

Business Message Standard (BMS)

for

Align_Trade Item_ Entertain- ment_ Music Recording (Candidate Attribute)

(Process/Sub-process/Industry and/or Product/Geopolitical)

BRG: Align (GDSN)

BMS Release: 2.1

Version: 0.0.5

Date: 22.08.2006

(dd.mm.ccy example 27.10.2004)



Change Request Reference

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CR Submitter(s):	Grant Kille
Date of CR Submission to GSMP:	09.02.2004

Business Requirements Document (BRAD) Reference

BRAD Title:
BRAD Date:
BRAD Version:

Document Summary

Document Title:	BMS_ Align_Trade Item_ Entertainment_Music_Recording
Document Version	0.0.5
Owner:	Eric Kauz
Status:	(<i>Check one box</i>) <input type="checkbox"/> DRAFT <input checked="" type="checkbox"/> Approved
BMS Template Version:	1.1
Targeted BMS Publication Version	2.1

Document Change History

Note: During development include revisions in history. Upon Approval, eliminate revisions and include only delta from previous version.

Date of Change	Version	Changed By	Reason for Change	Summary of Change	Model Build #
17.02.2005	0.0.1	Eric Kauz	Initial Draft		
05.05.2005	0.0.2	Eric Kauz	Applied comments from public review.		
09.05.2005	0.0.3	Eric Kauz	Changed title-Rating and titleRatingAgency to optional to provide greater flexibility for various rating systems.		
22.08.2006	0.0.4	Eric Kauz	Updated Genre Type Code List for the value Reggae.		
25.04.2007	0.0.5	Giovanni Biffi	Editorial Changes	Minor Editorial Changes to the Document	

Business Message Standard

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Business Solution Design

1. Business Solution

1.1 Business Domain View

1.1.1 Problem Statement / Business Need

The Entertainment Industry Requirements Team has reviewed the existing Trade Item Data Model and compared those attributes to current business process requirements for their industry. Industry unique materials and processes exist which require additional attributes to completely and properly convey the data supporting current business processes in this industry as well as facilitate participation on the Global Data Synchronization Network. This document both defines and describes those additional attributes that have been identified as necessary to support current Entertainment industry business requirements. This includes new attributes and new data validation rules. This document is for an extension specifically for music recordings.

1.1.2 Objective

To supply the detail design of the (specific) business transaction needed to meet the requirements of the referenced BRAD(s).

The North American Entertainment industry has begun the process of data synchronization and these implementations necessitate the changes and additions to the EAN.UCC standards as documented to support these efforts. The objective is to create a business message standard supporting communication of trade item data attributes for the Entertainment industry.

1.1.3 Audience

The audience of the standards would be any participant in the global supply chain specifically the Entertainment Industry. This would include carriers, and their customers and partners.

1.1.4 Artefacts

Artefact name	State	Artefact / State description
Business Requirements Version 0.0.1 Date 20040803	Completed	Business Requirements Item Attribute Requirements Entertainment Industry Sector

1.1.5 References

Reference Name	Description
EAN.UCC System	
GSMP Manual	
Object Management Group	
W3C	
UPC 300	
National Association of Recording Merchandisers (NARM)	

Business Solution Design

1.1.6 Acknowledgements

1.1.6.1 BRG Members

Function	Name	Company / organisation
BRG Co Chair	Jim Funk	S.C Johnson, Inc
BRG Co Chair	Perla Zepeda	Proctor & Gamble (MX)
BRG Co Chair	Vic Hansen	Unilever (UK)
BRG Member	Patricia Vessey	Best Buy

1.1.6.2 ITRG Members

Function	Name	Company / organisation
ITRG Chair		
ITRG Member		
ITRG Member		
ITRG Member		
...		

