



Business Message Standard (BMS) Align Trade Item Extension For Movie Publications

BMS Release: 2.3, BRG Name: GDSN

Issue 1.0.3, 15-Sep-2008

Document Summary

Document Item	Current Value
Document Title	Business Message Standard (BMS)
BMS Name	Align Trade Item Extension For Movie Publications
BMS Release	2.3
BRG Name	GDSN
Document Number	Issue 1.0.3
Date Last Modified	15-Sep-2008
Status	Approved
Owner	GDSN BRG
BMS Template Version	1.8

Change Request Reference

Date of CR Submission to GSMP:	CR Submitter(s):	Refer to Change Request (CR) Number(s):
04/01/2005	GENCOD EAN FRANCE	05-000098
22-Mar-2007	Agentrics	07-000106
13-Apr-2007	GS1	07-000171
05-Jul-2007	GS1	07-000274
05-Sep-2007	Agentrics	07-000318
15-Sep-2008	SA2 Worldsync GmbH	08-000180

Business Requirements Document (BRAD) Reference

BRAD Title:	BRD Date:	BRAD Version
Business Requirements Analysis Document (BRAD) for Data Alignment for Film publications	21-Jun-2005	0.0.8
BRAD For GDSN Item Maintenance Release 2	22-Jul-2007	0.0.4

Document Change History

Date of Change	Version	Changed By	Reason for Change	Summary of Change	Model Build #
27-Jul-2005	0.0.1	Brian Bennett	Initial Draft		
10-Oct-2005	0.0.2	Eric Kauz	Development Review		
20-Oct-2005	0.0.3	Eric Kauz	Stop Gap		

Date of Change	Version	Changed By	Reason for Change	Summary of Change	Model Build #
17-Nov-2005	0.0.4	Brian Bennett	Comment Resolution	Updated per Comment Resolution Spreadsheet	
15-Nov-2006	0.0.5	Eric Kauz	06-000153 06-000152 06-000221	Updated Code Lists. Externalised Digitalization Level Code List, Media Format Code List.	
28-Jan-2007	0.0.6	Eric Kauz	GDSN Comment Review	Converted DVDRegionCodeList codes to alphanumeric code values to match candidate attribute.	
24-Jul-2007	1.0.0	Eric Kauz	07-000171	Reverted to candidate attribute design. Changes corresponding to MR2.	
14-Sep-2007	1.0.1	Eric Kauz	MR2 Public Review	Added missing values to Product Genre code list.	
04-Dec-2007	1.0.2	Eric Kauz	Code List Release	<ul style="list-style-type: none"> ■ Added UMD and RINGLE to the Media Format code list ■ Updated Media Format code list definition to allow for the inclusion of "features". 	
15-Sep-2008	1.0.3	Eric Kauz	Code List Release	<ul style="list-style-type: none"> ■ Added USB to the code list for the "Media Format. 	

Disclaimer

Whilst every effort has been made to ensure that the guidelines to use the GS1 standards contained in the document are correct, GS1 and any other party involved in the creation of the document HEREBY STATE that the document is provided without warranty, either expressed or implied, of accuracy or fitness for purpose, AND HEREBY DISCLAIM any liability, direct or indirect, for damages or loss relating to the use of the document. The document may be modified, subject to developments in technology, changes to the standards, or new legal requirements. Several products and company names mentioned herein may be trademarks and/or registered trademarks of their respective companies.

Table of Contents

1. Business Domain View	5
1.1. Problem Statement / Business Need	5
1.2. Objective.....	5
1.3. Audience.....	5
1.4. References	5
1.5. Acknowledgements	6
1.5.1. BRG Work Group	6
1.5.2. Design Team Members	7
2. Business Context	8
3. Additional Technical Requirements Analysis.....	8
3.1. Technical Requirements (optional).....	8
4. Business Transaction View	8
4.1. Business Transaction Use Case Diagram	8
4.2. Use Case Description.....	8
4.3. Business Transaction Activity Diagram(s).....	8
4.4. Business Transaction Sequence Diagram(s) (optional).....	8
5. Information Model (Including GDD Report)	9
5.1. GDD Report.....	9
5.2. Class Diagrams	17
5.3. Code Lists.....	19
6. Business Document Example	20
7. Implementation Considerations	21
7.1. Trade Item Measurement Rules.....	21
7.2. Attributes contained in the current EAN.UCC standard	22
8. Testing.....	23
8.1. Pass / Fail Criteria	23
8.2. Test Data	23
9. Appendices	24
10. Summary of Changes.....	34

1. Business Domain View

1.1. Problem Statement / Business Need

The Entertainment Industry 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.

1.2. Objective

The North American entertainment industry has begun the process of data synchronization and these implementations necessitate the changes and additions to the GS1 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.

The solution consists of adding new attributes to the existing models.

The North American Entertainment industry has begun the process of data synchronization.

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.

1.4. References

Reference Name	Description
Not Applicable	

1.5. Acknowledgements

The following is a list of individuals (and their companies) who participated in the creation, review and approval of this BMS.

1.5.1. BRG Work Group

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

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

1.5.2. Design Team Members

Function	Name	Organisation
Modeler	Eric Kauz	GS1
XML Technical Designer	Dipan Anarkat	GS1
EANCOM Technical Designer		
Peer Reviewer	Giovanni Biffi	GS1

2. Business Context

Context Category	Value(s)
Industry	Entertainment
Geopolitical	All
Product	Movie Publication
Process	Align_Trade Item
System Capabilities	EAN.UCC
Official Constraints	None

3. Additional Technical Requirements Analysis

This section documents the analysis of additional technical requirements.

3.1. Technical Requirements (optional)

Number	Statement	Rationale
	Not Applicable	

4. Business Transaction View

4.1. Business Transaction Use Case Diagram

Covered in Align Trade Item Use Cases.

