Media Entertainment Core Metadata

'mdmec' namespace

CONTENTS

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.
2.1	January 2, 2014	Updated to correspond with Common Metadata 2.1. Added top-level element.
2.2	October 2, 2014	Updated to correspond with Common Metadata 2.2.
2.3	June 3, 2015	Updated to correspond with Common Metadata 2.3.
2.3a	July 1, 2015	Added missing attribute in Publisher-type (schema unchanged)
2.4	October 13, 2015	Publisher Contact made optional to support Avails use case.

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 v2.1. 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, v2.3, 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]

Media Entertainment Core Metadata

Ref: **TR-META-MEC**
Version   **v2.4**
Date: **October 13, 2015**

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.

The `CoreMetadata` element is defined to include MEC data.

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	0..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

	idType	Type of organization ID used.	xs:string	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	0..1

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

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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.movielabs.com/md/mec/mec_primary_genre.html @source='http://www.movielabs.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	Recommended when alternate titles exist
	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 *The Hunt for Red October.*
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

o 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.

o StartsWith search titles are included in `TitleAlternate` with `type` 'StartsWith'.

o ReleaseHistory should apply to distribution target.