



EMA Core Metadata Summary For Physical & Digital Video Game Content

Metadata related to physical and digital video game 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 EEDAR, has created the EMA Video Game Metadata structure, a robust structure and set of fields which will support all of the metadata required to communicate about a physical or digital video game file or files between the content provider and the retailer or distributor of the content (and ultimately to the consumer).

This document defines these “core” metadata fields that retailers require to merchandise (or 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”.

This EMA “core” is broken into five categories (Item Identification, Content Descriptors, Product Descriptors, Supply Chain Characteristics, and Database Information). 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. (Note that some “Supply Chain Characteristics” are appropriate only for packaged goods and some are only appropriate for digital distribution.)

Category 1: Item Identification

Category	Field	Definition	Notes	Attributes	Examples
Item Identification	Content ID	The exact string associated with the Product, unique within the context of the ID Format	At least one identifier must be provided; if GTIN - use full, don't drop digits	Table: CONTENT ID TYPES	0 14633 09889 13
	Content ID Type	The format of the Content ID value			GTIN
	Complete Title	Full unedited title in a form intended for public display	Length limit: unlimited characters		Uncharted 2: Among Thieves
	Medium Title	The title in a form and length intended for the average public display	Length limit: 39 characters		Disney Epic Mickey
	Brief Title	Abbreviated version of the title in a form	Length limit: 20 characters		Uncharted 2

		intended for limited public display			
	Sort Title	Sortable version of title	Unlimited		Orange Box, The

1.1 Content ID

Field Description: The exact string associated with the Product, unique within the context of the ID Format.

Attributes: Open ended

Example: 0 14633 09889 13

1.2 Content ID Type

Field Description: The format of the Content ID value.

Attributes: Table: Content ID Type

Example: GTIN

1.3 Complete Title

Field Description: Full unedited title in a form intended for public display.

Attributes: Open ended

Example: Uncharted 2: Among Thieves

1.4 Medium Title

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

Attributes: Open ended

Example: Disney Epic Mickey

1.5 Brief Title

Field Description: Abbreviated version of the title in a form intended for limited public display.

Attributes: Open ended

Example: Uncharted 2

1.6 Sort Title

Field Description: Sortable version of title.

Attributes: Open ended

Example: Orange Box, The

Category 2: Content Descriptors

Category	Field	Definition	Notes	Attributes	Examples
Content Descriptors	Primary Publisher	The company that releases the product	Limit: one company		MTV Games
	Full Publisher(s)	The full list of company(s) that releases the product	No limit, will include primary publisher, subsequent publishers listed in order		MTV Games, Interplay Entertainment
	Developer(s)	The company that creates the content of the product	Limit: one company		Pi Studios
	Full Developer(s)	The full list of	No limit, will include		

		company(s) that create the content of the product in conjunction with the primary developer	primary developer, subsequent developers listed in order		
	Primary Genre	The primary genre of the content	One, and only one, primary genre should be selected from those listed in the Core Genre "short" list	Table: Core Genres	Action
	Short Description	An abbreviated description of the plot, objective or gameplay (alternatively called "synopsis")	Length limit: 255 characters		Welcome to Noble Team. "Halo: Reach" immerses you in the ominous and heroic story of "Halo: Reach" as you play as a member of Noble Team, a squad of iconic Spartan soldiers, each with deadly talents as unique as their individual personalities and customized gear.
	Long Description	A complete description of plot, objective or gameplay	Length limit: unlimited characters	multiple fields, each with defined character length	Halo: Reach, developed exclusively for Xbox 360, is the blockbuster prequel to the landmark "Halo" video game franchise and is the biggest game yet in the Halo series. "Halo" is one of the biggest video game series in history, and is the top selling franchise on Xbox. It has defined a generation of gamers and changed how people view video games. "Halo: Reach" tells the tragic and heroic story of Noble Team, a group of Spartans, who through great sacrifice and courage saved countless lives in the face of impossible odds. The planet Reach is humanity's last line of defense between the encroaching Covenant and their ultimate goal, the destruction of Earth. If it falls, humanity will be perched on the brink of destruction.
	Target Market	Target region of release distribution		ISO 3166-1	US
	Original Target Market Release Date/Street Date	Original release date for the target region of distribution	Use ISO 8601	yyyy-mm-dd	2011-12-31
	Restrict Sales To	What regions sales restricted to.	If no restrictions, then leave blank.	ISO 3166-1	JP
	Restricted Sales From	What regions sales are restricted from.	If no restrictions, then leave blank.	ISO 3166-1	JP
	Edition Description	The descriptor that distinguishes a standard version from a special or different version of a game	Best practice is not to include descriptions such as "Gold", "Premier", "Don's Edition", etc within the title field, but instead to include that description in this	Table: Edition Key Words (EEDAR)	Platinum

