



EMA Core Metadata Summary
(for Audiovisual Digitally Delivered Content)

Metadata related to digital video distribution is too often communicated manually between trading partners. It is also communicated in a variety of inconsistent structures and formats that are requested by retailers and distributors or supplied by various content providers. Bad metadata that is translated to supplier catalogs or retailer/distributor websites can cause lost sales, and late metadata can bottleneck the supply chain – delaying availability. Standards for a metadata structure and its communication are certain to allow for automatable systems.

EMA, with the support of MovieLabs, has created the EMA Metadata structure, a robust, all-encompassing structure and set of fields which will support all of the pertinent metadata needed to communicate about an audiovisual file or files between the content provider and the retailer or distributor of the content (and ultimately to the consumer).

This document defines the “core” metadata fields within the EMA Metadata structure that retailers require to merchandise (post) an asset to the consumer or to service that asset through their supply chain. Unless otherwise noted within the field, these fields are recommended as “mandatory”.

Many additional fields as provided for in the overall EMA Metadata structure. Content suppliers are encouraged to supply, and individual retailers may require, additional fields. The specific requirements of each retailer/distributor or of each content provider should be addressed in agreements between those parties.

The EMA “core” is broken into three categories (Item Identification, Product Descriptors, and Content Descriptors). Each field is defined, and attribute lists, if applicable, are referenced. Some attribute lists are based on external existing standards, and some have been defined by EMA and are attached at the end of this document.

Category 1: Item Identification

This category contains fields that identify the item being described by the metadata, including identification numbers and titles.

Field	Definition	Notes	Attributes	Examples
Content ID	Exact string associated with the product, unique within the context of	At least 1 identifier must be provided		0000-3BAB-9352-000-g-0000-0000-Q

	the ID type			
ID Type	Source of Content ID value		Table 1: Content Identifier Schemes. If not within the controlled vocabulary, then free text	ISAN
Internal Tracking ID	ID assigned for internal use by the content provider	Can have multiple, including SAP; nullable		12345ABCDEF
Title - Unlimited	Full unedited title in a form intended for public display	No max limit		Borat: Cultural Learnings of America for Make benefit Glorious Nation of Kazakhstan
Title60 - Medium	The title in a form and length intended for the average public display	Maximum length = 60		Star Wars 1 – The Phantom Menace
Title - Sort	Sortable version of the title	No max limit		Wizard of Oz, The
Title - Search	Common language version of a title that may be submitted in mixed languages, as occurs in some Japanese titles	Mandatory when main title incorporates multiple character sets, otherwise nullable. For example, there are 3 different types of Japanese alphabets Kanji, Katakana, Hiragana. These three may be mixed in a sentence for regular use. This means local title in metadata will be in this form. Kanji has many different characters whereas Katakana & Hiragana have only 50 characters for each in total- which is why the regular style the regular style sentence (3 alphabet mixed version) is converted to only Hiragana format to sort titles out. Uses the Title Alternative field of EMA MD structure.		English title: Harry Potter and the Half-Blood Prince. Local Japanese title (combination of 3 alphabets): Japanese sort title (in Hiragana)
Title Language	Language in which the title is composed		RFC 5646/IANA	Eng

1.1 Content ID

Field Description: Exact string associated with the product, unique within the context of the ID type. At least one must be provided.

Attributes: Open ended

Example: 0000-3BAB-9352-0000-g-0000-0000-Q

1.2 ID Type

Field Description: Source of content ID value

Attributes: Table 1 (Contents Identifier Schemes); if not within the controlled vocabulary, then free-flow text

Example: ISAN

1.3 Internal Tracking ID

Field Description: ID assigned for internal use by the content provider

Attributes: Open ended

Example: 12345ABCDEF

1.4 Title – Unlimited

Field Description: Full unedited title in a form intended for public display. No maximum field length.

