

Business Message Standard (BMS)

for

Align_Trade Item_ Extension_For_Electronic_Games (Candidate Attributes)

(Process/Sub-process/Industry and/or Product/Geopolitical)

BRG: Align (GDSN)

BMS Release: 2.1

Version:0.0.4

Date: 22.08.2006

(dd.mm.ccy example 27.10.2004)



Change Request Reference

Refer to Change Request (CR) Number(s):	04-000174
CR Submitter(s):	Grant Kille
Date of CR Submission to GSMP:	09.02.2004

Business Requirements Document (BRAD) Reference

BRAD Title:
BRAD Date:
BRAD Version:

BRAD Title:
BRAD Date:
BRAD Version:

Document Summary

Document Title:	BMS_ Align_Trade Item_ Electronic_Games
Document Version	0.0.4
Owner:	Eric Kauz
Status:	(Check one box) <input type="checkbox"/> DRAFT <input checked="" type="checkbox"/> Approved
BMS Template Version:	1.1
Targeted BMS Publication Version	2.1

Document Change History

Note: During development include revisions in history. Upon Approval, eliminate revisions and include only delta from previous version.

Date of Change	Version	Changed By	Reason for Change	Summary of Change	Model Build #
10.02.2005	0.0.1	Eric Kauz	Initial Draft		
25.04.2005	0.0.2	Eric Kauz	Public Review		
17.07.2006	0.0.3	Eric Kauz	CR 06-000169	Added new code list values to Game Format Code List.	
25.04.2007	0.0.4	Giovanni Biffi	Editorial Changes	Minor Editorial Changes to the Document	

Business Message Standard

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Business Solution Design

Business Solution

1.1 Business Domain View

1.1.1 Problem Statement / Business Need

The Entertainment Industry Requirements 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. This includes new attributes and new data validation rules. This document is for an extension specifically for electronic games and software.

1.1.2 Objective

The North American Entertainment industry has begun the process of data synchronization and these implementations necessitate the changes and additions to the EAN.UCC 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.

1.1.3 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.

1.1.4 Artefacts

Artefact name	State	Artefact / State description
Business Requirements Version 0.0.1 Date 20040803	Completed	Business Requirements Item Attribute Requirements Entertainment Industry Sector

1.1.5 References

Reference Name	Description
EAN.UCC System	
GSMP Manual	
Object Management Group	
W3C	
UPC 300	
National Association of Recording Merchandisers (NARM)	

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1.1.6 Acknowledgements

1.1.6.1 BRG Members

Function	Name	Company / organisation
BRG Co Chair	Jim Funk	S.C Johnson, Inc
BRG Co Chair	Perla Zepeda	Proctor & Gamble (MX)
BRG Co Chair	Vic Hansen	Unilever (UK)
BRG Member	Patricia Vessey	Best Buy

1.1.6.2 ITRG Members

Function	Name	Company / organisation
ITRG Chair		
ITRG Member		
ITRG Member		
ITRG Member		
...		

1.1.6.3 Task/Project Group Participants (*where applicable*)

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

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

1.1.6.4 Design Team Members

Function	Name	Organisation
Modeller	Eric Kauz	GS1
XML Technical Designer	Dipan Anarkat	GS1
EANCOM Technical Designer		
Peer Reviewer		

1.2 Business Context

(Note: The business context of the business)

Context Category	Value(s)
Industry	Entertainment
Geopolitical	All
Product	Electronic Games
Process	Align Trade Item
System Capabilities	EAN.UCC
Official Constraints	None
Roles	All

1.3 Additional Technical Requirements Analysis

1.3.1 Technical Requirements (optional)

(User Interface, Security, Performance, Quality, etc.)

Number	Statement	Rationale

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1.4 Business Transaction View

1.4.1 Business Transaction Use Case Diagram

1.4.2 Use Case Description

Use Case ID													
Use Case Name													
Use Case Description													
Actors (Goal)													
Performance Goals													
Preconditions													
Post conditions													
Scenario	<p>Begins when...</p> <p>Continues with...</p> <table border="1"><thead><tr><th>Step #</th><th>Actor</th><th>Activity Step</th></tr></thead><tbody><tr><td>1</td><td></td><td></td></tr><tr><td>2</td><td></td><td></td></tr><tr><td>3</td><td></td><td></td></tr></tbody></table> <p>Ends when...</p>	Step #	Actor	Activity Step	1			2			3		
Step #	Actor	Activity Step											
1													
2													
3													
Alternative Scenario	<p><i>(any alternatives to the above scenario)</i></p> <table border="1"><thead><tr><th>Step #</th><th>Actor</th><th>Activity Step</th></tr></thead><tbody><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr></tbody></table>	Step #	Actor	Activity Step									
Step #	Actor	Activity Step											
Related Requirements	<table border="1"><tr><td>1</td><td></td></tr></table>	1											
1													
Related Rules	<table border="1"><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr></table>												