1.1.6.3 Task/Project Group Participants (*where applicable*)

Function	Name	Company / organisation
Participant	Ajay Malhotra	20th Century Fox
Participant	Joanie Wallace	20th Century Fox
Participant	John Herbert	20th Century Fox
Participant	Jose Gomez	Activision
Participant	Keith Small	Activision
Participant	Vivian Underwood	Anderson Merchandisers
Participant	Steve Bakker	Baker & Taylor
Participant	Donna Ahron	Best Buy
Participant	Kishore Kumar	Best Buy
Participant	Patricia Vessey	Best Buy
Participant	Teresa Gordon	Buena Vista Home Entertainment
Participant	Carol Pirsztuk	Columbia Tri-Star
Participant	Gary Aubin	Columbia Tri-Star
Participant	Mike Thielen	Columbia Tri-Star
Participant	Neil Soon	Columbia Tri-Star
Participant	Suzanne Tamargo	Columbia Tri-Star
Participant	Myrna Castillo	Columbia Tri-Star
Participant	Jacob Ahmu	EMI
Participant	Julie Wan	EMI/NA
Participant	Jim James	Handleman Company
Participant	Lois Taylor	Handleman Company
Participant	Bruce Hamblin	Internet Commerce Corporation
Participant	Warner Music	Julio Del Rio
Participant	Michelle Chen	Memorex
Participant	Eric Jacobsen	MGM
Participant	Jay Ou	MGM
Participant	Renee Fedak	MGM
Participant	Roberta Delia	MGM
Participant	Vicki Smith	MGM

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Participant	Richard Langford	Movie Gallery
Participant	Debbie Itamura	Paramount Pictures
Participant	Edmund DaSilveira	Paramount Pictures
Participant	Kathy Scheid	Paramount Pictures
Participant	Winnie Leung	Paramount Pictures
Participant	Tim Meester	Toys R Us
Participant	Linda Leighton	Universal Studios
Participant	David Almada	Universal Studios
Participant	Karen Mika	Universal Studios
Participant	Hugh Lynch	Ventura
Participant	Mark Paulsen	Ventura
Participant	Tim Hennesy	Ventura
Participant	Bo Anderson	VSDA
Participant	Mark Fisher	VSDA
Participant	Bruce Hawkins	Wal-Mart Stores
Participant	Garrett Gauthier	Warner Home Video
Participant	Pat Riley	Warner Home Video
Participant	Isadora Tran	Warner Music
Participant	Pamelyn Smith	Warner Music
Participant	Haris Kamal	WorldWide Retail Exchange
Participant	Nick Parnaby	WorldWide Retail Exchange
Participant	W. Grant Kille	WorldWide Retail Exchange

1.1.6.4 Design Team Members

Function	Name	Organisation
Modeller	Eric Kauz	GS1
XML Technical Designer	Dipan Anarkat	GS1
EANCOM Technical Designer		
Peer Reviewer		

1.2 Business Context

(Note: The business context of the business)

Context Category	Value(s)
Industry	Entertainment
Geopolitical	All
Product	Music Recordings
Process	Align Trade Item
System Capabilities	EAN.UCC
Official Constraints	None

1.3 Additional Technical Requirements Analysis

1.3.1 Technical Requirements (optional)

(User Interface, Security, Performance, Quality, etc.)

Number	Statement	Rationale

Business Solution Design

1.4 Business Transaction View

1.4.1 Business Transaction Use Case Diagram

1.4.2 Use Case Description

Use Case ID													
Use Case Name													
Use Case Description													
Actors (Goal)													
Performance Goals													
Preconditions													
Post conditions													
Scenario	<p>Begins when...</p> <p>Continues with...</p> <table border="1"> <thead> <tr> <th>Step #</th> <th>Actor</th> <th>Activity Step</th> </tr> </thead> <tbody> <tr> <td>1</td> <td></td> <td></td> </tr> <tr> <td>2</td> <td></td> <td></td> </tr> <tr> <td>3</td> <td></td> <td></td> </tr> </tbody> </table> <p>Ends when...</p>	Step #	Actor	Activity Step	1			2			3		
Step #	Actor	Activity Step											
1													
2													
3													
Alternative Scenario	<p><i>(any alternatives to the above scenario)</i></p> <table border="1"> <thead> <tr> <th>Step #</th> <th>Actor</th> <th>Activity Step</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Step #	Actor	Activity Step									
Step #	Actor	Activity Step											
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Related Rules	<table border="1"> <tbody> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> </tbody> </table>												

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1.4.3 Business Transaction Activity Diagram(s)