4.2. Use Case Description

Covered in Align Trade Item Use Cases.

4.3. Business Transaction Activity Diagram(s)

Not Applicable

4.4. Business Transaction Sequence Diagram(s) (optional)

Not Applicable

5. Information Model (Including GDD Report)

5.1. GDD Report

Film Publication Trade Item Extension V2.1.0

Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Official Dictionary Entry Name	Definition	Multiplicity	Related Requirements
AspectRatioInformation				Aspect Ratio Information. Details	Logical grouping of attributes related to aspect ratio.		
	aspectRatioDescriptionCode			Aspect Ratio Information. Aspect Ratio_ Description Code. Text	A code that indicates the aspect ratio dimension.	1..1	
	aspectRatioDimensionCode			Aspect Ratio Information. Aspect Ratio_ Dimension Code. Text	A code that indicates the aspect ratio dimension.	1..1	
DubbedSubtitledInformation				Dubbed Subtitled Information. Details	Logical grouping of subtitle information.		
	dubbedLanguage			Dubbed Subtitled Information. Dubbed_ Language. ISO639_ Code	A code that identifies the dubbed language of a film.	0..*	
	dubbedSubtitledCode			Dubbed Subtitled Information. Dubbed_ SubtitledCode. Text	A code that indicates if the film is dubbed, subtitled or dubbed and subtitled. Subtitled = the film has caption translating dialogue. Dubbed = The film has a translated alternative soundtrack. Dubbed and subtitled = the film has caption to translate dialogue and a translated soundtrack.	1..1	
	subTitledLanguage			Dubbed Subtitled Information. Sub Titled_ Language. ISO639_ Code	A code that identifies the subtitled language of a film.	0..*	

Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Official Dictionary Entry Name	Definition	Multiplicity	Related Requirements
EntertainmentProductDescription				Entertainment Product Description. Details	Provides various classifications common to entertainment related products (e.g. movies, music) including format and genre.		
	isDigitalDownloadAvailable			Entertainment Product Description.Digital Download Available.Indicator	Indicates if the title is available in the digital download format.	1..1	
	mediaFormatCode			Entertainment Product Description. Media Format Code.Text	The code that identifies the type of media on which the media product is recorded and played as well as technical specifications or structured features for users.	1..*	
	productGenre			Entertainment Product Description. Product Genre. Text	The code of the genre of music trade item. The genre is a categorization of the music trade item based upon the content and maintained for marketing and merchandising purposes.	1..*	
	productLine			Entertainment Product Description. Product Line. Text	The name of the product line that the trade item belongs to. A product line is a price grouping.	0..*	
EntertainmentTradeItemPrice				Entertainment Trade Item Price. Details	The amount of money for which the trade item is bought or sold under various configurations.		
	bulkPrice			Entertainment Trade Item Price. Bulk_Price. Amount	The amount of money for which the trade item is bought or sold when buying or selling a standard configuration.	0..1	
	loosePrice			Entertainment Trade Item Price. Loose_Price. Amount	The amount of money for which the trade item is bought or sold when buying or selling individual units that are not in a standard configuration.	0..1	
MovieLanguageInformation				Film Language Information. Details	Logical Grouping of Information relating to the language of a film.		
	closedCaptioningCode			Film Language Information. Closed_CaptioningCode. Code	A code that indicates if the film has closed captions, no closed captions or if this information is unknown.	0..*	

Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Official Dictionary Entry Name	Definition	Multiplicity	Related Requirements
	originalLanguage			Film Language Information. Original_Language. ISO639_Code	The code of the language in which the film is released. It is the language spoken on the screen.	0..1	
			DubbedSubtitledInformation	Film Language Information. Association. Dubbed Subtitled Information	This information on DubbedSubtitledInformation for FilmLanguageInformation.	0..1	
MoviePersonnelInformation				Film Personnel Information. Details	Logical Grouping of production staff and actors of a film.		
	artistName			Film Personnel Information.Artist Name.Text	Name of the recording artist.	0..*	
	assistantProducerName			Film Personnel Information.Assistant Producer Name.Text	Name of the assistant movie producer of the movie (as distinguished from the executive producer).	0..*	
	directorName			Film Personnel Information. Director_Name. Text	The name (first name and last name) of the person who directed the film.	0..*	
	producerName			Film Personnel Information.Producer Name.Text	Name of the executive producer of the movie.	0..*	
	talentName			Film Personnel Information. Talent_Name. Text	The name (first name and last name) of a person who is a talent in a film.	0..*	
	writerName			Film Personnel Information. Writer_Name. Text	The name of the person who wrote the film or the screenplay.	0..*	
MoviePublicationCharacteristicsInformation				Film Publication Characteristics Information. Details	Logical grouping of attributes related to specific characteristics of a given film.		
	audioSoundTypeCode			Film Publication Characteristics Information. Audio_Sound Type Code. Text	A code that indicates the type of audio sound available on the film trade item.	0..*	

Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Official Dictionary Entry Name	Definition	Multiplicity	Related Requirements
	awardInformation			Film Publication Characteristics Information. Award_Information. Text	A text that describes the awards a film won.	0..*	
	dvdRegionCode			Film Publication Characteristics Information. Dvd_Region Code. Code	A code that identifies the region in which the DVD will be sold. Only DVDs and DVD players with matching codes will work unless the DVD player has been "de-zoned".	0..*	
	featureRunTimeMinutes			Film Publication Characteristics Information. Feature_Run Time Minutes. Integer_ Numeric	The length of a film expressed in minutes.	0..1	
	longSynopsis			Film Publication Characteristics Information. Long_Synopsis. Text	An extended text that describes the plot of a film.	0..1	
	movieColourCode			Film Publication Characteristics Information. Film_Colour Code. Movie Colour_Code	A code that indicates the colour system used in a film publication.	0..*	
	movieEdition			Film Publication Characteristics Information. Film_Edition. Language_Text	A text that describes the edition of the film.	0..1	
	shortSynopsis			Film Publication Characteristics Information. Short_Synopsis. Text	A short text that describes the plot of a film	0..1	
	specialFeatures			Film Publication Characteristics Information. Special_Language_Text	A text that describes the contents of the trade item in terms of special features. This is not related to a specific disk.	0..*	