Attributes: Open ended

Example: Borat: Cultural Learnings of America for Make Benefit Glorious Nation of Kazakhstan

Encoding: Basic/LocalizedInfo/TitleDisplay60 Section 4.1.2

Notes: no maximum field length

Best Practices:

1.5 Title60 - Medium

Field Description: The title in a form and length intended for the average public display. Maximum length = 60 characters.

Attributes: Open ended

Example: Star Wars 1 – The Phantom Menace

1.6 Title - Sort

Field Description: Sortable version of the title

Attributes: Open ended

Example: Wizard of Oz, The

1.7 Title - Search

Field Description: Common language version of a title that may be submitted in mixed languages, as occurs in some Japanese titles. This field is mandatory if the main title incorporates multiple character sets.

Attributes: Open ended

Example: English title: Harry Potter and the Half-Blood Prince. Local Japanese title (a combination of three different alphabets). Japanese sort title (in Hiragana).

1.8 Title Language

Field Description: Language in which the title is composed

Attributes: RFC 5646/IANA

Example: eng

Category 2: Content Descriptors

This category contains the fields that describe the audiovisual content of the file.

Field	Definition	Notes	Attributes	Examples
Synopsis190 – Short	Description of the	Maximum length = 190		Dorothy, a farm girl,

	“story” unique to the piece of content	characters; Best practice expectation is that this field be useful for display and merchandising purposes		finds herself transported to a faraway land named Oz. Will the witch kill here before she can find her way back to Kansas?
Runtime	Runlength of the currently referenced product, from start to end	Hours, minutes, seconds	Hh:mm:ss	01:12:53
Language – Primary Spoken	Primary language originally spoken in the content (“what the lips move to”)		RFC 5646/IANA	Eng
Country of Origin	Country of reference of the content		ISO 3166-1	US
Rating – Status	Indicates whether the item has been issued a rating from a ratings board or not	If not rated, a flag is available to denote whether this item is a derivation of a rated version of the title	Y,N	Y
Rating – Region	Region for which a rating is applicable		ISO 3166-1 (countries) or ISO 3166-2 (subdivisions)	US
Rating – System	Ratings Bard issuing the rating		See EMA Metadata Doc	MPAA
Rating – Value	The rang value of the appropriateness of the product based on content		See EMA Metadata Doc	R
Rating – Descriptor	Code of the reasons for the rating	Nullable	See EMA Metadata Doc	TV-MA-L
Rating – Reason	Description of the reasons for the rating	Nullable	See EMA Metadata Doc	The movie is rated R for mature audience, unsuitable for audiences under 17, for crude indecent language.
Genre – Core	The primary genre of the content	Only on primary genre should be selected from those listed in the EMA Core Genre list	Table 2: EMA Core Games	Drama
Genre - Secondary	Secondary genres of the content	Multiple genres can be entered, in priority order. Genre should be selected from the Core Genre list if applicable, otherwise flow text. Nullable		War, Action
Release date	Orginal release date for this version of the feature film content, as defined by the content provider for display	For feature films (otherwise nullable); use release history field; if dtae available, then year is sufficient		2008-02-08
Releases Date – Local		For all; use release history field		2008-02-08
Contributor – Actor		Nullable if unavailable; use BasicMetadataPeople.Job-Type		John Wayne
Contributor – Director		Nullable if unavailable; use BasicMetadataPeople.Job-Type		Steven Spielberg
Contributor - Producer		Nullable if unavailable; use BasicMetadataPeople.Job-Type		Clint Eastwood

2.1 Synopsis – Short

Field Description: Description of the “story”, unique to the piece of content. Maximum length = 190 characters.

Attributes: Open ended

Example: Dorothy, a farm girl finds herself transported to a faraway land called Oz. Will the witch kill her before she can find her way back to Kansas?

