposition/ReplacesEntryDate			None
//Licensor/@organizationID			None
//Licensor/@idType			None
//Licensor/@retailerSpecificID			None
//Licensor/DisplayName	Licensor	Display Name	1:1
//Licensor/SortName			None
//Licensor/AlternateName			None
//Licensor/ContactInfo			None
//Asset/@contentID	Avail Asset	ContentID	1:1
//Asset/WorkType	Avail Asset	WorkType	1:1
//Asset/TitleInternalAlias	Avail Asset	TitleInternalAlias	1:1
//Asset/ProductID	Avail Asset	ProductID	1:1
//Asset/VersionDescription	Avail Asset	Metadata	1:1

Content Availability Metadata (Avails)

//Asset/Metadata/AltIdentifier	AvailMetadata	AltID	First instance
//Asset/Metadata/TitleDisplayUnlimited	AvailMetadata	TitleDisplayUnlimited	1:01
//Asset/Metadata/RunLength	AvailMetadata	TotalRunTime	1:01
//Asset/ReleaseHistory/Date	AvailMetadata	ReleaseHistoryOriginal , ReleaseHistoryPhysicalHV	ReleaseHistory/Date maps where ReleaseType='original' and ReleaseType='DVD'
//AssetReleaseHistory/ReleaseType			Maps in cases above
//AssetReleaseHistory/DistrTerritory			Maps in cases above
//AssetReleaseHistory/Description			None
//Asset/ReleaseOrg			None
//Asset/Metadata/CaptionIncluded	AvailTerms	CaptionIncluded	1:1
//Asset/Metadata/CaptionRequired	AvailTerms	CaptionRequired	1:1
//Asset/SeriesMetadata			Future
//Transaction/Description	AvailTrans	Description	1:1
//Transaction/Territory	AvailTrans	Territory	Only first instance. Must have a new row for each combination.
//Transaction/Language	AvailTrans	Language	
//Transaction/TerritoryExcluded			This cannot be represented. If necessary, all other Locales included in Locale.
//Transaction/LicenseRightsDescription	AvailTrans	LicenseRightsDescription	1:1
//Transaction/FormatProfile	AvailTrans	FormatProfile	1:1
//Transaction/Type	AvailTrans	LicenseType	1:1
//Transaction/Terms/Tier	AvailTrans	Tier	1:1
//Transaction/Terms/RentalDuration	AvailTerms	RentalDuration	1:1
//Transaction/Terms/WatchDuration	AvailTerms	WatchDuration	1:1
//Transaction/Terms/WSP	AvailTerms	WSP	1:1
//Transaction/Terms/SRP	AvailTerms	SRP	1:1
//Transaction/Terms/SeasonWSP			Future

Content Availability
Metadata (Avails)

Ref: **TR-META-AVAIL**
Version: **1.4**
Date: **December 3, 2013**

//Transaction/OtherTerms	AvailTrans	Any	Name/Value pairs in parentheses, separated by semicolon (*name;value*)
//Transaction/OtherFinanceTerms			None
//Transaction/OtherInstructions		Any (if not otherwise used)	
//Transaction/Start	AvailTrans	Start	1:1
//Transaction/CondStart			None
//Transaction/End	AvailTrans	Start	1:1
//Transaction/CondEnd			None
//OfferingContentStructure			None
//CoreMetadata			None