			field; list of suggested key words to chose from, otherwise use "namespace". This field is used for search functions at retail/distribution.		
	Primary Platform	The primary platform for which the product is released	A platform is defined as a new platform if product made for this platform cannot be played on an earlier platform	Table: Platform List	XBOX 360
	Additional Platforms Playable	In addition to the "Primary Platform", on what additional platforms will the game play	If the same "bits" work on multiple formats than the SKU would be singular.	Table: Platform List	XBOX 360

2.1 Primary Publisher

Field Description: The company that releases the product.

Attributes: Open ended

Example: MTV Games

2.2 Full Publisher(s)

Field Description: The full list of company(s) that releases the product.

Attributes: Open ended

Example: MTV Games, Interplay Entertainment

2.3 Developer(s)

Field Description: The company(s) that create the content of the product.

Attributes: Open ended

Example: Pi Studios

2.4 Full Developer(s)

Field Description: The company(s) that create the content of the product in conjunction with the primary developer.

Attributes: Open ended

Example: Pi Studios, Crave Interactive

2.5 Primary Genre

Field Description: The primary genre of the content.

Attributes: Table: Core Genre

Example: Action

2.6 Short Description

Field Description: An abbreviated description of the plot, objective or gameplay (alternatively called "synopsis")

Attributes: Open ended

Example: Welcome to Noble Team. "Halo: Reach" immerses you in the ominous and heroic story of "Halo: Reach" as you play as a member of Noble Team, a squad of iconic Spartan soldiers, each with deadly talents as unique as their individual personalities and customized gear.

2.7 Long Description

Field Description: A complete description of plot, objective or gameplay.

Attributes: Multiple fields, each with defined character length.

Example: Halo: Reach, developed exclusively for Xbox 360, is the blockbuster prequel to the landmark "Halo" video game franchise and is the biggest game yet in the Halo series. "Halo" is one of the biggest video game series in history, and is the top selling franchise on Xbox. It has defined a generation of gamers and changed how people view video games. "Halo: Reach" tells the tragic and heroic story of Noble Team, a group of Spartans, who through great sacrifice and courage saved countless lives in the face of impossible odds. The planet Reach is humanity's last line of defense between the encroaching Covenant and their ultimate goal, the destruction of Earth. If it falls, humanity will be perched on the brink of destruction.

2.8 Target Market

Field Description: Target region of release distribution.

Attributes: ISO 3166-1

Example: US

2.9 Original Target Market Release Date/Street Date

Field Description: Original release date for the target region of distribution.

Attributes: yyyy-mm-dd

Example: 2011-12-31

2.10 Restrict Sales To

Field Description: What regions are sales restricted to.

Attributes: ISO 3166-1

Example: JP

2.11 Restrict Sales From

Field Description: What regions are sales restricted from.

Attributes: ISO 3166-1

Example: JP

2.12 Edition Description

Field Description: The descriptor that distinguishes a standard version from a special or different version of a game.

Attributes: Table: Edition Key Words (EEDAR)

Example: Platinum

2.13 Primary Platform

Field Description: The primary platform for which the product is released.