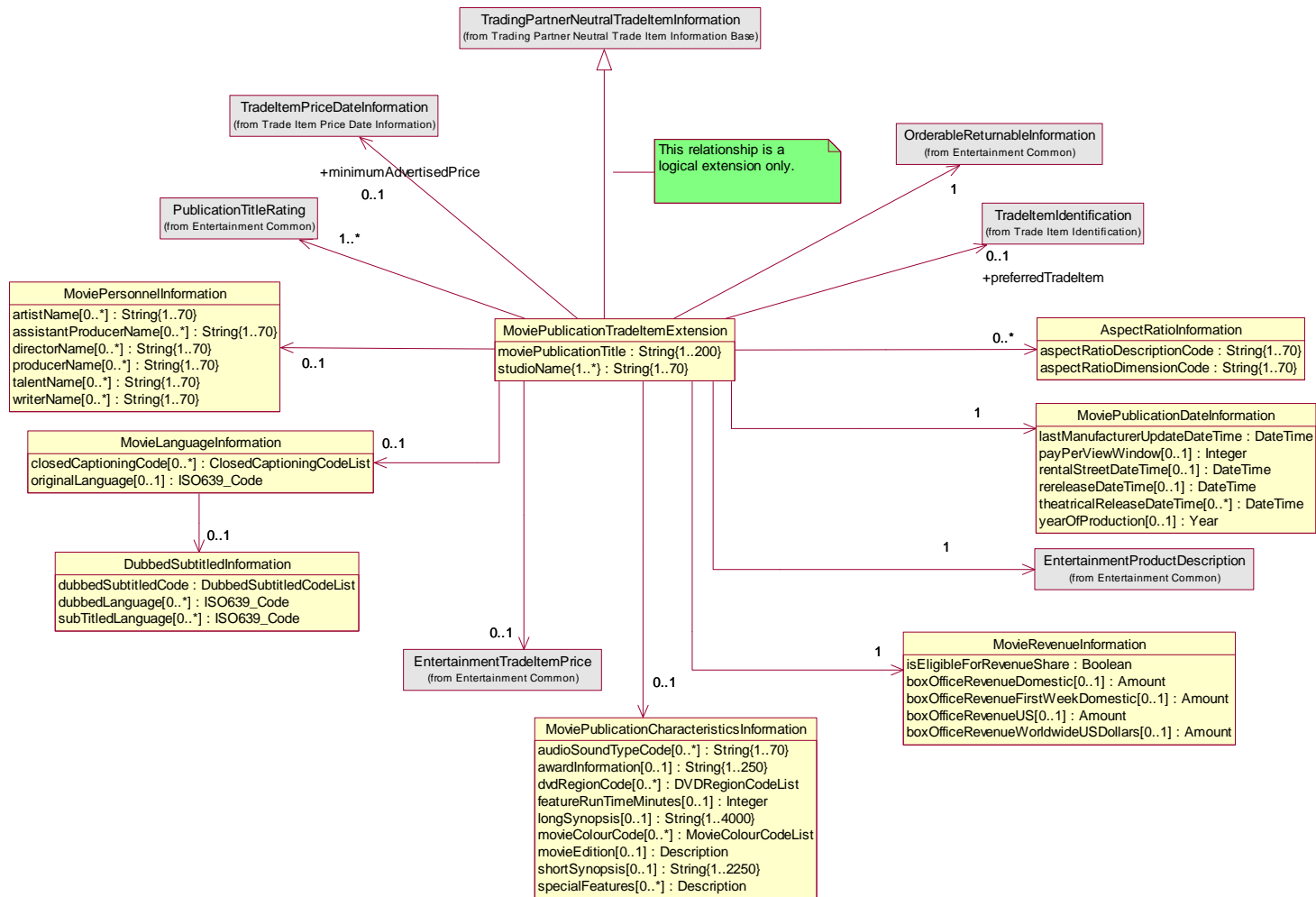
Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Official Dictionary Entry Name	Definition	Multiplicity	Related Requirements
MoviePublicationDateInformation				Film Publication Date Information. Details	Logical grouping of attributes relating to the date of publication of a film.		
	lastManufacturerUpdateDateTime			Film Publication Date Information. Last Manufacturer Update_ DateTime. Date Time	The last date (including time) on which the manufacturer has made a change to the trade item.	1..1	
	payPerViewWindow			Film Publication Date Information. Pay Per View_ Window. Integer_ Numeric	The number of days of the pay per view window. The pay per view window is the timeframe when a film is available as pay per view on a cable TV channel.	0..1	
	rentalStreetDateTime			Film Publication Date Information. Rental Street_ DateTime. Date Time	The date including time when the trade item can be rented for the first time.	0..1	
	rereleaseDateTime			Film Publication Date Information. Rerelease_ DateTime. Date Time	The date (including time) on which the trade item is re-released (using the same GTIN).	0..1	
	theatricalReleaseDateTime			Film Publication Date Information. Cinema Release_ DateTime. Date Time	The date (including time) when the film was released in cinemas.	0..*	
	yearOfProduction			Film Publication Date Information. Year Of Production. Year_ Text	The year during which the film was produced.	0..1	
MoviePublicationTradeItemExtension				Film Publication Trade Item Extension. Details	Base Class for FilmPublicationTradeItemExtension		
	moviePublicationTitle			Film Publication Trade Item Extension. Film_ Publication Title. Text	The name of a film.	1..1	
	studioName			Film Publication Trade Item Extension. Studio_ Name. Text	The name of the company (called studio in the film industry) that made the film publication	1..*	

Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Official Dictionary Entry Name	Definition	Multiplicity	Related Requirements
			AspectRatioInformation	Film Publication Trade Item Extension. Association. Aspect Ratio Information	This information on AspectRatioInformation for MoviePublicationTradeItemExtension.	0..*	
			EntertainmentProductDescription	Film Publication Trade Item Extension. Association. Entertainment Product Description	This information on EntertainmentProductDescription for MoviePublicationTradeItemExtension.	1..1	
			EntertainmentTradeItemPrice	Film Publication Trade Item Extension. Association. Entertainment Trade Item Price	This information on EntertainmentTradeItemPrice for MoviePublicationTradeItemExtension.	0..1	
			MovieLanguageInformation	Film Publication Trade Item Extension. Association. Film Language Information	This information on MovieLanguageInformation for MoviePublicationTradeItemExtension.	0..1	
			MoviePersonnelInformation	Film Publication Trade Item Extension. Film Personnel Information. Arts Entertainment Media Party. Details	Information on FilmPersonnelInformation for MoviePublicationTradeItemExtension.	0..1	
			MoviePublicationCharacteristicsInformation	Film Publication Trade Item Extension. Association. Film Publication Characteristics Information	This information on MoviePublicationCharacteristicsInformation for MoviePublicationTradeItemExtension.	0..1	
			MoviePublicationDateInformation	Film Publication Trade Item Extension. Association. Film Publication Date Information	This information on MoviePublicationDateInformation for MoviePublicationTradeItemExtension.	1..1	
			MovieRevenueInformation	Film Publication Trade Item Extension. Association. Film Revenue Information	This information on MovieRevenueInformation for MoviePublicationTradeItemExtension.	1..1	

Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Official Dictionary Entry Name	Definition	Multiplicity	Related Requirements
			OrderableReturnableInformation	Film Publication Trade Item Extension. Association. Orderable Returnable Information	This information on OrderableReturnableInformation for FilmPublicationTradeItemExtension.	1..1	
			PublicationTitleRating	Film Publication Trade Item Extension. Association. Publication Title Rating	This information on PublicationTitleRating for MoviePublicationTradeItemExtension.	1..*	
		preferredTradeItem	TradeItemIdentification	Film Publication Trade Item Extension. Preferred Trade Item Association. Trade Item Identification	The identification of the consumer unit that is the preferred variant for a title.	0..1	
		minimumAdvertisedPrice	TradeItemPriceDateInformation	Film Publication Trade Item Extension. Minimum Advertised Price Association. Trade Item Price	The minimum consumer price (amount) at which the trade item may be advertised.	0..1	
MovieRevenueInformation				Film Revenue Information. Details	Logical grouping of attributes relating to the revenue of a film.		
	boxOfficeRevenueDomestic			Film Revenue Information. Domestic_ Box Office Revenue. Amount	The revenue the film earned on the target market expressed in local currency.	0..1	
	boxOfficeRevenueFirstWeekDomestic			Film Revenue Information. First Week Domestic_ Box Office Revenue. Amount	The revenue the film earned on the target market for the first week expressed in local currency.	0..1	
	boxOfficeRevenueUS			Film Revenue Information. US_ Box Office Revenue. Amount	The revenue the film earned on the US market expressed in US dollars.	0..1	
	boxOfficeRevenueWorldwideUSDollars			Film Revenue Information. Worldwide US Dollars_ Box Office Revenue. Amount	The revenue the film earned on all the markets expressed in US dollars. The revenue the film earned on all the markets expressed in US dollars.	0..1	

Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Official Dictionary Entry Name	Definition	Multiplicity	Related Requirements
	isEligibleForRevenueShare			Film Revenue Information. Is Eligible For_ Revenue Share. Indicator	A boolean that indicates if the film is available for revenue share or not.	1..1	
OrderableReturnableInformation				Orderable Returnable Information. Details	Logical Grouping of Orderable Returnable Information		
	lastReturnableDateTime			Orderable Returnable Information. Last_ Returnable Date Time. DOTW_ Date Time	The last date AND time when a non sold trade item must be received by the manufacturer to receive credit.	0..1	
	orderableReturnableConditionsCode			Orderable Returnable Information. Orderable_ Returnable Conditions Code. Orderable Returnable Conditions_ Code	A code that indicates if the trade item can be ordered and returned if non-sold.	1..1	
PublicationTitleRating				Publication Title Rating. Details	Information regarding the content viewer maturity rating for an entertainment product.		
	ratingContentDescriptor			Publication Title Rating. Rating_ Content Descriptor. Language_ Text	A code that identifies one or several elements in a game that have triggered a particular rating and/or may be of interest or concern.	0..*	
	titleRating			Publication Title Rating. Title_ Rating. Text	Code that identifies one or several elements in a game that have triggered a particular rating and/or may be of interest or concern.	1..1	
	titleRatingEntity			Publication Title Rating. Title_ Rating Entity. Text	The name of an organization that defined the rating and attributed the rating content descriptor(s) to an electronic game.	1..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.

