



# **Business Message Standard (BMS)**

## **Align Trade Item Extension for Movie Publications**

**BMS Release: 2.2, BRG Name: GDSN**

***Issue 1.0.2, 04-Dec-2007***

## Document Summary

| Document Item        | Current Value                                     |
|----------------------|---|
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| BMS Name             | Align Trade Item Extension for Movie Publications |
| BMS Release          | 2.2   |
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| Owner                | GDSN BRG  |
| BMS Template Version | 1.8   |

## Change Request Reference

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|--------------------------------|-------------------|---|
| 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                               |

## 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           |  |               |
| 17-Nov-2005    | 0.0.4   | Brian Bennett | Comment Resolution | Updated per Comment Resolution Spreadsheet |               |

| Date of Change | Version | Changed By | Reason for Change                   | Summary of Change   | Model Build # |
|----------------|---------|------------|-------------------------------------|---|---------------|
| 15-Nov-2006    | 0.0.5   | Eric Kauz  | 06-000153<br>06-000152<br>06-000221 | Updated Code Lists.<br>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                   | Added UMD and RINGLE to the Media Format code list<br>Updated Media Format code list definition to allow for the inclusion of "features". |               |

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# 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

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### 1.5.2. Design Team Members

| Function                  | Name           | Organisation |
|---------------------------|----------------|--------------|
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| 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.  |              |                      |

| Class (ABIE)                               | Attribute (BBIE)      | Association (ASBIE) | Secondary Class            | Official Dictionary Entry Name  | Definition   | Multiplicity | Related Requirements |
|--|-----------------------|---------------------|----------------------------|---|--|--------------|----------------------|
|  | 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..*         |                      |
|  | 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_Features. 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..*         |                      |
| MoviePublicationDateInformation |                       |                     |                 | Film Publication Date Information. Details   | Logical grouping of attributes relating to the date of publication of a film.   |              |                      |

| Class (ABIE)                       | Attribute (BBIE)               | Association (ASBIE) | Secondary Class        | Official Dictionary Entry Name   | Definition  | Multiplicity | Related Requirements |
|------------------------------------|--------------------------------|---------------------|------------------------|--|---|--------------|----------------------|
|                                    | 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..*         |                      |
|                                    |                                |                     |                        |  |   |              |                      |
|                                    |                                |                     | AspectRatioInformation | Film Publication Trade Item Extension. Association. Aspect Ratio Information     | This information on AspectRatioInformation for MoviePublicationTradeItemExtension.  | 0..*         |                      |