Attributes: Table: Platform List
 Example: Xbox 360

2.14 Additional Platforms Playable

Field Description: In addition to the "Primary Platform", on what additional platforms will the game play.

Attributes: Table : Platform List
 Example: Xbox 360

Category 3: Product Descriptors

Category	Field	Definition	Notes	Attributes	Examples
Product Descriptors	Spoken Language	The original language that is spoken by the characters/actors in the game	Nullable; multiples allowed	ISO 639-2 or RFC 5646	Eng
	Subtitle Language(s)	The language that is read in the subtitles	Nullable	ISO 639-2	Eng
	Supported Menu Languages	The language that the menu is written in	Nullable; multiples allowed	ISO 639-2	Eng
	Primary Product Line	The primary product line by which the product is delivered	One primary product line should be selected from those listed in the Primary Product Line list. No "namespace" allowed.	Table: Primary Product Line	Demo
	Content Rating	The age appropriateness of the product based on content	Unlimited ratings, each with body and reason associated; need to offer "not rated"	Table: Ratings	EC
	Rating Body	The group that creates and defines the ratings for video games		Table: Rating Body	ESRB
	Rating Certificate	Certificate associated with the specific product by the rating body			
	System Requirements	The systems, hardware and peripherals that are necessary in order to play the game	Nullable; would include install size, memory requirements, OS, peripherals, controllers, etc.		1.7 GHz processor, 512 MB RAM, 128MB Video card, 20GB available Hard drive space, DirectX 8 level graphics card, Windows 2000/XP/Vista, Internet connection.
	Number of Players: Multi-Player Type	The method in which more than one player will play the game	Methods include online, local, LAN, co-op	Table: Multi-Player Type	Online
	Number of Players: # of Players	The minimum and maximum number of people that are able to play the game in the associated multi-player type	minimum defaults to "one" if left blank		2
	Product Identification Image	Product cover art and/or images associated with the product	nullable; will link to thumbnail or other available artwork; will develop best practice for image specs; formats include embedded zip, http, unauthenticated uri, authenticated uri	Table: Product Identification Image	http://www.ea.com/starwars-the-old-republic/images/screen-08
	Product Availability Date	The date that the game is scheduled to be first released to the public, anywhere		yyyy-mm-dd	2011-12-31
	MSRP	The suggested selling	In dollars with two		59.99

		price from the publisher at the time that metadata is distributed	places after the decimal.		
	MSRP Effective Date	Date the above MSRP is effective	If blank, default is from product availability date to infinity		

3.1 Spoken Language

Field Description: The original language that is spoken by the characters/actors in the game.

Attributes: ISO 639-2 or RFC 5646

Example: eng

3.2 Subtitle Language(s)

Field Description: The language that is read in the subtitles.

Attributes: ISO 639-2

Example: eng

3.3 Supported Menu Languages

Field Description: The language that the menu is written in.

Attributes: ISO 639-2

Example: eng

3.4 Primary Product Line

Field Description: The primary product line by which the product is delivered.

Attributes: Table: Primary Product Line

Example: Demo

3.5 Content Rating

Field Description: The age appropriateness of the product based on content.

Attributes: Table: Ratings

Example: EC

3.6 Rating Certificate

Field Description: Certificate associated with the specific product by the rating body

Attributes: Table: Ratings

Example: EC

3.7 Rating Body

Field Description: The group that creates and defines the ratings for video games.

Attributes: Table: Rating Body

Example: ESRB

3.8 System Requirements

Field Description: The systems, hardware and peripherals that are necessary in order to play the game.

Attributes: Open ended

Example: 1.7 GHz processor, 512 MB RAM, 128MB Video card, 20GB available Hard drive space, DirectX 8 level graphics card, Windows 2000/XP/Vista, Internet connection.

3.9 Number of Players: Multi-Player Type

Field Description: The method in which more than one player will play the game.

Attributes: Table: Multi-Player Type

Example: Online

3.10 Number of Players: # of Players

Field Description: The minimum and maximum number of people that are able to play the game in the associated multi-player type.

