

Media Entertainment Core Metadata

'mdmec' namespace

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REVISION HISTORY

| Version | Date | Description |
|---------|------------------|--|
| 1.0 | January 5, 2010 | EMA Metadata |
| 1.2 | November 1, 2011 | EMA Metadata with EMA Core definition |
| 2.0 | January 3, 2013 | DEG-EMA Media Entertainment Core Metadata. |

1 INTRODUCTION

The Entertainment Merchant's Association (EMA) and the Digital Entertainment Group (DEG) have defined metadata for the description of information delivered from Publishers to Retailers. This document was developed by the EMA Digital Council and the DEG Media and Content Operations Committee with the objective of standardizing the metadata communication from content providers to digital retailers.

This document defines Media Entertainment Core Metadata v2.0. This is also referred to as MEC Metadata, or MEC.

MEC Metadata builds upon EMA Metadata and Common Metadata developed by Motion Picture Laboratories (MovieLabs), EMA, DEG and others. Common Metadata includes elements that cover typical definitions of media, particularly movies and television. Common Metadata has two parts: Basic Metadata and Digital Asset Metadata. Basic Metadata includes descriptions such as title and artists. It describes information about the work independent of encoding. Digital Asset metadata describes information about individual encoded audio, video and subtitle streams, and other media included. Package and File Metadata describes a single possible packaging scenario and ties in other metadata types. Ratings and Parental Control information is described.

Common Metadata is designed to provide definitions to be inserted into other metadata systems, such as was done here, EIDR metadata and UltraViolet metadata. Selected elements of the Common Metadata are used in derived specifications. Adopters then define additional metadata to cover areas not included in Common Metadata.

1.1 Document Organization

This document is organized as follows:

1. Introduction—Background, scope and conventions
2. Core Metadata –Definition of MEC Metadata.

1.2 Document Notation and Conventions

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

1.3 Normative References

[CM] TR-META-CM MovieLabs Common Metadata, v2.0, <http://www.movielabs.com/md/md>

[EIDR-TO] *EIDR Technical Overview*, November 2010. <http://eidr.org/technology/#docs>

All Common Metadata references are included by reference.

1.4 Informative References

[DECEMD] DECE Content Metadata. <http://www.uvvu.com/techspec-archive.php>

1.5 XML Namespaces

This document defines:

- mdmec: includes Media Entertainment Core Metadata-specific data
'mdmec' builds on
- md: Common Metadata corresponding with Common Metadata [CM]

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].

1.7 Status

This specification is completed and ready for implementation. Although tested, 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]

2 MEC CORE METADATA

The section defines the MEC Metadata. The rules for what must be included and how it is encoded is in this section and its references.

Note that the structure accommodates additional data which may be included optionally.

2.1 CoreMetadata-type

This defines the MEC metadata, including both the descriptive information (Basic Metadata) and the encoding information (Physical metadata). It is as follows:

| Element | Attribute | Definition | Value | Card. |
|----------------------|-----------|--|------------------------------|-------|
| CoreMetadata-type | | | | |
| Basic | | Basic Metadata | md:BasicMetadata-type | |
| DigitalAsset | | Digital Asset Metadata: encoding information for the assets | md:DigitalAssetMetadata-type | 1..n |
| TitleInternalAlias | | Title used by involved parties to refer to this content | xs:string | 0..1 |
| Source | | Organization that created the metadata | mdmec:Publisher-type | 0..1 |
| CompanyDisplayCredit | | Organizations associated with the asset, for display purposes. | md:CompanyCredits-type | 0..n |
| GroupingEntity | | The "Network" or "Studio" that the product should be merchandised under within a retailer's website. For example, "Warner Bros". | md:GroupingEntity-type | 0..n |

2.1.1 Publisher-type

| Element | Attribute | Definition | Value | Card. |
|----------------|----------------|---|-----------------------------------|-------|
| Publisher-type | | | md:OrgName-type (by extension) | |
| | organizationID | Organization Identifier for the publisher. This is an ID use by the Publisher to refer to itself. | | 0..1 |

| | | | | |
|-------------|--------------------|---|---------------------|------|
| | retailerSpecificID | Identifier by which the Retailer knows the Publisher | xs:string | 0..1 |
| DisplayName | | Name of Publisher in a displayable form. This is the name intended to be presented to a consumer. | xs:string | |
| SortName | | Name of Publisher intended for sorting purposes. It is not necessary to include SortName if it is identical to DisplayName. | | 0..1 |
| ContactInfo | | Contact information for the publisher | md:ContactInfo-type | |

SortName is typically used when a Publisher has variations on its name that may not sort properly (e.g., some instances have a prefix).

2.2 Common Metadata derived types

Common Metadata [CM09] includes elements that cover typical definitions of media, particularly movies and television. Basic Metadata includes descriptions such as title and artists. It describes information about the work independent of encoding. Digital Asset metadata describes information about individual encoded audio, video and subtitle streams, and other media included. Package and File Metadata describes one possible packaging scenario and ties in other metadata types. Ratings and Parental Control information is described.