None

1.4.4 Business Transaction Sequence Diagram(s) (optional)

None

Business Solution Design

1.5 Information Model (including GDD Report)

1.5.1 GDD Report :

CLASS (ABIE)	ATTRIBUTE (BBIE)	ASSOCIATION (ASBIE)	SECONDARY CLASS	Official Dictionary Entry Name	Definition	Multiplicity
EntertainmentProductDescription					Provides various classifications common to entertainment related products(eg. movies, music) including format and genre.	
	isDigitalDownloadAvailable				Indicates if the title is available in the digital download format	1..1
	mediaFormatCode				Identifies the type of media of the trade item.	1..*
	productGenre				The categorization of the music or movie trade item based upon the content and maintained for marketing and merchandising purposes	1..*
	productLine				The primary way a vendor separates or groups their product lines, e.g. Ex. Budget Line Price, Mid-Line Price, etc. Does not include Genre.	0..*
MusicRecordingTradeItemPrice					Logical Grouping of trade item price details in the music recording industry.	
	bulkPrice				Wholesale cost price per unit when purchasing a standard configuration	0..1

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	cardPriceGroupIdentifier				Price grouping for retail schemes	0..*
	loosePrice				Wholesale cost price per unit when purchasing individual units that are not in a standard configuration	0..1
MusicRecording-TradeItemExtension					Provides details for a trade item specifically related to a music recording.	
	labelName				Name of the music label.	1..*
	lastManufacturerUpdateDateTime				Last date the manufacturer has made a change to the title information	1..1
	musicPublicationTitle				Complete title of the trade item	1..1
	parentalAdvisoryStickerCode				Indicates if a parental advisory sticker is attached to the trade item	1..1
	CollectionName				The name of a group of recordings.	0..1
	digitalizationLevelCode				Determines the level of digitalization for a recording for example DDD, ADD, AAD, DTS.	0..1
	firstEditionDate				First date that a record is edited.	0..1
	performanceType				Free form text providing a description of the performance for example live, unplugged, studio.	0..1
	targetAudience				Free form text detailing listeners singled out as a group for example "children ages 2 to 5".	0..1
			EntertainmentProductDescription		Provides various classifications common to entertainment related products(eg. movies, music) including format and genre.	1..1

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			MusicRecordingTradeItemPrice		The information on Trade Item Price for a Music Recording Trade Item.	0..1
			MusicRecordingContentInformation		The information on Content Information for Music Recording Trade Item.	0..*
			MusicRecordingPersonnelInformation		Personnel Information for a Music Recording Trade Item.	0..1
			OrderableReturnableInformation		Orderable Returnable details for a Music Recording Trade Item.	1..1
			MusicRecordingTitleRating		Title Rating details for a Music Recording Trade Item.	0..*
		preferredTradeItem	TradeItemIdentification		An identification assigned by the manufacturer for the purpose of grouping multiple versions of the same trade item (e.g. limited edition, wide screen, etc.).	0..1
		minimumAdvertisedPrice	TradeItemPriceDateInformation		Minimum consumer price at which the trade item may be advertised (MAP).	0..1
MusicRecordingContentInformation					Logical grouping of information relating to the content of a particular recording in the music industry.	
	discNumber				The number assigned to the music disc, based upon the total number of discs contained in the trade item	1..1
			MusicRecordingTrackInformation		Track Information for a Music Recording.	1..*
MusicRecordingPersonnelInformation					Logical grouping of information related to the personnel information for the music recording industry.	
	artistName				Name of the recording artist	0..*
	composerName				Name of the person who writes a written piece of music.	0..*
	directorName				Name of the person who leads a musical ensemble.	0..*
	orchestraName				Name of the group of musicians organized to perform the ensemble music piece.	0..*