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1.4.3 Business Transaction Activity Diagram(s)

None

1.4.4 Business Transaction Sequence Diagram(s) (optional)

None

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1.5 Information Model (including GDD Report)

1.5.1 GDD Report :

CLASS (ABIE)	ATTRIBUTE (BBIE)	ASSOCIATION (ASBIE)	SECONDARY CLASS	Official Dictionary Entry Name	Definition	Multiplicity
ElectronicGameBatteryInformation					Logical grouping of information regarding the electronic game battery.	
	areBatteriesRequired				Indicates if batteries are required to operate the electronic game.	1..1
	areBatteriesIncluded				Indicates if batteries are either included or not included with the game	1..1
	batteryType				Type of battery required to operate the game. If "Are Batteries Required" or if "Quantity of Batteries" is populated or if "Are Batteries Included = "Yes" this attribute is required.	0..1
	quantityOfBatteries-Required				The number of batteries required to operate the electronic game.	0..1
ElectronicGamePlayerInformation					Logical grouping of information regarding electronic game player information.	

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	minimumNumberOfPlayers				Minimum number of players that can participate in the game.	0..1
	maximumNumberOfPlayers				Maximum number of players that can participate in the game	0..1
	minimumPlayerAge				Recommended youngest age for a player participating in the game.	0..1
	maximumPlayerAge				Recommended oldest age for a player participating in the game.	0..1
	ageRangeDescription				Description of the recommended age range of participating players.	0..1
EntertainmentTradeItemPrice					The amount of money for which the trade item is bought or sold under various configurations.	
	bulkPrice				Wholesale cost price per unit when purchasing a standard configuration	0..1
	loosePrice				Wholesale cost price per unit when purchasing individual units that are not in a standard configuration	0..1
ElectronicGameTradeItemExtension					Provides a logical grouping of information on the extension of "Trade Item" specific for the Electronic Games Industry.	
	electronicGameTitle				Complete title of the trade item.	1..1

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	gameFormat				Electronic Game industry sector only for example DRE (Dreamcast), PS2 (Play-Station).	1..1
	lastManufacturerUpdateDateTime				Last date the manufacturer has made a change to the title information.	1..1
			ElectronicGameBatteryInformation		Associates battery information with electronic game item.	0..1
			ElectronicGamePlayerInformation		Specifies player information for an electronic game.	0..1
			EntertainmentTradeItemPrice		Associates price information with electronic game item.	0..1
			OrderableReturnableInformation		Specifies orderable and returnable policies for an electronic game.	0..1
			PublicationTitleRating		Specifies ratings for an electronic game.	1..*
		preferredTradeItem	TradeItemIdentification		An identification assigned by the manufacturer for the purpose of grouping multiple versions of the same trade item (e.g. limited edition, wide screen, etc.).	0..1
		minimumAdvertisedPrice	TradeItemPriceDateInformation		Minimum consumer price at which the trade item may be advertised.	0..1
OrderableReturnableInformation					Logical Grouping of Orderable Returnable Information	
	orderableReturnableConditionsCode				Indicates the conditions which determine if the store level trade item is orderable or returnable	1..1
	lastReturnableDateTime				Last day the trade item must be received by the manufacturer in order to receive credit.	0..1
PublicationTitleRating					Information regarding the content viewer maturity rating for an entertainment product.	
	ratingContentDescriptor				Indicate elements in the trade item that may trigger a particular rating and/or may be of interest or concern to the consumer	0..*