2.2 Runtime

Field Description: Runlength of the currently referenced product, from start to end

Attributes: Open ended

Example: 01:12:53

2.3 Language – Primary Spoken

Field Description: Primary language originally spoken in the content (“what the lips move to”)

Attributes: RFC5646/IANA

Example: eng

2.4 Country of Origin

Field Description: The generally accepted country of reference of the content

Attributes: ISO 3166-1

Example: US

2.5 Rating – Status

Field Description: Indicates where the item has been issued a rating from a ratings board or not

Attributes: Y, N

Example: Y

2.6 Rating – Region

Field Description: Region for which rating is applicable

Attributes: ISO 3166-1 (countries) or ISO 3166-2 (subdivisions)

Example: US

2.7 Rating – System

Field Description: Ratings board issuing the rating

Attributes: See EMA Metadata full documentation

Example: MPAA

2.8 Rating – Value

Field Description: The rating value of the appropriateness of the product based on content

Attributes: See EMA Metadata full documentation

Example: R

2.9 Rating – Descriptor

Field Description: Code of the reasons for the rating

Attributes: See EMA Metadata full documentation

Example: TV-MA-L

2.10 Rating – Reason

Field Description: Description of the reasons for the rating

Attributes: Open ended

Example: This movie is rated R for mature audience, unsuitable for audiences under 17: for crude indecent language.

2.11 Genre – Core

Field Description: The primary genre of the content. One should be selected from the EMA Core Genre List.

Attributes: Table 2 (“EMA Core Genres”)

Example: Drama

2.12 Genre - Secondary

Field Description: Secondary genres of the content

Attributes: Table 2 (“EMA Core Genres”) or free flow text

Example: War, Action

2.13 Release Date

Field Description: Original release data for this version of the feature film content, as defined by the content provider for display

Attributes: open ended

Example: 2008-02-08

2.14 Release Date - Local

Field Description: The local version as defined by release, show all release dates with associated regions

Attributes: Open ended

Example: 2008-02-08

2.15 Contributors - Actor

Field Description: Names of key actors in the content

Attributes: Open ended

Example: John Wayne

2.16 Contributors - Director

Field Description: Names of director(s) of the content

Attributes: Open ended

Example: Steven Spielberg

2.17 Contributor – Producer

Field Description: Names of producer(s) of the content.

Attributes: Open ended

Example: Clint Eastwood

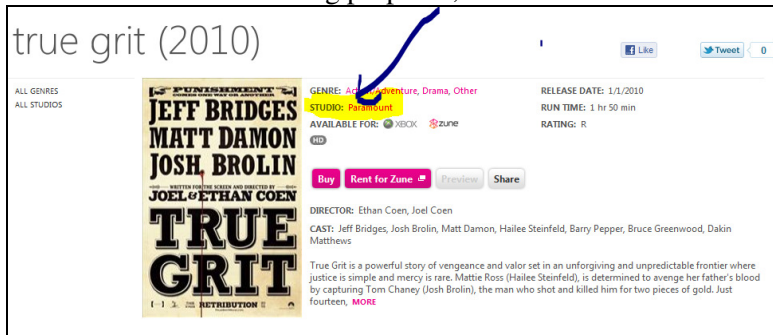
Section 3: Product Descriptors

This category includes fields that describe the digital assets of the file and how will be merchandised.

Field	Definition	Notes	Attributes	Examples
Company Display Credit	How the publisher of the metadata entry requests the source “company” be identified for merchandising purposes	To be used as an attribute in the merchandising of the individual product (example B below)		A&E
Grouping Entity	The “network” and “studio” that the product should be merchandised under within a retailer’s website	More than one grouping entity can be listed, but should be listed in priority order (example B below)		Warner Bros
Work Type	How the content provider wants the content to be merchandised as			Feature Films
Language – Primary of Audio Track	Primary language heard		RFC 5646/IANA	Eng
Subtitle Language	Language read in subtitles		RFC 5646/IANA	Eng
Subtitle Purpose	The intent of captioning		Table 6: Captioning Purpose	Closed caption
Subtitle Open Caption	Is the captioning part of the video and always visible without the use of special device?		True/False	True
Parent	Content ID/ID Type of Parents	Used for “episodes”, “seasons”, “clips”, “derivations”, “promotional material”, etc; Use “Basic metadata parent type”		“isseasonof” Charlies Angels