Attributes: Open ended

Example: 2

3.11 Product Identification Image

Field Description: Product cover art and/or images associated with the product.

Attributes: Table: Product Identification Image

Example: <http://www.ea.com/star-wars-the-old-republic/images/screen-08>

3.12 Product Availability Date

Field Description: The date that the game is scheduled to be first released to the public, anywhere.

Attributes: yyyy-mm-dd

Example: 2011-12-31

3.13 MSRP

Field Description: The suggested selling price from the publisher at the time that metadata is distributed.

Attributes: Open ended

Example: 59.99

3.14 MSRP Effective Date

Field Description: Date the above MSRP is effective.

Attributes: yyyy-mm-dd

Example: 2011-12-31

Category 4: Supply Chain Characteristics

Category	Field	Definition	Notes	Attributes	Examples
Supply Chain Characteristics	Distribution Format	The manner in which the product is delivered to the consumer	Controlled vocabulary plus open ended.	Table: Distribution Format	Streaming

	Download size (digital)	Size of the file to be downloaded	In megabytes		18.5
	Package Type	The unit of distribution	Each, inner pack, case or pallet; controlled vocabulary	Table: Packaging Level	each
	Unit of Measure (physical)	Whether unit of measure is based on U.S. or Metric system; displayed as decimal not fraction		U.S., Metric	
	Each Height (physical)	The physical measurement of the height of each packaged unit	Diagram 1 for measurements; In decimal (not fractional) format	UN ECE Codes; Table: Dimension Measurements	8
	Each Width (physical)	The physical measurement of the width of each packaged unit	Diagram 1 for measurements; In decimal (not fractional) format	UN ECE Codes; Table: Dimension Measurements	6
	Each Depth/Length (physical)	The physical measurement of the depth of each packaged unit	Diagram 1 for measurements; In decimal (not fractional) format	UN ECE Codes; Table: Dimension Measurements	0.5
	Each Weight (physical)	The physical weight of each packaged unit	In decimal (not fractional) format	UN ECE Codes; Table: Weight Measurements	11
	Inner Pack Height (physical)	The physical measurement of the height of the inner pack	Diagram 1 for measurements; In decimal (not fractional) format	UN ECE Codes; Table: Dimension Measurements	8
	Inner Pack Width (physical)	The physical measurement of the width of the inner pack	Diagram 1 for measurements; In decimal (not fractional) format	UN ECE Codes; Table: Dimension Measurements	6
	Inner Pack Depth/Length (physical)	The physical measurement of the depth/length of the inner pack	Diagram 1 for measurements; In decimal (not fractional) format	UN ECE Codes; Table: Dimension Measurements	1.5
	Inner Pack Weight (physical)	The physical weight of the inner pack	In decimal (not fractional) format	UN ECE Codes; Table: Weight Measurements	35
	Case Height (physical)	The physical measurement of the height of the case	Diagram 1 for measurements; In decimal (not fractional) format	UN ECE Codes; Table: Dimension Measurements	10
	Case Width (physical)	The physical measurement of the width of the case	Diagram 1 for measurements; In decimal (not fractional) format	UN ECE Codes; Table: Dimension Measurements	8
	Case Depth/Length (physical)	The physical measurement of the depth/length of the case	Diagram 1 for measurements; In decimal (not fractional) format	UN ECE Codes; Table: Dimension Measurements	24
	Case Weight (physical)	The physical weight of the case	In decimal (not fractional) format	UN ECE Codes; Table: Weight Measurements	128
	Pallet Height (physical)	The physical measurement of the pallet height	Diagram 1 for measurements; In decimal (not fractional) format	UN ECE Codes; Table: Dimension Measurements	48
	Pallet Width (physical)	The physical measurement of the width of the pallet	Diagram 1 for measurements; In decimal (not fractional) format	UN ECE Codes; Table: Dimension Measurements	48
	Pallet Depth/Length (physical)	The physical measurement of the depth/length of the pallet	Diagram 1 for measurements; In decimal (not fractional) format	UN ECE Codes; Table: Dimension Measurements	48
	Pallet Weight (physical)	The physical measurement of the weight of the pallet	In decimal (not fractional) format	UN ECE Codes; Table: Weight Measurements	800
	Units per case (physical)	The number of individual products per case			30
	Units per inner (physical)	The number of individual products per inner pack			3
	Inners per case (physical)	The number of inner packs per case			10
	Cases per pallet	The number of cases			50