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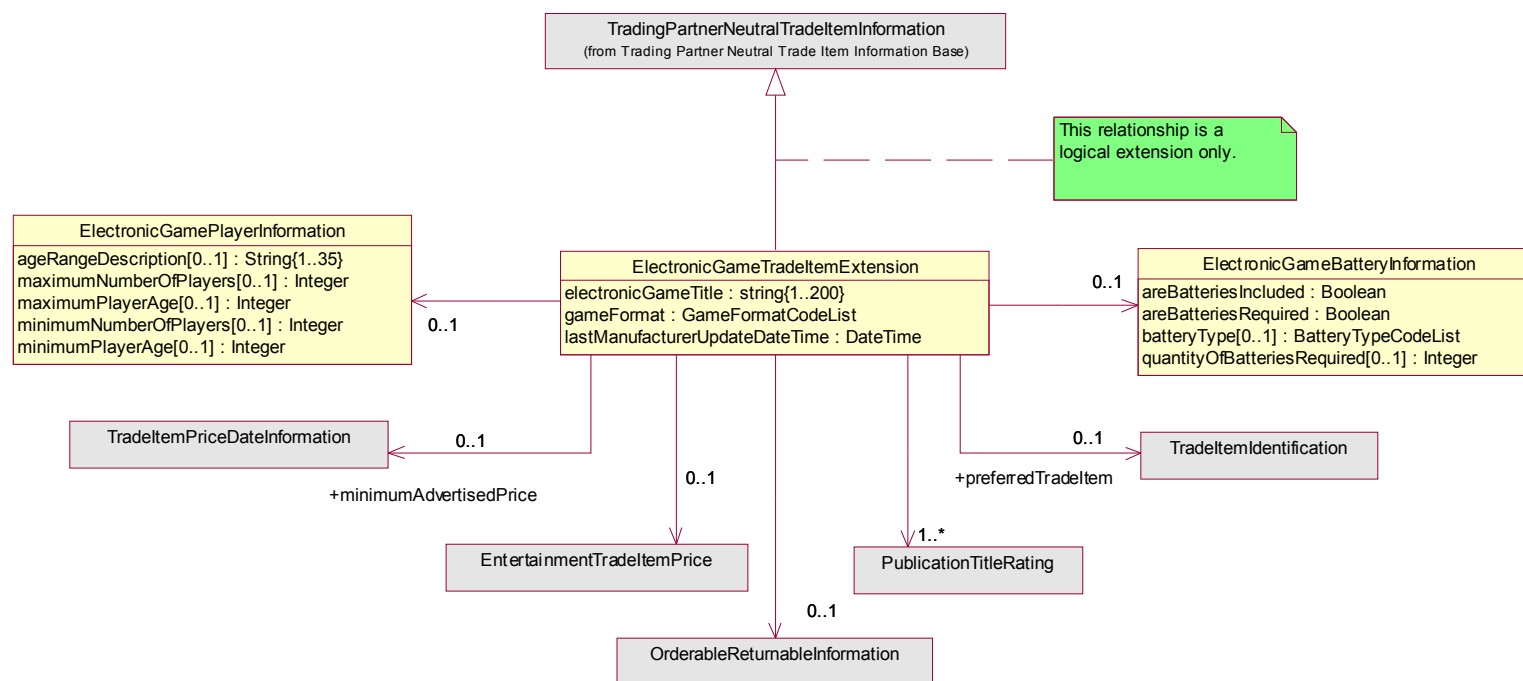
	titleRating				A rating assigned to the title by a country, industry or volunteer organization that may be of interest or concern to the consumer.	1..1
	titleRatingEntity				The name of the country, industry or volunteer organization that has rated the title and has provided the rating content descriptor	1..1
TradeItemPrice-DateInformation					Provides Price details including effective dates.	
	effectiveEndDate				!! The effective end date of the price is optional based upon the agreement by the trading partners. If an invalid end date is communicated, then it is implied that the price and its effective date are effective until further notice. Examples of invalid dates include 99/99/9999, 00/00/0000, blank, etc. These invalid end dates should not be communicated. Various types of dates may be pre-aligned between buyer and seller. For example, based upon a prior agreement between trading partners this date may relate to any of the following events, last order date, last ship date, and last arrival date.	0..1
	effectiveStartDate				!! This is the effective start date of the price agreed to by the trading partners. This start date is mandatory and, if no end date is communicated, then implies that the price is effective until further notice. Various types of dates may be pre-aligned between buyer and seller. For example, based upon a prior agreement between	1..1

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					trading partners this date may relate to any of the following events, first order date, first ship date, and first arrival date.	
	value				Provides the trade item price.	1..1

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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.