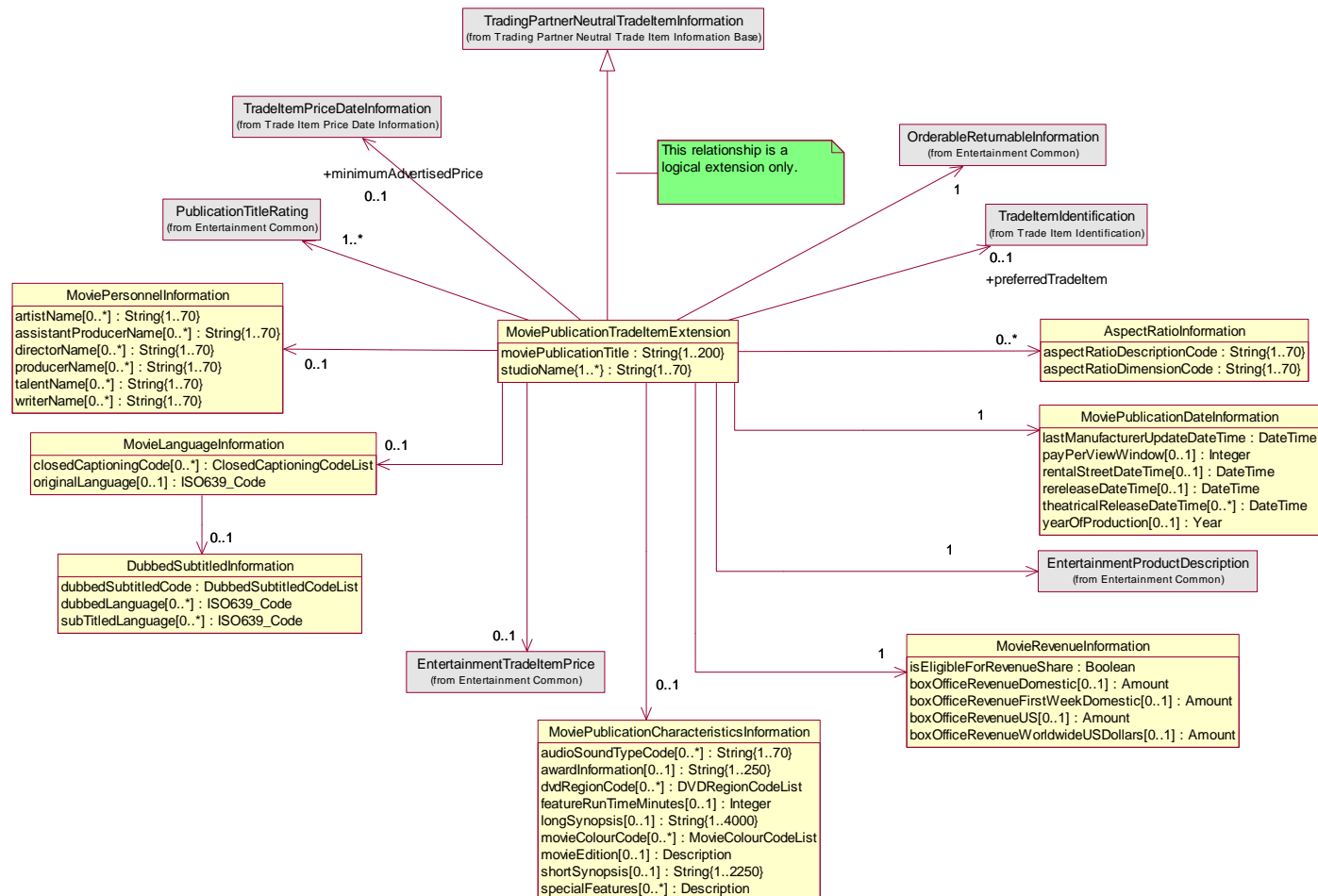
| Class (ABIE) | Attribute (BBIE) | Association (ASBIE) | Secondary Class                            | Official Dictionary Entry Name   | Definition   | Multiplicity | Related Requirements |
|--------------|------------------|---------------------|--|--|--|--------------|----------------------|
|              |                  |                     | 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 MoviePublication-TradeItemExtension.                       | 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         |                      |
|              |                  |                     | OrderableReturnableInformation             | Film Publication Trade Item Extension. Association. Orderable Returnable Information                       | This information on OrderableReturnableInformation for FilmPublicationTradeItemExtension.              | 1..1         |                      |

| Class (ABIE)                   | Attribute (BBIE)                   | Association (ASBIE)    | Secondary Class         | Official Dictionary Entry Name   | Definition  | Multiplicity | Related Requirements |
|--------------------------------|------------------------------------|------------------------|-------------------------|--|---|--------------|----------------------|
|                                |                                    |                        | 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 | TradeItemPriceDetails   | 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         |                      |
|                                | 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  |              |                      |

| Class (ABIE)           | Attribute (BBIE)                  | Association (ASBIE) | Secondary Class | Official Dictionary Entry Name   | Definition   | Multiplicity | Related Requirements |
|------------------------|-----------------------------------|---------------------|-----------------|--|--|--------------|----------------------|
|                        | 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 <b>not</b> an orderable unit and is returnable if not sold.         |
| DELETED                               | The trade item is <b>not</b> an orderable unit and <b>not</b> 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