3.1 Company Display Credit

Field Description: How the publisher of the metadata entry requests the source “company” be identified for merchandising purposes, as see here

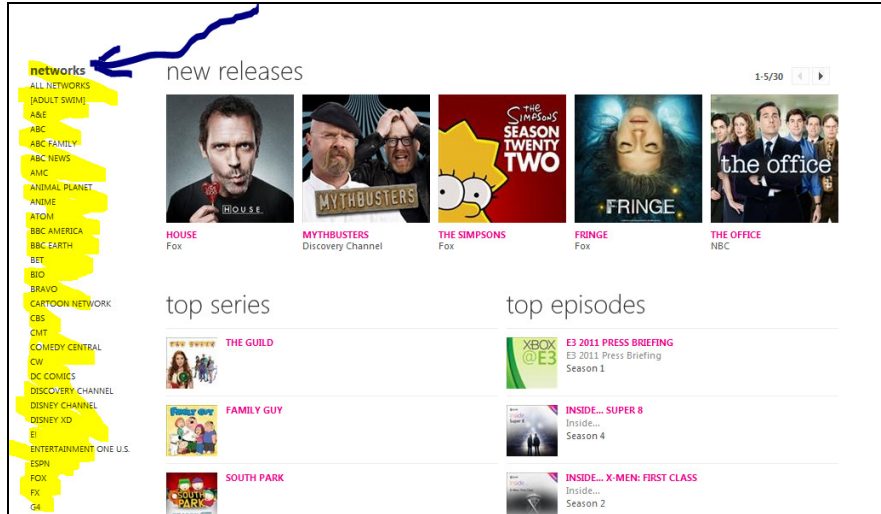


Attributes: Open ended

Example: A&E

3.2 Grouping Entity

Field Description: The “network” and “studio” that the product should be merchandised under within a retailer’s website, as seen here



Attributes: Open ended

Example: Warner Bros

3.3 Work Type

Field Description: How the content provider wants the content to be merchandised as.

Attributes: Table 3 (“Work Types”)

Example: Feature film

3.4 Language – Primary of Audio Track

Field Description: Primary language heard.

Attributes: RFC 5646/IANA

Example: eng

3.5 Subtitle Language

Field Description: The language read in subtitles.

Attributes: None

Example: eng

3.6 Subtitle Purpose

Field Description: Intent of the captioning

Attributes: Table 6 (“Captioning Purpose”)

Example: C

3.7 Subtitle Open Caption

Field Description: Is the captioning part of the video and always visible without the use of special device?

Attributes: True, False

Example: true

3.8 Parent

Field Description: Content ID/ID Type of Parents (Used for “episodes”, “seasons”, “clips”, “derivations”, “promotional material”, etc)

Attributes: None

Example: “isseasonof” Charlies Angels

Attribute Lists

Table 1: EMA Content ID Schemes
ISAN
TVG
AMG
IMDB
MUZE
TRIB
IIOD
URI
Grid
Baseline
EIDR
UPC

Table 2: EMA Core Genres
Action
Adventure
Anime
Children’s
Comedy
Documentary
Drama
Erotic
Faith & Spirituality
Family
Fantasy
Horror
Instructional

Live Performance
Musical
Mystery
Reality
Romance
Science Fiction
Sports
Thriller
Variety/Talk Show
Miscellaneous

Table 3: EMA Work Types

Feature Film
Short
Long-form Non-Feature
Series
Season
Episode
Non-episodic Show
Promotion (trailer/content)
Ad (product)
Excerpt
Franchise
Music Video
Collection
Supplemental

Table 6: Captioning Purpose

Open Caption (line 21)
Closed Caption