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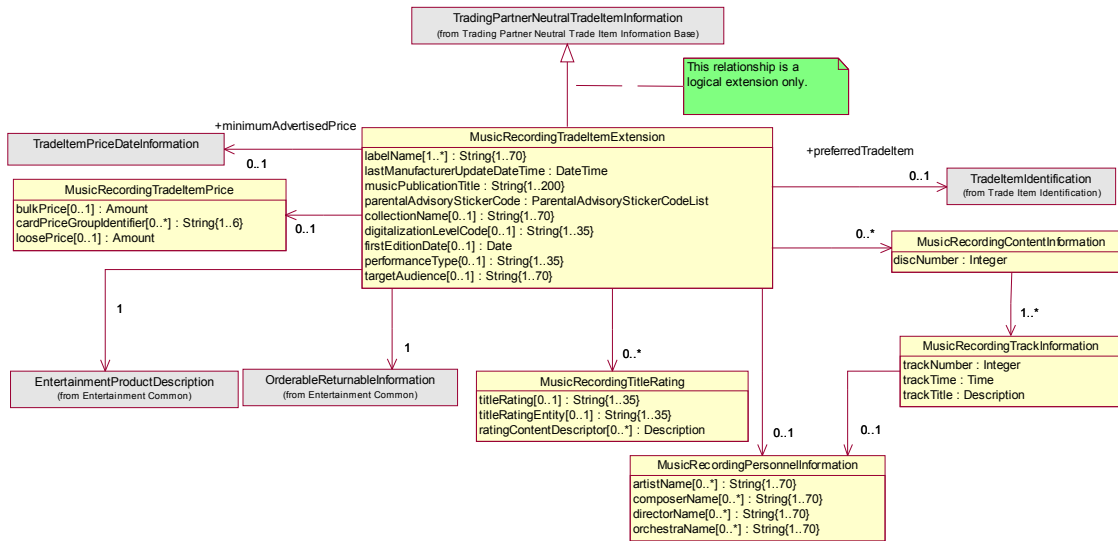
MusicRecording-TrackInformation					Logical grouping of track information relating to the music recording industry.	
	trackNumber				Number assigned to each individual music track on the trade item	1..1
	trackTime				The run time of each track, expressed in minutes and seconds	1..1
	trackTitle				The title of the music track on the trade item	1..1
			MusicRecordingPersonnelInformation		Personnel Information (e.g. Artist) related to a specific track.	0..1
OrderableReturnableInformation					Logical Grouping of Orderable Returnable Information	
	orderableReturnable-ConditionsCode				Indicates the conditions which determine if the store level trade item is orderable or returnable	1..1
	lastReturnable-DateTime				Last day the trade item must be received by the manufacturer in order to receive credit.	0..1
MusicRecording-TitleRating					Information regarding the content viewer maturity rating for an entertainment product.	
	titleRating				A rating assigned to the title by a country, industry or volunteer organization that may be of interest or concern to the consumer.	0..1
	titleRatingEntity				The name of the country, industry or volunteer organization that has rated the title and has provided the rating content descriptor	0..1
	ratingContentDescriptor				Indicate elements in the trade item that may trigger a particular rating and/or may be of interest or concern to the consumer.	0..*
TradeItemPrice-DateInformation					Provides Price details including effective dates.	
	effectiveEndDate				The effective end date of the price is optional based upon the agreement by the	0..1

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					trading partners. If an invalid end date is communicated, then it is implied that the price and its effective date are effective until further notice. Examples of invalid dates include 99/99/9999, 00/00/0000, blank, etc. These invalid end dates should not be communicated. Various types of dates may be pre-aligned between buyer and seller. For example, based upon a prior agreement between trading partners this date may relate to any of the following events, last order date, last ship date, and last arrival date.	
	effectiveStartDate				!! This is the effective start date of the price agreed to by the trading partners. This start date is mandatory and, if no end date is communicated, then implies that the price is effective until further notice. Various types of dates may be pre-aligned between buyer and seller. For example, based upon a prior agreement between trading partners this date may relate to any of the following events, first order date, first ship date, and first arrival date.	1..1
	value				Provides the trade item price.	1..1

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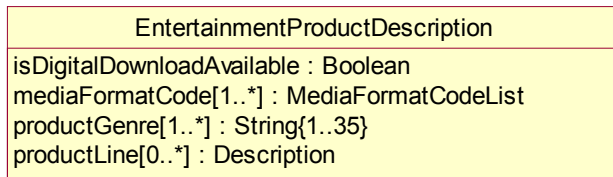
1.5.2 Class Diagrams



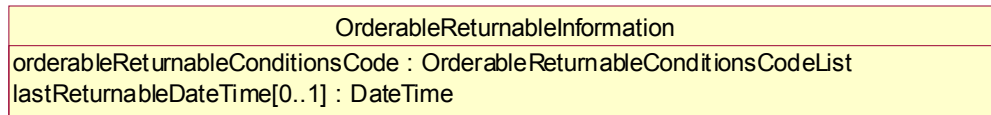
Note The relationship between the extension and the Trading Partner Neutral Trade Item Information class is logical only and does not designate the physical location of the extension tag in the Schema. This relationship states that, logically, the information contained in the extension belongs with other Trading Partner Neutral Trade Item Information such as packaging marking and item dimensions. The physical placement of the extension tag is a technical decision as long as it allows the implementers to relate the extensions to a specific trade item.