	(physical)	per pallet.			
	Country of origin (physical)	Country in which the trade item has been manufactured, according to criteria established for the application of customs tariff, quantitative restrictions, or any other measure related to trade	Multiples allowed; no percentages	ISO 3166-1	US
	Last Change Date/Time	The date and time in which the core data was updated by an individual	ISO 8601	yyyy-mm-dd hh:mm:ss	2011-07-13 21:13:45
	Metadata Information Provider	The entity providing the data for entry	either text string (required) or GLN		

4.1 Distribution Format

Field Description: The manner in which the product is delivered to the consumer.

Attributes: Table: Distribution Format

Example: Streaming

4.2 Download Size (digital)

Field Description: Size of the file to be downloaded.

Attributes: Open ended

Example: 18.5

4.3 Package Type

Field Description: The unit of distribution.

Attributes: Table: Packaging Level

Example: each

4.4 Unit of Measure (physical)

Field Description: Whether unit of measure is based on U.S. or Metric system; displayed as decimal not fraction.

Attributes: US, Metric

Example: None

4.5 Each Height (physical)

Field Description: The physical measurement of the height of each packaged unit.

Attributes: UN ECE Codes; Table: Dimension Measurements

Example: 8

4.6 Each Width (physical)

Field Description: The physical measurement of the width of each packaged unit.

Attributes: UN ECE Codes; Table: Dimension Measurements

Example: 6

4.7 Each Depth/Length (physical)

Field Description: The physical measurement of the depth of each packaged unit.
Attributes: UN ECE Codes; Table: Dimension Measurements
Example: 0.5

4.8 Each Weight (physical)

Field Description: The physical weight of each packaged unit.
Attributes: UN ECE Codes; Table: Weight Measurements
Example: 11

4.9 Inner Pack Height (physical)

Field Description: The physical measurement of the height of the inner pack.
Attributes: UN ECE Codes; Table: Dimension Measurements
Example: 8

4.10 Inner Pack Width (physical)

Field Description: The physical measurement of the width of the inner pack.
Attributes: UN ECE Codes; Table: Dimension Measurements
Example: 6

4.11 Inner Pack Depth/Length (physical)

Field Description: The physical measurement of the depth/length of the inner pack.
Attributes: UN ECE Codes; Table: Dimension Measurements
Example: 1.5

4.12 Inner Pack Weight (physical)

Field Description: The physical weight of the inner pack.
Attributes: UN ECE Codes; Table: Weight Measurements
Example: 35

4.13 Case Height (physical)

Field Description: The physical measurement of the height of the case.
Attributes: UN ECE Codes; Table: Dimension Measurements
Example: 10

4.14 Case Width (physical)

Field Description: The physical measurement of the width of the case.
Attributes: UN ECE Codes; Table: Dimension Measurements
Example: 8

4.15 Case Depth/Length (physical)

Field Description: The physical measurement of the depth/length of the case.
Attributes: UN ECE Codes; Table: Dimension Measurements

Example: 24

4.16 Case Weight (physical)

Field Description: The physical weight of the case.

Attributes: UN ECE Codes; Table: Weight Measurements

Example: 128

4.17 Pallet Height (physical)

Field Description: The physical measurement of the pallet height.

Attributes: UN ECE Codes; Table: Dimension Measurements

Example: 48

4.18 Pallet Width (physical)

Field Description: The physical measurement of the width of the pallet.