EMA Avails Excel Spreadsheet Fields v1-4

Licensor	Display Name	//REQUIRED. The name of your company.	//e.g., Rockstar Films
AvailTrans	Language	//Optional. ISO 639-1 language code for spoken language of the intended audience, not necessarily the audio language. For example, a non-English language film with English subtitles is for an English-speaking audience.	//e.g., EN, DE, FR
AvailTrans	Territory	//REQUIRED. ISO 3166-1 alpha-2 country code for the country or territory of this avail.	//e.g., US, CA, GB
Avail Asset	WorkType	//REQUIRED. Work type as enumerated in Common Metadata.	//e.g., Movie, Short
Disposition	EntryType	//Optional if sufficient ID is provided in ContentID, ProductID, AvailID, and/or AltID. EntryType is information about the avail entry as to whether it is a new avail entry or if it replaces a previous avail entry. The use of "Full Extract" means that all avail entries provided for a version within a territory should overwrite all previous avail entries for that version with that territory. Please note: if this field is blank, then the default handling of it will be "Full Extract."	//e.g., Create, Update, Delete, Full Extract
Avail Asset	TitleInternalAlias	//REQUIRED. Title used by involved parties to refer to this content.	//e.g., First Dance, The
AvailMetadata	TitleDisplayUnlimited	//Optional. Display title, no length limit. Same as TitleDisplayUnliminted in Common Metadata.	//e.g., The First Dance
AvailTrans	(License) Type	//REQUIRED. Type of transaction.	//e.g., EST, VOD, SVOD
AvailTrans	LicenseRightsDescription	//Optional. Description of License or Rights granted.	//e.g., New Release, Library, Early EST
AvailTrans	FormatProfile	//REQUIRED. Indicates the format profile covered by the transaction.	//e.g., HD, SD, 3D
AvailTrans	Start	//REQUIRED. Start of term in YYYY-MM-DD format.	//e.g., 2013-05-14
AvailTrans	End	//REQUIRED. End of term in YYYY-MM-DD format.	//e.g., 2019-02-17
AvailTrans	Description	//Optional. A free-form description of the transaction.	//e.g., Box office info. Significant digital home entertainment release campaign planned.
AvailTrans	Other Terms	//Optional. Any additional monetary terms.	//e.g., Eligible for promo discount if bundled with prequel. Please contact marketing team for details if interested.
AvailTrans	Other Instructions	//Optional. Any additional instructions.	//e.g., Please make available only with pre-quel.

Avail Asset	Content ID	//Optional. Title Identifier. This should be the Title Level EIDR.	//e.g., 10.5240/1489-49A2-3956-4B2D-FE16-5
Avail Asset	Product ID	//Optional. Asset Identifier. This should be the Version Level EIDR.	//e.g., 10.2340/1489-49A2-3956-4B2D-FE16-6
Avail Asset	AvailID	//Optional. Avail Identifier. This should be unique to the avail window/entry.	//e.g., 34530345-ABD-WE
Avail Asset	Metadata	//Optional. Metadata describing Asset.	//e.g., Fully localized, multi-language.
AvailMetadata	AltID	//Optional. Other identifiers referring to the same asset. Same as AltIdentifier in CommonMetadata.	//e.g., FIRSTDANCE_FR
AvailMetadata	Release History (Original)	//Optional. First date of distribution for a title, typically theatrical release date. If available for territory of avail, otherwise first theatrical release date WW (e.g., US) would suffice. Format is YYYY-MM-DD.	//e.g., 2013-01-30
AvailMetadata	Release History (DVD)	//Optional. Release date for initial physical home video release. If available for territory of avail, otherwise first physical home video release date WW (e.g., US) would suffice. Format is YYYY-MM-DD.	//e.g., 2013-05-14
AvailTerms	Rental Duration	//Optional. Duration of rental period in hours. 720 hours = 30 days.	//e.g., 720
AvailTerms	Watch Duration	//Optional. Duration or playback period after playback start, in hours.	//e.g., 24, 48, 72
AvailTerms	WSP	//Optional if sufficient pricing information is otherwise provided. Wholesale price in local currency.	//e.g., 10.50
AvailTerms	Tier	//Optional if sufficient pricing information is otherwise provided. Tier information applied to avail.	//e.g., 1, 3, A, B
AvailTerms	SRP	//Optional if sufficient pricing information is otherwise provided. Suggested retail price in local currency.	//e.g., 9.99, 12.99
AvailTerms	CaptionIncluded	//REQUIRED if in US. Communicating if caption file will be delivered.	//e.g., Yes, No
AvailTerms	Caption Required	//REQUIRED in US. Communicating if caption file is required or not. It is not required if it is an except category as defined by FCC regulations. It is not required for non-US avails.	//e.g., Yes, No.
AvailTerms	Any	//Optional. Any other element.	//e.g., Free if combined with bundle. Contact marketing team if interested.
AvailMetadata	Total Run Time	//Optional. Total run time as HH:MM:SS.	//e.g., 1:56:20