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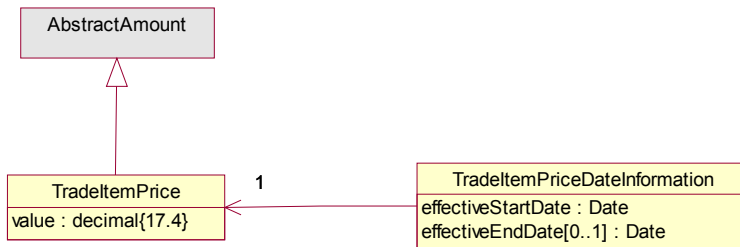
1.5.2.1 Entertainment Product Description



1.5.2.2 Orderable Returnable Information



1.5.2.3 Trade Item Price Information



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1.5.3 Code Lists

Code List Name	Code List Description
Media Format Code List	
Code Name	Code Description
3_INCH_CD_SINGLE	N/A
5_INCH_CD_SINGLE	N/A
5_INCH_CDV	N/A
7_INCH_VINYL_SINGLE	N/A
8_MM	N/A
12_INCH_VINYL_SINGLE	N/A
AUDIO_BLANK_TAPE	N/A
BETA	N/A
BLU_RAY	N/A
CASSETTE_FULL_LENGTH	N/A
CASSETTE_SINGLE	N/A
CD_DVD_AUDIO	N/A
CD_DVD_VIDEO	N/A
CD_FULL_LENGTH	N/A

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CD_PLUS_GRAPHICS	N/A
CD_ROM_INTERACTIVE	N/A
DAT_FULL_LENGTH	N/A
DATAPLAY	N/A
DC_SACD	N/A
DCC_FULL_LENGTH	N/A
DVD	N/A
DVD_AUDIO	N/A
HD_DVD	N/A
LASERDISC	N/A
LP_FULL_LENGTH	N/A
MAXI_CASSETTE_SINGLE	N/A
MAXI_CD	N/A
MINI_DISC_FULL_LENGTH	N/A
SACD	N/A
VHS	N/A
VIDEO_BLANK_TAPE	N/A

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Code List Name	Code List Description
Orderable Returnable Conditions Code List	
Code Name	Code Description
ACTIVE	Is orderable and returnable unless "Is Trade Item Returnable" = "FALSE"
CUTOUT	Is not orderable and is returnable unless the one-way flag is set to "yes"
DELETED	Not orderable and not returnable
HOLD	Temporarily unavailable but is still returnable unless the one-way flag is set to "yes"

Code List Name	Code List Description
Parental Advisory Sticker Code List	
Code Name	Code Description
NO	
UNSPECIFIED	
YES	

1.6 Business Document Example

1.7 Implementation Considerations

Trade Item Measurement Rules

CubiScan[®] 30

The music and movie publishing industries have a long history of utilizing a specific measurement orientation for CDs and DVDs. The method of measurement and orientation of these trade items has been incorporated into a measurement tool manufactured by Quantronix, Inc. The tool is called CubiScan[®] 30. **This tool has emerged as a standard for these industries and is consistent with the National Association of Recording Merchandisers (NARM) method of measurement.**

In this measurement system, the dimensional measurements of CDs and DVDs are derived as follows:

The trade item is laid flat in the upper left corner of the CubiScan[®] 30, with the spine along the left edge of the CubiScan[®] 30, and the front of the CD or DVD facing up.