Common Metadata is designed to provide definitions to be inserted into other metadata systems, such as EMA's. Although EMA uses some element from Common Metadata, it also defines additional metadata to cover areas specific to EMA's requirements.

The following MEC types are derived directly from Common Metadata:

| MEC Type | Common Metadata Type |
|---------------------------------|------------------------------|
| mdmec:BasicMetadata-type | md:BasicMetadata-type |
| mdmec:DigitalAssetMetadata-type | md:DigitalAssetMetadata-type |

All mandatory elements and attributes must be included. Any optional elements may be included. The following elements and attributes are required for MEC usage, regardless of whether they are optional, except as noted.

The following table uses the following conventions:

- Structure is given by table indentation. Parent level elements to the left.
- Attributes begin with '@'. For example, @ContentID refers to the ContentID attribute

2.2.1 Basic Metadata Usage

| Element or Attribute | | Usage Rules |
|----------------------|----------------|---|
| BasicMetadata-type | | Required |
| | @ContentID | Required |
| | UpdateNum | Shall be included if the record is an update (i.e., not the first record distributed) |
| | LocalizedInfo | At least one instance required |
| | @language | Required |
| | default | must be included for one instance of LocalizedInfo for the language of original production |
| | TitleDisplay60 | Required. Note that TitleDisplay19 no longer required. |
| | TitleSort | Required |
| | OriginalTitle | Required |
| | Summary190 | Description that is unique to that content |
| | Summary400 | Recommended |
| | Cast | if applicable |
| | Genre | Exactly one primary genre shall be included. It will be from http://www.movelabs.com/md/mec/mec_primary_genre.html @source='http://www.movelabs.com/md/mec/mec_primary_genre.html'. @level='0'. Any additional genres may be included. |
| | ArtReference | At least one instance is mandatory, additional instances are optional |
| | CopyrightLine | Required |
| | AlternateTitle | Required |
| | RunLength | Specify to at least seconds. Zero is recommended for season and series. |
| | ReleaseYear | Required |
| | ReleaseDate | should include the highest date/time resolution available |

| | |
|-------------------------------|---|
| ReleaseHistory ReleaseType | Original Release date must be included with ReleaseType='original'. When applicable Local Release date must be included with ReleaseType='local'. When applicable DVD Release date must be included with ReleaseType='DVD' |
| WorkType | Required |
| PictureColorType | optional, but it should be included |
| PictureFormat | optional, but it should be included |
| AltIdentifier | optional, but it should be included for all commonly used identifiers. For example, if ISAN is available, it should be included. |
| RatingSet | SHALL be included for all available ratings in the regions where Retailers are authorized to sell this content. All elements and attributes should be included if applicable to the rating. The condition attribute should be used if the primary purpose of the edit is a derivation from a parent for the purposes of ratings change (e.g., airline edit or 'unrated edition'). |
| People | Include Actor(s), Director(s) and Producer(s) as applicable. |
| CountryOfOrigin | defined as the "generally accepted country of reference". |
| PrimarySpokenLanguage | Language should be included for the language(s) in which the video was shot (i.e., the language the "lips move to.") Movies such as Babel may have multiple PrimarySpokenLanguage elements. This should not be used for languages spoken incidentally and subtitled; for example, "RU" (Russian) in <i>The Hunt for Red October</i> . |
| SequenceInfo Parent | SHALL be included for the following work types: Season, Episode, Promotion, Excerpt, Supplemental |
| Number | Required |
| HouseID | Shall be used for production ID in episodic content |
| Parent | Shall be included for work type of Non-episodic Show if that show is part of a season or series. Should be included for derived works such as Director's Cut and promotional activity. |

2.2.2 Digital Asset Metadata Usage

| Element or Attribute | | Usage Rules |
|---------------------------|------------------|--|
| DigitalAssetMetadata-type | | Shall be included for each track included |
| | Audio | Required |
| | Type | Required |
| | Encoding | Required |
| | Codec | Required |
| | CodecType | The IANA namespace shall be used |
| | BitrateMax | Required |
| | SampleRate | Required |
| | SampleBitDepth | Required |
| | Language | Required |
| | Channels | Required |
| | Video | Required |
| | Type | Required |
| | Encoding | Required |
| | Codec | Required |
| | CodecType | The IANA namespace SHALL be used |
| | BitrateMax | Required |
| | Picture | Required |
| | AspectRatio | Required |
| | ColorType | Required |
| | SubtitleLanguage | Shall be included if the video contains visible subtitles. |
| | Subtitle | If applicable |

| | | | |
|--|--|------------|----------|
| | | Format | Required |
| | | Type | Required |
| | | FormatType | Required |
| | | Language | Required |

2.2.3 Additional Usage Rules

- Original Release/Air Date (Year for features; Date for episodic television) – should be defined as the original release date in the target region of distribution.
- StartsWith search titles are included in TitleAlternate with type 'StartsWith'.
- ReleaseHistory should apply to distribution target.