5.2.1.1. Entertainment Product Description

EntertainmentProductDescription
isDigitalDownloadAvailable : Boolean mediaFormatCode[1..*] : String{1..70} productGenre[1..*] : String{1..35} productLine[0..*] : Description

5.2.1.2. Entertainment Trade Item Price

EntertainmentTradeItemPrice
bulkPrice[0..1] : Amount loosePrice[0..1] : Amount

5.2.1.3. Orderable Returnable Information

OrderableReturnableInformation
orderableReturnableConditionsCode : OrderableReturnableConditionsCodeList lastReturnableDateTime[0..1] : DateTime

5.2.1.4. Publication Title Rating

PublicationTitleRating
titleRating : String{1..35} titleRatingEntity : String{1..35} ratingContentDescriptor[0..*] : Description

5.3. Code Lists

Code List Name	Code List Description
ClosedCaptioningCodeList	Code that indicates if the movie has closed captions, no closed captions or if this information is unknown.
Code Name	Code Description
NO	Movie does not have subtitles for hard of hearing and deaf.
UNKNOWN	Having an unknown value.
YES	Movie has subtitles for hard of hearing and deaf.

Code List Name	Code List Description
DubbedSubtitledCodeList	A code that indicates if the movie is dubbed, subtitled or dubbed and subtitled.
BOTH	Movie has both a translated alternative soundtrack and a caption translating dialogue.
DUBBED	The movie has a translated alternative soundtrack.
SUBTITLED	The movie has caption translating dialogue.

Code List Name	Code List Description
DVDRegionCodeList	A code that identifies the region in which the DVD will be sold.
AUSTRALIA_NEW_ZEALAND_LATIN_AMERICA	N/A
CHINA	N/A
EUROPE_MIDDLE_EAST_JAPAN_SOUTH_AFRICA	N/A
EX_SOVIET_UNION_INDIAN_SUBCONTINENT_AFRICA	N/A
INTERNATIONAL_TERRITORY_AIRPLANES_CRUISE_SHIPS_ETC	N/A
RESERVED	N/A
SOUTH_KOREA_TAIWAN_HONG_KONG_ASEAN	N/A
UNCODED	N/A
US_CANADA_US_TERRITORIES	N/A

Code List Name	Code List Description
MovieColourCodeList	A code that indicates the colour system used in a movie publication.
BLACK_AND_WHITE	Uses a monochromatic form of film.
COLOR	Uses media capable of representing multiple colours
COLORIZED	A film altered by a process that involves adding colour to a black and white film

Code List Name	Code List Description
OrderableReturnableConditionsCodeList	Code that indicates if the trade item can be ordered and returned if non-sold.
ACTIVE	The trade item is an orderable unit and is returnable if not sold.
CUTOUT	The trade item is not an orderable unit and is returnable if not sold.
DELETED	The trade item is not an orderable unit and not returnable if not sold.
HOLD	The trade item is temporarily unavailable but still returnable.

6. Business Document Example

Not Available

7. Implementation Considerations

7.1. Trade Item Measurement Rules

CubiScan[®] 30

The music and film 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:

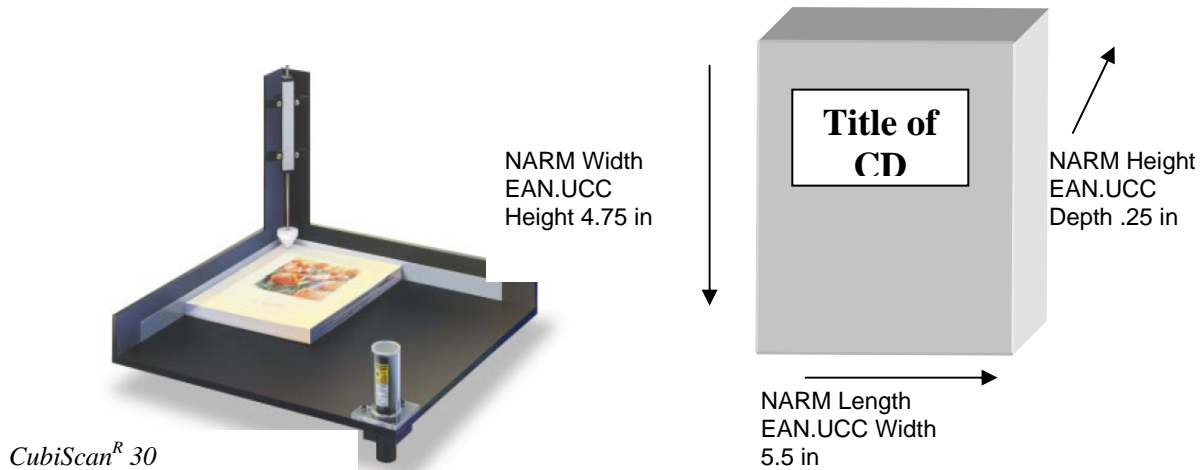
The trade item is laid flat in the upper left corner of the CubiScan[®] 30, with the spine along the left edge of the CubiScan[®] 30, and the front of the CD or DVD facing up.

- 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:



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 centre 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.

7.2. 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 This attribute can be repeated with multiple values (See industry code list in Appendix B)

8. Testing

This section describes the testing criteria for business solutions.

8.1. Pass / Fail Criteria

No.	Test Criteria	Related Requirement	Design Element	Pass Criteria	Fail Criteria
1	Not Available				

8.2. Test Data

Attribute	Value
filmPublicationTitle	I Was A Teenage Modeller
studioName	C Films
artsEntertainmentMediaPartyRole	ACTOR
artsEntertainmentMediaPartyName	Enrique Cruz
artsEntertainmentMediaPartyRole	DIRECTOR
artsEntertainmentMediaPartyName	C Smith
aspectRatioDescription	WIDESCREEN
aspectRatioDimensionCode	1_33
dubbedSubtitledCode	DUBBED
dubbedLanguage	EN
productGenre	HORROR
productLine	Budget Line
lastManufacturerUpdateDateTime	2004-12-25T12:00:00.000
mediaFormatCode	VHS
audioSoundTypeCode	BETA_HIFI
dvdRegionCode	US_CANADA_US_TERRITORIES
filmColourCode	COLOR
closedCaptioningCode	UNKNOWN
originalLanguage	EN
orderableReturnableConditionsCode	ACTIVE
isEligibleForRevenueShare	false
titleRating	G