NARM Height = Thickness

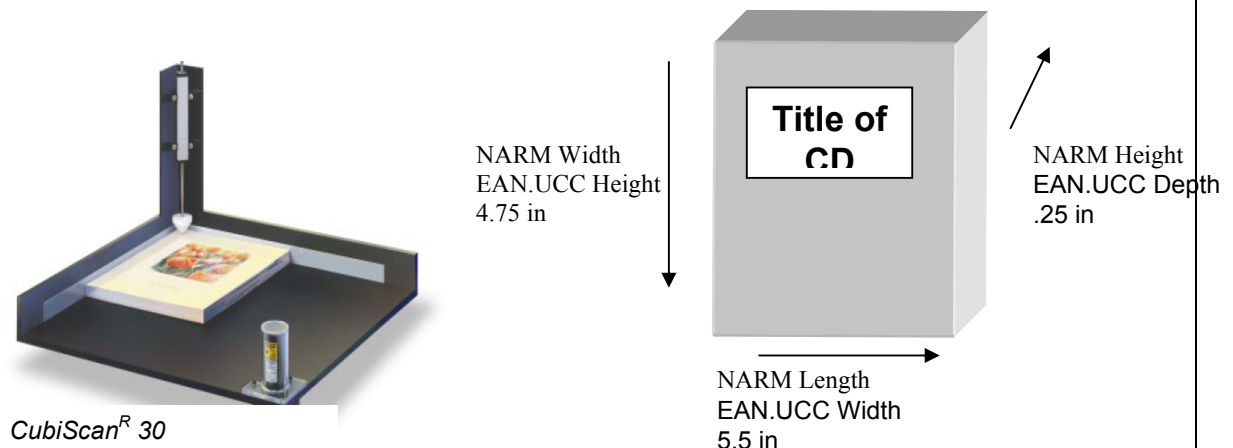
NARM Length = Bottom left to bottom right

NARM Width = Top left to bottom left

The information providers are expected to populate the appropriate EAN.UCC dimensional attributes per the chart below. Standard measurements for CDs and DVDs:

CubiScan [®] 30	EAN.UCC	CD	DVD
NARM Height	Depth	.25 in	.375 in
NARM Width	Height	4.75 in	5.375 in
NARM Length	Width	5.50 in	7.000 in

The illustrations below show how the product is oriented and measured:



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Peg Hole Measurements

Please use the following method for populating peg hole information for those trade items for which the packaging has more than one peg hole (this example is for a package with two peg holes):

Attribute	Value
Peg Hole Number	1
Peg Horizontal and UOM	1 in
Peg Vertical and UOM	2 in
Peg Hole Number	2
Peg Horizontal and UOM	4 in
Peg Vertical and UOM	2 in

Horizontal measurement is from left edge to the centre of the hole

Vertical measurement is from the top to the center of the hole

Note: While the EAN.UCC standard was revised to identify that a package may have more than one peg hole, at this time it incorrectly prohibits multiple iterations of these attributes. A request has been submitted to Align Data to consider an errata revision to correct this in the published standard.

Attributes contained in the current EAN.UCC standard

The entertainment industry requirements team requested the attributes listed in the table below. Upon further analysis, it was determined these attributes already exist in the current EAN.UCC standard. The following conversion table should be used for implementation:

Entertainment Attribute	EAN.UCC Attribute
Units per Set	Net Content
Carton Lot Quantity	Quantity of Next Lower Level Trade Item (contained in the Case GTIN record)
Sale Street Date	Consumer Availability Date
One Way Indicator	Is Non Sold Trade item Returnable
Primary Packaging Description	Packaging Type Description
Secondary Packaging Description	<ul style="list-style-type: none">▪ This attribute can be repeated with multiple values▪ See industry code list in Appendix B

Status Code (OrderableReturnableConditionsCode)

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Attribute	Value	
Status Code	Active	
Is Trade Item Orderable	TRUE	
Is Non Sold Trade Item Returnable	TRUE	
Returnable Trade Item End Date	CCYYMMDD	
Status Code	Cutout	
Is Trade Item Orderable	FALSE	
Is Non Sold Trade Item Returnable	TRUE	
Returnable Trade Item End Date	CCYYMMDD	
Status Code	Deleted	
Is Trade Item Orderable	FALSE	
Is Non Sold Trade Item Returnable	FALSE	
Returnable Trade Item End Date	CCYYMMDD	
Status Code	Hold	Hold
Is Trade Item Orderable	TRUE	FALSE
Is Non Sold Trade Item Returnable	FALSE	FALSE
Returnable Trade Item End Date	CCYYMMDD	CCYYMMDD

1.7.1 External Code Lists

Content Descriptor (ratingContentDescriptor)

Code	Definition
EL	Explicit Lyrics

Digitalization Level Code (digitalizationLevelCode)

Code	Code Description
AAD	The music has been recorded and mastered in analogue but is stored digitally on the disc.
ADD	The music has been recoded using analogue technology, but was mastered (or often remastered) and stored digitally.
DDD	The disc has been reordered, mastered and stored digitally.
DTS	Digital Theatre Sound