#### 7.1.1. CubiScan<sup>R</sup> 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<sup>R</sup> 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:

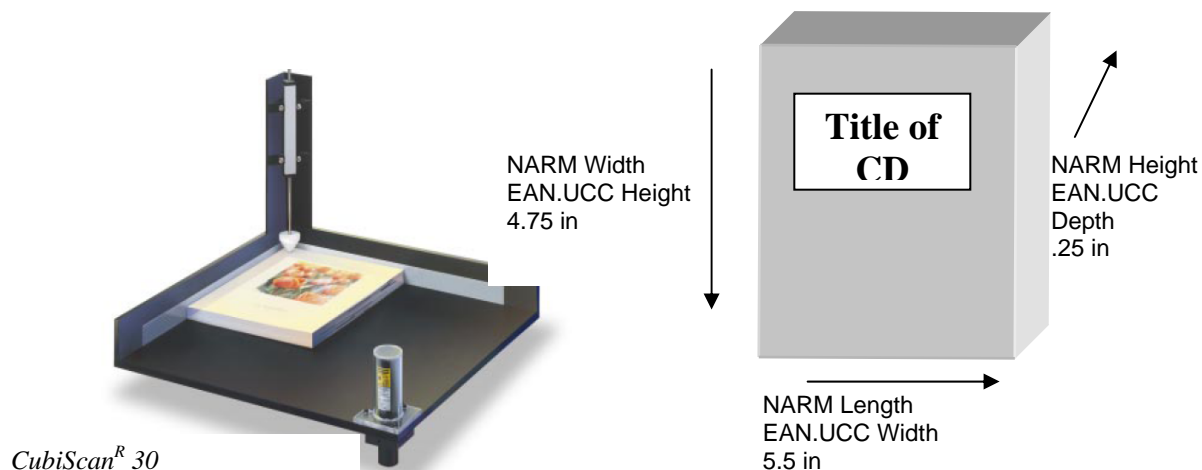
The trade item is laid flat in the upper left corner of the CubiScan<sup>R</sup> 30, with the spine along the left edge of the CubiScan<sup>R</sup> 30, and the front of the CD or DVD facing up.

- 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 <sup>R</sup> 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:



### 7.1.2. 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<br>This attribute can be repeated with multiple values<br>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

### 9.1. Code Lists

| 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   |

| Code List Name        | Code List Description |
|-----------------------|-----------------------|
| 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   |



| Code List Name                 | Code List Description |
|--------------------------------|-----------------------|
| 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   |

| Code List Name | Code List Description       |
|----------------|-----------------------------|
| 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                  |
| FMOC                    | France Ministry of Culture   | France                   |
| MPAA                    | The Motion Picture Association of America  | U.S.                     |
| OFCS                    | Office of Film and Literature Classification   | New Zealand              |
| OFLC                    | 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                         |

| 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  |

| Code List Name        | Code List Description  |
|-----------------------|--|
| 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.   |
| 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   |

| Code List Name               | Code List Description |
|------------------------------|-----------------------|
| 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         |

| Code List Name     | Code List Description |
|--------------------|-----------------------|
| 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         |

## 9.2. 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 of 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   |
| <b>France</b>                         | <b>MPAA Code</b> | <b>Definition</b>   |
|                                       | 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   |
| <b>United Kingdom</b>                 | <b>MPAA Code</b> | <b>Definition</b>   |
|                                       | 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  |
| <b>Ireland</b>                        | <b>MPAA Code</b> | <b>Definition</b>   |
|                                       | 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  |
| <b>Australia</b>                      | <b>MPAA Code</b> | <b>Definition</b>   |
|                                       | 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  |
| <b>New Zealand</b> | <b>MPAA Code</b> | <b>Definition</b>   |
|                    | 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   |
| <b>Hong Kong</b>   | <b>MPAA Code</b> | <b>Definition</b>   |
|                    | 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   |

## 10. Summary of Changes

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