9. Appendices

Code List Name	Code List Description
Aspect Ratio Description Code List	A code that indicates the aspect ratio type of the film.
Code Name	Code Description
ANAMORPHIC	Not Available
ANAMORPHIC_FULLSCREEN	Not Available
ANAMORPHIC_WIDESCREEN	Anamorphic widescreen is a video encoding technique used to optimize the vertical picture resolution of widescreen images by squeezing these horizontally into a 4:3 native aspect ratio.
FULLSCREEN	Not Available
FULLSCREEN_WIDESCREEN	Not Available
WIDESCREEN	Not Available

Code List Name	Code List Description
Aspect Ratio Dimension Code List	A code that indicates the aspect ratio dimension.
Code Name	Code Description
1_33	Not Available
1_33_2_40	Not Available
1_33_1_85	Not Available
1_33_2_35	Not Available
1_55	Not Available
1_66	Not Available
1_77	Not Available
1_78	Not Available
1_85	Not Available
2_20	Not Available
2_35	Not Available
1_85_2_33	Not Available
2_40	Not Available
2_55	Not Available
4_3	An Aspect ratio of the screen of 4 by 3.

Code List Name	Code List Description
Audio Sound Type Code List	A code that indicates the type of audio sound available on the film trade item.
Code Name	Code Description
BETA_HIFI	Not Available
BETA_HIFI_DOLBY_SURROUND_SOUND	Not Available
BETA_HIFI_M_C_D_SURROUND_SOUND	Not Available
BETA_HIFI_STEREO_DIGITAL_MAST	Not Available
BETA_HIFI_STEREO_DIGITAL_REC	Not Available
BETA_HIFI_STEREO_M_C	Not Available
DIGITALLY_MASTERED	Not Available
DIGITALLY_RECORDED	Not Available
DOLBY_DIGITAL_5_0	Not Available
DOLBY_DIGITAL_5_0_DSS	Not Available
DOLBY_DIGITAL_5_1	Not Available
DOLBY_DIGITAL_5_1_DSS	Not Available
DOLBY_DIGITAL_5_1_DTS	Not Available
DOLBY_MPMTRX_HIFI	Not Available
DOLBY_MPMTRX_STEREO	Not Available
DOLBY_STEREO	Not Available
DOLBY_STEREO_4_0	Not Available
DOLBY_STEREO_HIFI	Not Available
DVD_DOLBY_SURROUND_SOUND	Not Available
LASER_DOLBY_SURROUND_SOUND	Not Available
MONO	Not Available
MONO_HIFI	Not Available
STEREO	Not Available
STEREO_HIFI	Not Available
ULTRA_SOUND	Not Available
ULTRA_STEREO	Not Available
VHS_DOLBY_STEREO_D_M	Not Available
VHS_DOLBY_STEREO_D_R	Not Available
VHS_HIFI	Not Available
VHS_HIFI_DOLBY_SURROUND_SOUND	Not Available
VHS_HIFI_M_C_D_SURROUND_SOUND	Not Available
VHS_HIFI_STEREO_D_M	Not Available
VHS_HIFI_STEREO_D_R	Not Available

VHS_HIFI_STEREO_D_STRO_D_M	Not Available
VHS_HIFI_STEREO_D_STRO_D_R	Not Available
VHS_HIFI_STEREO_D_SYS_D_M	Not Available
VHS_HIFI_STEREO_D_SYS_D_R	Not Available
VHS_HIFI_STEREO_DOLBY_STRO_M_C	Not Available
VHS_HIFI_STEREO_DOLBY_SYS_M_C	Not Available
VHS_HIFI_STEREO_M_C	Not Available

Code List Name	Code List Description
Film Rating Content Descriptors (Television)	The rating is a coded indication of the age group the trade item is appropriate for.
Code Name	Code Description
TV_Y	All Children
TV_Y7	Directed to Older Children
TV_Y7_FV	Directed to Older Children, Fantasy Violence
TV_G	General Audience
TV_PG	Parental Guidance Suggested
TV_14	Parents Strongly Cautioned
TV_MA	Mature Audience Only

Code List Name	Code List Description	
Rating Entity Code List	To indicate the name of the country, industry or volunteer organization that has rated the title and has provided the rating content descriptor.	
Code	Agency Name	Description
BBFC	British Board of Film Classification	United Kingdom
BC	British Columbia	British Columbia, Canada
FCA	Film Censorship Authority	Hong Kong
FCO	Film Censor's Office	Ireland
FMOG	France Ministry of Culture	France
MPAA	The Motion Picture Association of America	U.S.
OFCS	Office of Film and Literature Classification	New Zealand
OFFLC	Australian Office of Film and Literature Classification	Australia
OFRB	Ontario Film Review Board	Ontario, Canada

Code List Name	Code List Description
Film Rating Content Descriptor Code List	The rating is a coded indication of the age group the trade item is appropriate for.
Code Name	Code Description
AH	Adult Humour
AL	Adult Language
AS	Adult Situations
BN	Brief Nudity
CC	Child classic
DC	Drug Content
EC	Excellent for Children
G	Gore
GV	Graphic Violence
MV	Mild Violence
NC	Nudity
NC	Not for Children
OK	Okay for Children
P	Profanity
QC	Questionable for Children
SA	Substance Abuse (Alcohol, Drugs)
SC	Strong Sexual Content
SS	Sexual Situations
SV	Sexual Violence
V	Violence