Attributes: UN ECE Codes; Table: Dimension Measurements

Example: 48

4.19 Pallet Depth/Length (physical)

Field Description: The physical measurement of the depth/length of the pallet.

Attributes: UN ECE Codes; Table: Dimension Measurements

Example: 48

4.20 Pallet Weight (physical)

Field Description: The physical measurement of the weight of the pallet

Attributes: UN ECE Codes; Table: Weight Measurements

Example: 800

4.21 Units per case (physical)

Field Description: The number of individual products per case.

Attributes: Open ended

Example: 30

4.22 Units per inner (physical)

Field Description: The number of individual products per inner pack.

Attributes: Open ended

Example: 3

4.23 Inners per case (physical)

Field Description: The number of inner packs per case.

Attributes: Open ended

Example: 10

4.24 Cases per pallet (physical)

Field Description: The number of cases per pallet.

Attributes: Open ended

Example: 50

4.25 Country of origin (physical)

Field Description: Country in which the trade item has been manufactured, according to criteria established for the application of customs tariff, quantitative restrictions, or any other measure related to trade.

Attributes: ISO 3166-1

Example: US

4.26 Last Change Date/Time

Field Description: The date and time in which the core data was updated by an individual.

Attributes: yyyy-mm-dd hh:mm:ss

Example: 2011-07-13 21:13:45

4.27 Metadata Information Provider

Field Description: The entity providing the data for entry.

Attributes: Open ended

Example: None

Category 5: DB Information

Category	Field	Definition	Notes	Attributes	Examples
DB Information	Record Version #	The version number of this most current record	not a mandatory field; integer		3
	Is Data Preliminary	Whether or not all of the core data has been input or if more field entries are anticipated		yes/no; default to "no" if field left empty	no

5.1 Record Version

Field Description: The version number of this most current record.

Attributes: Open ended

Example: 3

5.2 Is Data Preliminary

Field Description: Whether or not all of the core data has been input or if more field entries are anticipated.

Attributes: yes/no; default to "no" if field left empty

Example: no

Attribute Lists:

Table: Content ID Types

EEDAR
UPC-8
UPC-12
EAN-8
EAN-13
GTIN-14
Publisher Catalog #

Table: Core Genres

Action
Arcade
Fighting
General Entertainment
Racing/Driving
Music & Rhythm
Narrative
Role Playing
Shooter
Simulation
Skill and Chance
Sports
Strategy

Table: Game Edition Key Words

Beta
Collector's
Demo
Discounted
Game of the Year
Gold
Greatest Hits
Jewel Case
Peripheral
Platinum
Standard

Table: Platforms

PS3
PS2
PSP
PS Vita

XBOX
 XBOX 360
 DS
 3DS
 Wii
 Wii U
 GameCube
 PC
 Mac
 Playstation Network

Table: Primary Product Line

Game
 Demo
 Level Limited Play Game
 Time Limited Play Game
 Microtransactions
 Expanded Content
 Presale Collateral
 Subscriptions

Table: Rating Body **Table: Ratings**

ESRB	EC
	AO
	E
	M
	RP
	E10+
	Rating Pending
PEGI (European)	3
	7
	12
	16
	18
	Rating Pending
	Not Rated

Table: Multi-Player Type

Online: gameplay with one or more players connected over the internet
 Local: gameplay with one or more players on the same game, on the same unit
 LAN: gameplay with one or more players on units connected by a local area network

Co-op: gameplay that involves cooperation of one or more players

Table: Product Identification Image

Front image web
Front image print
Back image web
Back image print
Sell-sheet
Thumbnail
Bonus Content

Table: Distribution Format

Download
Disc
Streaming
Cartridge
Flash Drive
Collateral Card

Table: Package Type

Each
Inner Pack
Case
Pallet

Table: Dimension

Measurements

Inches	INH
Millimeters	MMT

Table: Weight

Measurements

Pounds	LBR
Kilograms	KGM

Diagram 1:

