

Offer Status Guidance and Best Practices

DRAFT

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REVISION HISTORY

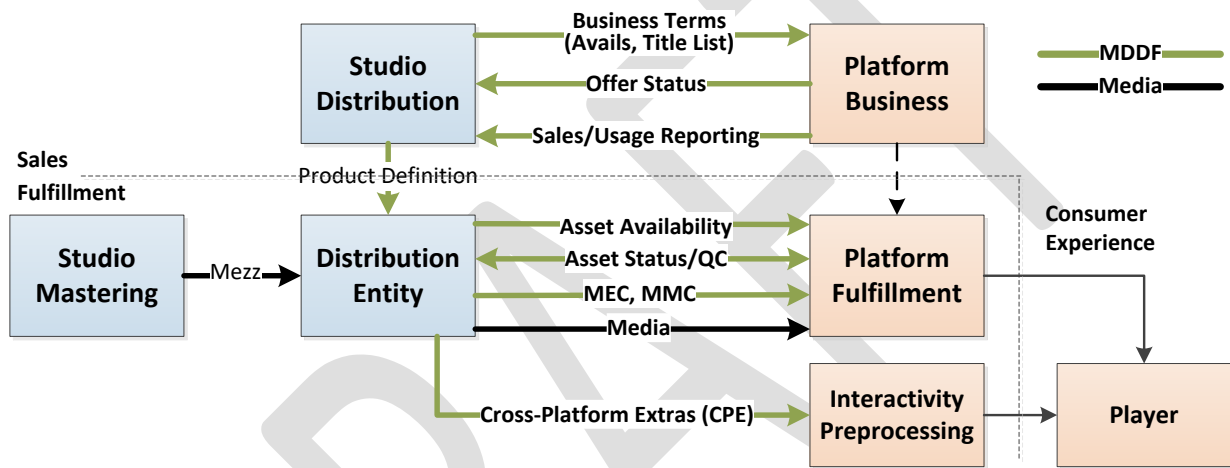
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1 INTRODUCTION

This specification is designed to provide guidance for implementations of Offer Status. Offer Status is part of the Avails and Title List specification (www.movie labs.com/md/avails). This document provides specific recommendations and instructions for a variety of high-priority use cases.

This document is part of a series of specifications collectively referred to as the MovieLabs Digital Distribution Framework (MDDF). This includes document Media Manifest Core (MMC), Media Manifest, Media Entertainment Core (MEC), Common Metadata, Avails, Common Ratings, QC Vocabulary others. For more information on MDDF, see www.movie labs.com/md. The full specification supports more complex delivery use cases, interactivity and other applications.



This document was produced a collaboration between MovieLabs, The Entertainment Merchant’s Association (EMA), the Digital Entertainment Group (DEG) and the members of these organizations; collectively referred to as the Digital Supply Chain Alliance (DSCA).

1.1 Document Organization

This document is organized as follows:

1. Introduction—Background, scope and conventions
2. Offer Status Usage

1.2 Document Notation and Conventions

The document uses the conventions of Common Metadata [CM].

1.3 Normative References

[Avails] *Avails and Title List (“EMA Avails”)*, www.movie labs.com/md/avails, v2.5

- [Manifest] TR-META-MMM MovieLabs Media Manifest Metadata, v1.9,
<http://www.movielabs.com/md/manifest>
- [CM] TR-META-CM MovieLabs Common Metadata, v2.8,
<http://www.movielabs.com/md/md>
- [MMC] TR-META-MMC, *Media Manifest Delivery Core*, v.1.9,
www.movielabs.com/md/mmc
- [MEC] *Media Entertainment Core (MEC) Metadata, version 2.8.*
www.movielabs.com/md/mec

All Common Metadata and Avails references are included by reference.

1.4 Informative References

- [Practices] MDDF Best Practices: www.movielabs.com/md/practices
- [CPE] Cross-Platform Extras (CPE): www.movielabs.com/cpe

1.5 XML Namespaces

This document uses the following namespaces:

- md – Defined in Common Metadata [CM]
- avails – Defined in Avails and Title List [Avails]

1.6 Identifiers

Identifiers must be universally unique. Recommended identifier schemes may be found in Common Metadata [CM] and in DECE Content Metadata [DECEMD].

The use of Entertainment Identifier Registry identifiers (www.eidr.org) is strongly encouraged. Please see [EIDR-TO].

Best practices for identifiers can be found on www.movielabs.com/md/practices.

1.7 Status

This specification is **DRAFT** although we believe the contents are correct. Through testing, we anticipate that additional implementation experience will yield recommendation for changes. Implementers should anticipate one or more revisions.

Reasonable measures will be taken to ensure changes are backwards compatible. See Backwards Compatibility Best Practices in [CM]

1.8 Using this Document

This document is intended to be the starting point for understanding the Offer Status process. Much like Media Manifest Core (MMC) is a starting point for Media Manifest and Media Entertainment Core (MEC) is a starting point for Common Metadata, this document is a starting point for Offer Status. Although more advanced use cases are possible, we believe the most important use cases are covered here. If not, please let us know.

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2 OFFER STATUS

Offer Status provides visibility into what is live, what is ready to go live, and what requires additional attention. Offer Status is a response to an Avail or Title List that provides offer-by-offer status. There is a direct symmetry between what is sent in an Avails or Title List object, and what is returned in Offer Status.



While Offer Status is a high-level status at the same level as an Avail or Title List, Product Status provides detailed information about individual assets is required. Please see the section on Product Status for this information.

The OfferStatus element is defined in the Avails and Title List Schema. This provides better symmetry between offer and offer status.

Usage Notes:

- Offer Status applies to any business model (TVOD, SVOD, AVOD, etc.). We collectively refer to Avails, Title Lists and other offer-based information as “Offers”; hence the object is called “Offer Status”.
- Despite the close association with the Avails and Title List specification, OfferStatus can be sent in response to offers provide via other mechanisms. That is, if partners are using a non-standard Avails spec, Offer Status can still be used.
- There is an Excel version of Offer Status whose use we highly discourage (use XML!). There is a mapping from Excel to XML, but not a reverse mapping.

Note on headers... XML headers and parent object will look something like this:

```

<?xml version="1.0" encoding="UTF-8"?>
<avails:OfferStatus xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
  xmlns:md="http://www.movielabs.com/schema/md/v2.8/md"
  xmlns:mdmec="http://www.movielabs.com/schema/mdmec/v2.8"
  xmlns:avails="http://www.movielabs.com/schema/avails/v2.5/avails"
  xsi:schemaLocation="http://www.movielabs.com/schema/avails/v2.5/avails ../avails-v2.5-draft-20190819.xsd">
  . . .
</avails:OfferStatus>
  
```

For simplicity, examples are shown without this information.

2.1 Matching Status to Offers

2.1.1 Single offer per title

This model applies when there is a single offer for all territories. That is, there need not be Transaction elements (Excel rows) for individual territories.

The following example, *The Counselor* (EIDR 10.5240/AD07-310C-C59D-6785-C63A-G) went live August 18, 2019 at midnight Pacific time under an SVOD agreement.

```

<avails:OfferStatus>
  <avails:ALID>md:alid:eidr-s:AD07-310C-C59D-6785-C63A-G/</avails:ALID>
  <avails:LicenseType>SVOD</avails:LicenseType> <!-- One LicenseType for all transactions -->
  <avails:Transaction> <!-- One instance per transaction. Exclude Region for Worldwide -->
    <avails:FeatureStatus>
      <avails:ProgressCode>Live</avails:ProgressCode>
      <avails:Start>2019-08-19T07:00:00Z</avails:Start> <!--Exclude End if Open-->
    </avails:FeatureStatus>
  </avails:Transaction>
</avails:OfferStatus>L

```

2.1.2 Transaction based on Region

The following example is just like the previous example but includes two territories (US and Canada). Distinct Transaction records are provided, each with their own Territory. In this example, Canada is ready to start on September 1, 2019.

```

<avails:OfferStatus>
  <avails:ALID>md:alid:eidr-s:AD07-310C-C59D-6785-C63A-G/</avails:ALID>
  <avails:LicenseType>SVOD</avails:LicenseType>
  <!-- One LicenseType for all transactions -->
  <avails:Transaction> <!-- One instance per transaction. Exclude Region for Worldwide -->
    <avails:Territory>
      <md:country>US</md:country>
    </avails:Territory>
    <avails:FeatureStatus>
      <avails:ProgressCode>Live</avails:ProgressCode>
      <avails:Start>2019-08-19T07:00:00Z</avails:Start> <!--Exclude End if Open-->
    </avails:FeatureStatus>
  </avails:Transaction>
  <avails:Transaction>
    <avails:Territory>
      <md:country>CA</md:country>
    </avails:Territory>
    <avails:FeatureStatus>
      <avails:ProgressCode>Ready</avails:ProgressCode>
      <avails:Start>2019-09-01T07:00:00Z</avails:Start>
    </avails:FeatureStatus>
  </avails:Transaction>
</avails:OfferStatus>

```

When an Avail or Title List uses TerritoryExcluded, the same can be applied here. For example, if the region is everywhere except the US, it would look like this:

```

<avails:TerritoryExcluded>
  <md:country>CA</md:country>
</avails:TerritoryExcluded>

```

2.1.3 Transaction based on Format Profile

One might specify status to include Format Profile. For example, SD and HD might be ok, but UHD has a problem.

In the following example, SD and HD are ready, but UHD is blocked on a missing file.

```

<avails:OfferStatus>
  <avails:ALID>md:alid:eidr-s:AD07-310C-C59D-6785-C63A-G/</avails:ALID>

```



```

<avails:LicenseType>SVOD</avails:LicenseType>
<avails:Transaction>
  <avails:FormatProfile>SD</avails:FormatProfile> <!--SD and HD are Ready-->
  <avails:FormatProfile>HD</avails:FormatProfile>
  <avails:FeatureStatus>
    <avails:ProgressCode>Ready</avails:ProgressCode>
    <avails:Start>2019-09-01T07:00:00Z</avails:Start>
  </avails:FeatureStatus>
</avails:Transaction>
<avails:Transaction>
  <avails:FormatProfile>UHD</avails:FormatProfile> <!--UHD is Blocked-->
  <avails:FeatureStatus>
    <avails:ProgressCode>Blocked</avails:ProgressCode>
    <avails:Start>2019-09-01T07:00:00Z</avails:Start>
  </avails:FeatureStatus>
  <avails:Comments>Missing UHD Video File. Need it right away!</avails:Comments>
</avails:Transaction>
</avails:OfferStatus>

```

2.1.4 Transaction based on language?

In the previous examples, Region and FormatProfile are top-level status elements. To keep Offer Status manageable, we leave the complexity of languages to Product Status, which has specific features to indicate the status of language readiness. AssetLanguage cannot be used to differentiate status. In fact, it's status unto itself.

2.1.5 Transaction based on multiple factors

In the previous examples, we described transactions based on Region or FormatProfile. More correctly, the specified status based on all matching Regions or all FormatProfiles. However, it's much simpler just to match status to transactions (rows). That is, for every Avails/Transaction element or Excel row, there would be a single entry.

There are two ways to do this. The simplest is to use TransactionID. If responding to Excel, set TransactionID to the value in the AvailID column.

If the original offer (e.g., Avails/Title List) does not include TransactionID (AvailID), there is no value for OfferStatus/TransactionID. In that case, it is necessary to use the 'metadata' (i.e., FormatProfile, Region, etc.).

Consider the following example. In the US, the title is intended to launch September 1, 2019. SD and HD are ready, but UHD is blocked. Canada is set to launch November 1, 2019. There is a different edit for Canada but because the date is farther out, UHD is not "late" yet. Therefore the status is "In-Process".

```

<avails:OfferStatus>
  <avails:ALID>md:alid:eidr-s:AD07-310C-C59D-6785-C63A-G</avails:ALID>
  <avails:LicenseType>SVOD</avails:LicenseType>
  <avails:Transaction>
    <avails:Territory>
      <md:country>US</md:country>
    </avails:Territory>
    <avails:FormatProfile>SD</avails:FormatProfile> <!--SD and HD are Ready-->
    <avails:FormatProfile>HD</avails:FormatProfile>
    <avails:FeatureStatus>
      <avails:ProgressCode>Ready</avails:ProgressCode>
      <avails:Start>2019-09-01T07:00:00Z</avails:Start>

```

```

    </avails:FeatureStatus>
</avails:Transaction>
<avails:Transaction>
  <avails:Territory>
    <md:country>US</md:country>
  </avails:Territory>
  <avails:FormatProfile>UHD</avails:FormatProfile> <!--UHD is Blocked-->
  <avails:FeatureStatus>
    <avails:ProgressCode>Blocked</avails:ProgressCode>
    <avails:Start>2019-09-01T07:00:00Z</avails:Start>
  </avails:FeatureStatus>
  <avails:Comments>Missing UHD Video File. Need it right away!</avails:Comments>
</avails:Transaction>
<avails:Transaction>
  <avails:Territory>
    <md:country>CA</md:country>
  </avails:Territory>
  <avails:FormatProfile>SD</avails:FormatProfile> <!--SD and HD are Ready-->
  <avails:FormatProfile>HD</avails:FormatProfile>
  <avails:FeatureStatus>
    <avails:ProgressCode>Ready</avails:ProgressCode>
    <avails:Start>2019-11-01T07:00:00Z</avails:Start>
  </avails:FeatureStatus>
</avails:Transaction>
<avails:Transaction>
  <avails:Territory>
    <md:country>CA</md:country>
  </avails:Territory>
  <avails:FormatProfile>UHD</avails:FormatProfile> <!--UHD is not yet late-->
  <avails:FeatureStatus>
    <avails:ProgressCode>In-Process</avails:ProgressCode>
    <avails:Start>2019-11-01T07:00:00Z</avails:Start>
  </avails:FeatureStatus>
  <avails:Comments>Missing UHD Video File.</avails:Comments>
</avails:Transaction>
</avails:OfferStatus>

```

If TransactionID (AvailID) is available, it can be used instead. This is less human-readable, but it's not intended for humans! It's easier and safer to reconcile status to offers using a TransactionID, and this method is preferred.

```

<avails:OfferStatus>
  <avails:ALID>md:alid:eidr-s:AD07-310C-C59D-6785-C63A-G/</avails:ALID>
  <avails:LicenseType>SVOD</avails:LicenseType>
  <avails:Transaction>
    <avails:TransactionID>md:TransactionID:eidr-x:AD07-310C-C59D-6785-C63A-
G:tr1</avails:TransactionID>
    <avails:FeatureStatus>
      <avails:ProgressCode>Ready</avails:ProgressCode>
      <avails:Start>2019-09-01T07:00:00Z</avails:Start>
    </avails:FeatureStatus>
  </avails:Transaction>
  <avails:Transaction>
    <avails:TransactionID>md:TransactionID:eidr-x:AD07-310C-C59D-6785-C63A-
G:tr2</avails:TransactionID>
    <avails:FeatureStatus>
      <avails:ProgressCode>Blocked</avails:ProgressCode>
      <avails:Start>2019-09-01T07:00:00Z</avails:Start>
    </avails:FeatureStatus>
    <avails:Comments>Missing UHD Video File. Need it right away!</avails:Comments>
  </avails:Transaction>
  <avails:Transaction>
    <avails:TransactionID>md:TransactionID:eidr-x:AD07-310C-C59D-6785-C63A-
G:tr3</avails:TransactionID>
    <avails:FeatureStatus>

```

```

    <avails:ProgressCode>Ready</avails:ProgressCode>
    <avails:Start>2019-11-01T07:00:00Z</avails:Start>
  </avails:FeatureStatus>
</avails:Transaction>
<avails:Transaction>
  <avails:TransactionID>md:TransactionID:eidr-x:AD07-310C-C59D-6785-C63A-
G:tr4</avails:TransactionID>
  <avails:FeatureStatus>
    <avails:ProgressCode>In-Process</avails:ProgressCode>
    <avails:Start>2019-11-01T07:00:00Z</avails:Start>
  </avails:FeatureStatus>
  <avails:Comments>Missing UHD Video File.</avails:Comments>
</avails:Transaction>
</avails:OfferStatus>

```

2.2 Using other identifiers

The previous examples use ALID. However, one might need to provide status based on EIDR or an alternate ID.

The following (partial) example uses an Edit EIDR as the ID.

```

<avails:OfferStatus>
  <avails:EIDREditURN>urn:eidr:10.5240:AD07-310C-C59D-6785-C63A-G/</avails:EIDREditURN>
  <avails:LicenseType>SVOD</avails:LicenseType>
  <!-- One LicenseType for all transactions -->
  ...

```

2.3 Other Transaction attributes and elements

2.3.1 FeatureStatus/@timestamp and BonusStatus/@timestamp

@timestamp indicates when the status was generated. OfferStatus/@timestamp should always be included since there is a possibility data might be old (e.g., retrieved from cache). FeatureStatus/@timestamp and BonusStatus/@timestamp should be used when their status timestamp differs from OfferStatus/@timestamp.

If absent, OfferStatus/@timestamp is the assumed timestamp. If present, it supersedes OfferStatus/@timestamp.

2.3.2 Start and End

This is one of the most important features of Offer Status because any start date mistakes can be identified before the title goes live early or late.

Start should represent the actual date when the offer has gone live; or will go live. Generally, this echoes the date in the Avail or SVOD agreement. If start date cannot be determined, StartCondition of “TBD” (To Be Determined) should be used. The same goes for End.

If the EndCondition in the offer is “Open”, EndCondition in OfferStatus can also be “Open”. All other EndCondition values (e.g., “Broadcast” and “ESTStart”) must be translated to actual date (or “TBD”).

2.3.3 BonusStatus

BonusStatus is identical to FeatureStatus but applies to any Extras/Bonus/VAM. It should only be included when there is bonus material associated with the offer.

Parties need to bilaterally determine whether separate bonus status is needed. It's perfectly acceptable to use the Feature status as an overall status (e.g., Late bonus would result in FeatureStatus/ProgressCode of "Blocked").

2.3.4 RetailerLRD

LicenseRightsDescription (LRD For short) is used as a general indication of how an offer should be processed. There are a few values, such as "Next Day TV" and "POD" (publish on delivery), but other values can be used (e.g., "Library"). If the platform has assigned an LRD to the offer, it can be included here.

This is useful for identifying mismatches in expectation. For example, if the LDR is "Deep Library" for a recent tentpole title, a conversation is probably required.

2.3.5 OfferURL

OfferURL is a deep link to a live offer on the platform's site. This is helpful to content providers in understanding what online offer correspond with the Avail or Title List entry.

2.3.6 Term

This covers everything else (literally). Virtually any data can be expressed in this form, so any other data can be included. We don't currently have defined values for this but keep it in mind for when you need to convey critical information not called out in the spec.

2.3.7 Comments

If there's something the platform thinks the content provider should know, it goes here.

2.3.8 ExceptionFlag

The ExceptionFlag indicates human intervention is required, usually with an associated Comments entry. The assumption here is that someone is going to pick up the phone. This can be used with any ProgressCode.

Although a "Blocked" ProgressCode requires human intervention, it might be an ongoing status that's already been discussed. It's best to include ExceptionFlag for immediate attention.

2.4 Other OfferStatus elements and attributes

2.4.1 OfferStatus workflow attributes

These attributes are used to manage workflows. @updateNum and @timeStamp can be used to indicate sequence. Note that Transaction/FeatureStatus/@timeStamp supersedes OfferStatus/@timeStamp for a particular transaction.

2.4.2 PlatformID

RetailerID is used for the retailer to tell the content provide the ID associated with offer assets. This mapping is often necessary to reconcile asset delivery requests and reporting.

2.4.3 Licensor and Service Provider

When a content profiler or service provider represents multiple licensing entities, Licensor is used to resolve the ambiguity. This should echo the Licensor in Avail/Licensor

ServiceProvider is generally not required. It can be used when status is provided directly from Platform to Content Provider, where the ServiceProvider is servicing a request. If present, it generally echoes Avail/ServiceProvider.

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