Ratings per Country or Region

United States	MPAA Code	Definition
	X_RATED	Applies to films featuring explicit sex or, more rarely, to films featuring extensive graphic violence
	NC_17	No one under 17 admitted
	R	Under 17 requires accompanying parent or adult guardian
	PG	Parental guidance suggested. Some material may not be appropriate for all children
	PG_13	Parents strongly cautioned. Some may be inappropriate for children under 13
	G	General audiences. All ages admitted
	NOT_RATED	
	RATING_PENDING	
Ontario, Canada	MPAA Code	Definition
	FAMILY	Film appropriate for viewing by a person of any age
	PARENTAL_GUIDANCE	Parents should exercise discretion in permitting a child to view the film
	14A	Persons younger than 14 years of age must be accompanied by an adult
	18A	Persons younger than 18 years of age must be accompanied by an adult
	RESTRICTED	Film restricted to persons 18 years of age or older
	ADULT	Requires a sticker denoting "Title", "Running Time", "Distributor ID" Approval Certificate Number"
British Columbia, Canada	MPAA Code	Definition
	GENERAL	All ages. The contents of these motion pictures are suitable for viewing by all ages
	PARENTAL_GUIDANCE	All ages. Parental guidance advised. Theme or content may not be suitable for all children.
	14 ACCOMPANIMENT	Anyone under 14 years of age must be accompanied by an adult. Parents cautioned. These films may contain violence, coarse language, and/or sexually suggestive scenes
	18 ACCOMPANIMENT	Anyone under 18 years of age must be accompanied by an adult. Parents strongly cautioned. Will likely contain explicit violence, frequent coarse language, sexual activity and/or horror.
	RESTRICTED	No one under the age of 18 may view under any circumstances. Content not suitable for minors. May contain scenes of explicit sex and/or violence. However, the film classification office considers these films to have some artistic, historical, political, educational or scientific merit.
	ADULT	No one under 18 may view under any circumstances. May contain explicit sexual scenes and/or violence. However, the classification office considers these films to be tolerable to the community

France	MPAA Code	Definition
	ALL	Valid for all audiences
(note - these codes are not official)	P12	With a prohibition for minors of 12
	P16	With a prohibition for minors of 16
	P18	With a prohibition for minors of 18
United Kingdom	MPAA Code	Definition
	UC	(Universal Children) Suitable for all but especially for young children (video only)
	U	(Universal) Suitable for all
	PG	All ages admitted, but Parental Guidance is recommended. It is the board's policy that films rated "PG" should not disturb a child of about 8 years of age or older; however, "parents are advised to consider whether the content may upset young or more sensitive children."
	12A_12	No one under 12 years of age may see a "12A" film (unless accompanied by an adult) in a cinema or rent or buy a "12" video
	15	No one under 15 years of age may see a "15" film or rent or buy a "15" video
	18	Suitable only for adults. No one under 18 years of age may see an "18" film or rent or buy an "18" video
	R18	To be supplied only in licensed sex shops or cinemas to adults of not less than 18 years of age
	E	Exempt from BBFC
Ireland	MPAA Code	Definition
	G	'General' - Suitable for viewing by anyone
	PG	'Parental Guidance' - Parental guidance is recommended for children under the age of 12
	12PG	'Parent supervision required for children under 12' - A person over 18 years of age must accompany a child under the age of 12 when seeing a film theatrically
	15PG	'Parent supervision required for children under 15' - A much stronger warning that, although the film may be unsuitable for a child under the age of 15 watching alone, a child with an adult may be admitted to the film's screening
	18	'Adults only' - The film is suitable only for adults. A person under this age will not be admitted
Australia	MPAA Code	Definition
	G	Suitable for all viewers. It is noted by the board that a "G" film rating in Australia doesn't indicate the film is intended for children, simply that nothing in the film will be disturbing or harmful to children
	PG	Parental Guidance recommended for children under 15 years of age
	M	Mature, recommended for audiences 15 years and over. Note: this is not a legally restricted Australian film rating, but films in this

		category cannot be recommended for those under 15 years
	MA	Mature Accompanied. This category is legally restricted in that children under 15 cannot see "MA" films or rent them on video unless accompanied by a parent or adult guardian
	R	Restricted. This category is legally restricted to adults. No one under 18 may view these films in a cinema or rent them on videocassette.
	X	Restricted. This rating applies to sexually explicit material which is restricted to viewers 18 years of age and over
	E	Exempt from classification - thus not a rating as such. These are usually educational programs
New Zealand	MPAA Code	Definition
	G	Suitable for all
	PG	Parental guidance recommended for younger viewers
	M	Mature; Suitable for people 16 years or older. Parental decision whether to let children watch a particular film
	R13	Restricted to 13 year-olds and older
	R15	Restricted to 15 year-olds and older
	R16	Restricted to 16 year-olds and older
	R18	Restricted to 18 year-olds and older
	R	A special restriction (details of the restriction noted to the right of the label). Equivalent to the old 'RP' classification
Hong Kong	MPAA Code	Definition
	I	Suitable for all ages
	IIA	Not suitable for children
	IIB	Not suitable for young persons and children
	III	For persons aged 18 or above only

Code List Name	Code List Description
Media Format Code List	The code that identifies the type of media on which the media product is recorded and played as well as technical specifications or structured features for users.
Code Name	Code Description
12_INCH_VINYL_SINGLE	Not Available
3_INCH_CD_SINGLE	Not Available
5_INCH_CD_SINGLE	Not Available
5_INCH_CDV	Not Available
7_INCH_VINYL_SINGLE	Not Available
8_MM	Not Available
AUDIO_BLANK_TAPE	Not Available
BETA	Not Available
BLU_RAY	Not Available
CASSETTE_FULL_LENGTH	Not Available
CASSETTE_SINGLE	Not Available
CD_DVD_AUDIO	Not Available
CD_DVD_VIDEO	Not Available
CD_FULL_LENGTH	Not Available
CD_PLUS_GRAPHICS	Not Available
CD_ROM_INTERACTIVE	Not Available
DAT_FULL_LENGTH	Not Available
DATAPLAY	Not Available
DC_SACD	Not Available
DCC_FULL_LENGTH	Not Available
DIGITAL_RENTAL	Not Available
DIGITAL_SELL_THROUGH	Not Available
DVD	Not Available
DVD_ALBUM	A format that contains the same kind of content delivered on CD/DVD combos but normally on a single disc. This configuration is playable in any DVD player (not CD players) and requires no other special equipment. This configuration can contain the same tracks as the CD, plus optional content that could include some or all of the following: 48khz/24 - bit stereo, high res stereo, surround, high res surround, video, behind the scenes, making of * interviews , lyrics , interactive booklet, portable MP3 audio files, ROM interactive (applications for ring-tones), online enablement for post release content updates.
DVD_AUDIO	Not Available
HD_DVD	Not Available
LASERDISC	Not Available
LP_FULL_LENGTH	Not Available

MAXI_CASSETTE_SINGLE	Not Available
MAXI_CD	Not Available
MINI_DISC_FULL_LENGTH	Not Available
MVI	Stands for Music Video Interactive and is a DVD loaded with many features that plays in all standard DVD Players, computers, and game consoles with DVD drives. Digital files are compatible with all MP3 devices. Features include: Full album audio with superior sound quality, Video content , MP3 files of every audio track for easy transfer to a computer or MP3 device, Interactive features to create user content, Digital booklets, Online access to additional artist information. May also contain digital extras including song lyrics, photo galleries, posters, wallpaper, screen savers, buddy icons, etc.
RINGLE	This value represents a physical CD with 3 audio tracks (A-side, B-side & Remix) which can also include ringtones and wallpaper. This is a technology feature of the product and is used by consumers in arriving at a buying decision.
SACD	Not Available
UMD	This value represents Universal Media Disc. It is an optical disc medium developed by Sony for use on the PlayStation Portable. It can hold up to 1.8 gigabytes of data, which can include games, movies, music, or a combination thereof.
USB	Pre-recorded Media stored on a USB (Universal Serial Bus) flash drive that will interface with any USB capable device.
VHS	Not Available
VIDEO_BLANK_TAPE	Not Available

Code List Name	Code List Description
Product Genre	The genre is a categorization of the trade item based upon the content and maintained for marketing and merchandising purposes.
Code Name	Code Description
ACTION	Not Available
ACTION_DRAMA	Not Available
ACTION_ADVENTURE	Not Available
ACTION_COMEDY	Not Available
ACTION_THRILLER	Not Available
ADULT	Not Available
ADULT_ANIME	Not Available
ADVENTURE	Not Available
ANIME	Not Available
ANIMATION	Not Available
ANIMATED_COMEDY	Not Available
BLACK_COMEDY	Not Available
BIOPIC_DRAMA	Not Available

CHILDREN	Not Available
CINE_LATINO	Not Available
CLASSICS	Not Available
COMEDY	Not Available
CRIME	Not Available
CRIME_ACTION	Not Available
DARK_COMEDY	Not Available
DOCUMENTARY	Not Available
DRAMA	Not Available
DRAMA_COMEDY	Not Available
DRAMA_ROMANCE	Not Available
EROTIC_THRILLER	Not Available
FINE_ART_FOREIGN	Not Available
FAMILY	Not Available
FANTASY_SCI_FI	Not Available
GAY_LESBIAN_CINEMA	Not Available
GAY_LESBIAN_ADULT	Not Available
HOBBIES_COOKING_CRAFT_REPAIR	Not Available
HORROR	Not Available
HEALTH_FITNESS	Not Available
INSTRUCTIONAL	Not Available
MARTIAL_ARTS	Not Available
MATURE	Not Available
MISCELLANEOUS	Not Available
MUSICAL	Not Available
MYSTERY	Not Available
MUSIC_VIDEO	Not Available
POLITICAL_DRAMA	Not Available
RELIGIOUS	Not Available
ROMANTIC_COMEDY	Not Available
ROMANCE	Not Available
ROMANTIC_DRAMA	Not Available
SCI_FI	Not Available
SCI_FI_ACTION	Not Available
SCI_FI_ADVENTURE	Not Available
SCI_FI_COMEDY	Not Available

SCI_FI_HORROR	Not Available
SPECIAL_INTEREST	Not Available
SPORTS_GAMES	Not Available
SPY_THRILLER_DRAMA	Not Available
SUSPENSE	Not Available
SUSPENSE_THRILLER	Not Available
TELEVISION	Not Available
THRILLER	Not Available
TRAVEL	Not Available
URBAN_MUSICAL	Not Available
URBAN_WESTERN	Not Available
WAR_DRAMA	Not Available
WESTERN	Not Available

10. Summary of Changes

Change	BSD Version	Associated CR Number
<ul style="list-style-type: none"> ■ Reverted to candidate attribute design. ■ Externalised MediaFormat, AudioSound, AspectRatio and AspectRatioDescription code lists. ■ Added Aspect Ratio Description of ANAMORPHIC_WIDESCREEN ■ Added Aspect Ration Dimension of 4_3. ■ Added Media Format Code of MVI ■ Added Media Format Code of DVD_ALBUM 	1.0.0	07-000171
<ul style="list-style-type: none"> ■ Added missing values (A though C) to Product Genre code list. 	1.0.1	MR2 Public Review
<ul style="list-style-type: none"> ■ Added UMD and RINGLE to Media Format Code List ■ Updated Media Format code list definition to allow for the inclusion of "features". 	1.0.2	07-000106 07-000171 07-000274 07-000318
<ul style="list-style-type: none"> ■ Added USB to the Media Format Code List. 	1.0.3	08-000180