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Entertainment Trade Item Price

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

Orderable Returnable Information

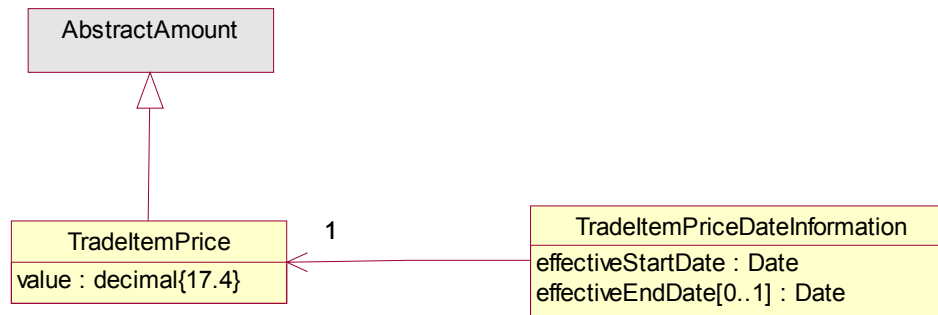
OrderableReturnableInformation
orderableReturnableConditionsCode : OrderableReturnableConditionsCodeList
lastReturnableDateTime[0..1] : DateTime

Publication Title Rating

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

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Trade Item Price Information For Version 2.0.x Candidate Attributes



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1.5.3 Code Lists

Code List Name	Code List Description
Battery Type Code List	
Code Name	Code Description
A	N/A
AA	N/A
AAA	N/A
B	N/A
C	N/A
D	N/A
9_VOLT	N/A

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Code List Name	Code List Description
Game Format Code List	
Code Name	Code Description
8_BIT_NINTENDO	N/A
16_BIT_SUPER_NINTENDO	N/A
ATARI	N/A
DREAMCAST	N/A
GAME_BOY_ADVANCED	N/A
JAGUAR	N/A
LYNX	N/A
NEO_GEO	N/A
NINTENDO_GAME_CUBE	N/A
NINTENDO_64	N/A
PC_GAMES	N/A
PLAYSTATION	N/A
PLAYSTATION_2	N/A
PLAYSTATION_3	N/A
SEGA_GENESIS	N/A
XBOX	N/A

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XBOX_360	N/A
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Code List Name	Code List Description
Orderable Returnable Conditions Code List	
Code Name	Code Description
ACTIVE	Is orderable and returnable unless "Is Trade Item Returnable" = "FALSE"
CUTOUT	Is not orderable and is returnable unless the one-way flag is set to "yes"
DELETED	Not orderable and not returnable
HOLD	Temporarily unavailable but is still returnable unless the one-way flag is set to "yes"

1.6 Business Document Example

1.7 Implementation Considerations

Trade Item Measurement Rules

CubiScan^R 30

The music and movie 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^R 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^R 30, with the spine along the left edge of the CubiScan^R 30, and the front of the CD or DVD facing up.

NARM Height = Thickness

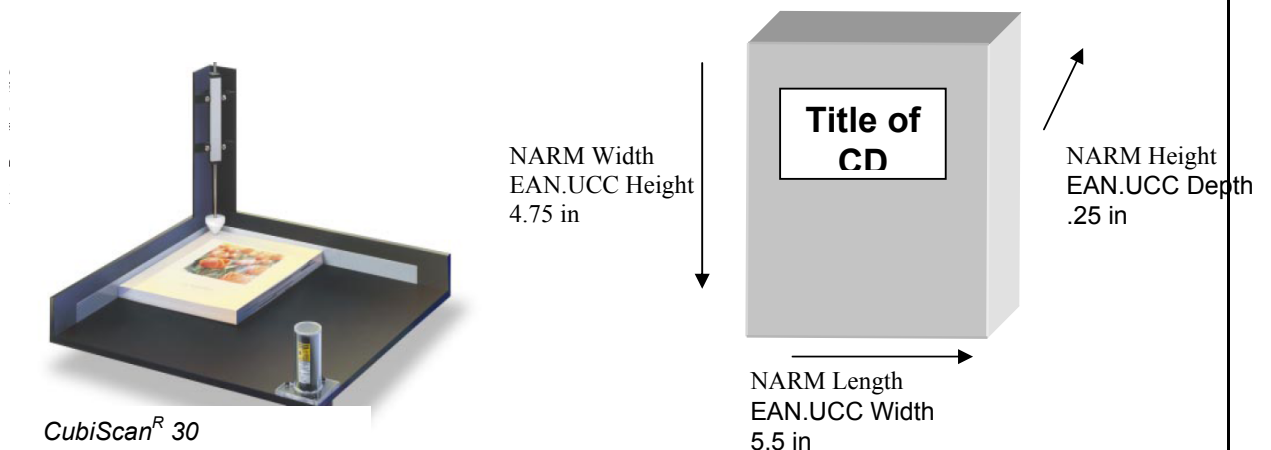
NARM Length = Bottom left to bottom right

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 ^R 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:



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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 center 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.

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
Secondary Packaging Description	<ul style="list-style-type: none">This attribute can be repeated with multiple valuesSee industry code list in Appendix B

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Status Code

Attribute	Value	
Status Code	Active	
Is Trade Item Orderable	TRUE	
Is Non Sold Trade Item Returnable	TRUE	
Returnable Trade Item End Date	CCYYMMDD	
Status Code	Cutout	
Is Trade Item Orderable	FALSE	
Is Non Sold Trade Item Returnable	TRUE	
Returnable Trade Item End Date	CCYYMMDD	
Status Code	Deleted	
Is Trade Item Orderable	FALSE	
Is Non Sold Trade Item Returnable	FALSE	
Returnable Trade Item End Date	CCYYMMDD	
Status Code	Hold	Hold
Is Trade Item Orderable	TRUE	FALSE
Is Non Sold Trade Item Returnable	FALSE	FALSE
Returnable Trade Item End Date	CCYYMMDD	CCYYMMDD

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1.7.1 External Code Lists

Rating Content Descriptor

ESRB Descriptor	Definition
ALCOHOL_REFERENCE	Reference to and/or images of alcoholic beverages
ANIMATED_BLOOD	Discoloured and/or unrealistic depictions of blood
BLOOD	Depictions of blood
BLOOD_AND_GORE	Depictions of blood and mutilated body parts
CARTOON_VIOLENCE	Violent actions involving cartoon-like situations and characters. May include violence where a character is unharmed after the action has been inflicted
COMIC_MISCHIEF	Depictions or dialogue involving slapstick or suggestive humour
CRUDE_HUMOR	Depictions or dialogue involving vulgar antics, including "bathroom" humour
DRUG_REFERENCE	Reference to and/or images of illegal drugs
EDUTAINMENT	Content of product provides user with specific skills development or reinforcement learning within an entertainment setting. Skill development is an integral part of the product
FANTASY_VIOLENCE	Violent actions of a fantasy nature, involving human or non-human characters in situations easily distinguishable from real life
INFORMATIONAL	Overall content of product contains data, facts, resource information, reference materials or instructional text
INTENSE_VIOLENCE	Graphic and realistic-looking depictions of physical conflict. May involve extreme and/or realistic blood, gore, weapons, and depictions of human injury and death
LANGUAGE	Mild to moderate use of profanity
LYRICS	Mild references to profanity, sexuality, violence, alcohol, or drug use in music
MATURE_HUMOR	Depictions or dialogue involving "adult" humour, including sexual references
MILD_VIOLENCE	Mild scenes depicting characters in unsafe and/or violent situations
NUDITY	Graphic or prolonged depictions of nudity
PARTIAL_NUDITY	Brief and/or mild depictions of nudity
REAL_GAMBLING	Player can gamble, including betting or wagering real cash or currency
SEXUAL_THEMES_	Mild to moderate sexual references and/or depictions. May include partial nudity

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SEXUAL_VIOLENCE	Depictions of rape or other sexual acts
SIMULATED_GAMBLING	Player can gamble without betting or wagering real cash or currency
SOME_ADULT_ASSISTANCE_MAY_BE_NEEDED	Intended for very young ages
STRONG_LANGUAGE	Explicit and/or frequent use of profanity
STRONG_LYRICS	Explicit and/or frequent references to profanity, sex, violence, alcohol, or drug use in music
STRONG_SEXUAL_CONTENT	Graphic references to and/or depictions of sexual behaviour, possibly including nudity
SUGGESTIVE_THEMES	Mild provocative references or materials
TOBACCO_REFERENCE	Reference to and/or images of tobacco products
USE_OF_DRUGS	The consumption or use of illegal drugs
USE_OF_ALCOHOL	The consumption of alcoholic beverages
USE_OF_TOBACCO	The consumption of tobacco products
VIOLENCE	Scenes involving aggressive conflict

Packaging Description

Attribute Values	Comments
2_PACKS	
3_PACKS	
4_PACKS	
5_PACKS	
AMARAY	
BELLY_BAND	
BEVELOPE	
BLACK_VINYL_MOVIE_BOX	
BLISTER_PACK	
BOOK_STYLE_SLEEVE	
BOX_SET	(box with 2 or more CDs, DVDs, etc)
BRILLIANT_BOX	
BULLET_CASE	
CLAMSHELL	
CLEAR_DIGIPACK	
CLEAR_MASTER_BOX_PACK	
CUSTOM_PACKAGE	
DIGIPAK	
DOUBLE_AMARAY_CASE	
DOUBLE_DIGIPACK	
DOUBLE_LONG_BOX	
DOUBLE_SLEEVE	
DOUBLE_WIDTH_2_CD_JEWEL_BOX	
DVD_TRAY	(FLP snapper)
FLIP_CASE	

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FOLIO_3_PACK	
GATEFOLD_DIGIPACK	
GIFT_BOX	
JEWEL_CASE	
JEWEL_CASE_WITH_O_CARD	
LONG_BOX	
MODIFIED_CLAM	
MOVIE_BOX	
NONE	(for bulk shipments)
PLUSH_GIFT_SET	
SHRINKWRAP	
SLEEVE	
SLIPCASE	
SLIPSLEEVE	
SNAPCASE	
SPINDLE	
TIN	(treasures)
WYNCASE	
ON_PACK	

Title Rating

Rating

ELECTRONIC GAMES	ESRB Rating	Definition
	EC	Early Childhood
	T	Teen
	AO	Adults Only
	EC	Everyone
	M	Mature
	RP	Rating Pending

Title Rating Entity

Code	Agency Name	Description
BBFC	British Board of Film Classification	Theatrical - United Kingdom
BC	British Columbia	Theatrical - British Columbia, Canada
ESRB	Entertainment Software Rating Board	Software - U.S.
FCA	Film Censorship Authority	Theatrical - Hong Kong
FCO	Film Censor's Office	Theatrical - Ireland
FMOC	France Ministry of Culture	Theatrical - France
MPAA	The Motion Picture Association of America	Theatrical - U.S.
OFCS	Office of Film and Literature Classification	Theatrical - New Zealand
OFLC	Australian Office of Film and Literature Classification	Theatrical - Australia

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FRB	Ontario Film Review Board	Theatrical - Ontario, Canada
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Business Solution Design

1.8 Testing

1.8.1 Pass / Fail Criteria

Unit testing criteria for business solution.

Number	Test Criteria	Related Requirement	Design Element	Pass Criteria	Fail Criteria
1					
2					
3					

1.8.2 Test Data

Attribute	Value
batteryType	D
quantityOfBatteriesRequired	2
minimumNumberOfPlayers	1
maximumNumberOfPlayers	2
minimumPlayerAge	10
maximumPlayerAge	15
gameFormat	PLAYSTATION_2
orderableReturnableConditionsCode	HOLD
ratingContentDescriptor	CARTOON_VIOLENCE
titleRating	T
titleRatingEntity	ESRB

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1.9 Appendices

1.10 Summary of Changes

(Details changes to BMS for each version by BMS Section)

Change	BMS Ver- sion	Associated CR Number
<ul style="list-style-type: none">Added PLAYSTATION_3 and XBOX_360 to Game Format Code List.Added missing values from Game Format Code List	0.0.3	CR 06-000169

2 Technical Solution Design

This section provides the specifications for the standards content ITRG approves. It is called the Technical Solution Design (TSD).

The Technical Solution Design contains:

- TSD Zip file Table of Contents
- Business Message Standard Section Technical Level GDD Report
- XSD (XML Schema Documents)
- XML Instance File and HTML Form View (XML and HTML files containing sample data specified in Section 1.6)

In the process of approving the Technical Solution Design, the ITRG will be provided the following artefacts:

- Any relevant Business Requirements Analysis Document (BRAD)
- Any relevant Business Requirements Document (BRD)
- Section 1 of Business Message Standard (Business Solution Design)
- Comment Resolution Template from Technical Public Review
- XML Test Report
- Change Request
- Other informative or reference documents