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Packaging Description

Code	Code Description
2_PACKS	
3_PACKS	
4_PACKS	
5_PACKS	
AMARAY	
BELLY_BAND	
BEVELOPE	
BLACK_VINYL_MOVIE_BOX	
BLISTER_PACK	
BOOK_STYLE_SLEEVE	
BOX_SET	(box with 2 or more CDs, DVDs, etc)
BRILLIANT_BOX	
BULLET_CASE	
CLAMSHELL	
CLEAR_DIGIPACK	
CLEAR_MASTER_BOX_PACK	
CUSTOM_PACKAGE	
DIGIPAK	
DOUBLE_AMARAY_CASE	
DOUBLE_DIGIPACK	
DOUBLE_LONG_BOX	
DOUBLE_SLEEVE	
DOUBLE_WIDTH_2_CD_JEWEL_BOX	
DVD_TRAY	(FLP snapper)
FLIP_CASE	
FOLIO_3_PACK	
GATEFOLD_DIGIPACK	
GIFT_BOX	
JEWEL_CASE	
JEWEL_CASE_WITH_O_CARD	
LONG_BOX	
MODIFIED_CLAM	
MOVIE_BOX	
NONE	(for bulk shipments)
PLUSH_GIFT_SET	
SHRINKWRAP	
SLEEVE	
SLIPCASE	
SLIPSLEEVE	
SNAPCASE	
SPINDLE	
TIN	(treasures)
WYNCASE	
ON_PACK	

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Product Genre (productGenre)

Code
ADULT_CONTEMPORARY
BLUES
CHILDRENS
CHRISTMAS
CLASSICAL
COUNTRY
ETHNIC
FOLK
HARD_ROCK
INSTRUMENTAL
JAZZ
LATIN
LATIN_POP
MEXICAN
NEW_AGE
ORIGINAL_CAST_SOUNDTRACKS
REGGAE
RELIGIOUS
SEASONAL
SOFT_ROCK
SPOKEN_WORD
TEJANO
TROPICAL
URBAN

Trade Item Rating Agency (titleRatingAgency)

Code	Code Description	Comments
BBFC	British Board of Film Classification	Theatrical - United Kingdom
BC	British Columbia	Theatrical - British Columbia, Canada
ESRB	Entertainment Software Rating Board	Software - U.S.
FCA	Film Censorship Authority	Theatrical - Hong Kong
FCO	Film Censor's Office	Theatrical - Ireland
FMOG	France Ministry of Culture	Theatrical - France
MPAA	The Motion Picture Association of America	Theatrical - U.S.
OFCS	Office of Film and Literature Classification	Theatrical - New Zealand
OFLC	Australian Office of Film and Literature Classification	Theatrical - Australia
OFRB	Ontario Film Review Board	Theatrical - Ontario, Canada

Business Solution Design

1.8 Testing

1.8.1 Pass / Fail Criteria

Unit testing criteria for business solution.

Number	Test Criteria	Related Requirement	Design Element	Pass Criteria	Fail Criteria
1					
2					
3					

1.8.2 Test Data

Attribute	Value
mediaFormatCode	MAXI_CD
productGenre	CHILDRENS
parentalAdvisoryStickerCode	NO
CollectionName	Barney's Best
digitalizationLevelCode	DDD
performanceType	Live
targetAudience	Children Ages 3 to 5
discNumber	1
trackNumber	1
trackTime	3:20
trackTitle	This Old Man
orderableReturnableConditionsCode	CUTOUT

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1.9 Appendices

1.10 Summary of Changes

(Details changes to BMS for each version by BMS Section)

Change	BMS Ver- sion	Associated CR Number
<ul style="list-style-type: none">Updated Genre Type Code List for the value Reggae.	0.0.4	06-000154

2. Technical Solution Design

This section provides the specifications for the standards content ITRG approves. It is called the Technical Solution Design (TSD).

The Technical Solution Design contains:

- TSD Zip file Table of Contents
- Business Message Standard Section Technical Level GDD Report
- XSD (XML Schema Documents)
- XML Instance File and HTML Form View (XML and HTML files containing sample data specified in Section 1.6)

In the process of approving the Technical Solution Design, the ITRG will be provided the following artefacts:

- Any relevant Business Requirements Analysis Document (BRAD)
- Any relevant Business Requirements Document (BRD)
- Section 1 of Business Message Standard (Business Solution Design)
- Comment Resolution Template from Technical Public Review
- XML Test Report
- Change Request
- Other informative or reference documents