

Business Message Standard (BMS)

for

Align_Trade Item_ Entertainment_Movie Publications (Candidate Attribute)

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

BRG: Align (GDSN)

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1. 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 movie publications.

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		

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

Function	Name	Company / organisation
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Participant	Gary Aubin	Columbia Tri-Star
Participant	Mike Thielen	Columbia Tri-Star
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Participant	Suzanne Tamargo	Columbia Tri-Star
Participant	Myrna Castillo	Columbia Tri-Star
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Participant	Julie Wan	EMI/NA
Participant	Jim James	Handleman Company
Participant	Lois Taylor	Handleman Company
Participant	Bruce Hamblin	Internet Commerce Corporation
Participant	Julio Del Rio	Warner Music
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Participant	Jay Ou	MGM
Participant	Renee Fedak	MGM
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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
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Participant	Pamelyn Smith	Warner Music
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Participant	Nick Parnaby	WorldWide Retail Exchange
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1.1.6.4 Design Team Members

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

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1.2 Business Context

(Note: The business context of the business)

Context Category	Value(s)
Industry	Entertainment
Geopolitical	All
Product	Movie Publication
Process	Align_Trade Item
System Capabilities	EAN.UCC
Official Constraints	None

1.3 Additional Technical Requirements Analysis

1.3.1 Technical Requirements (optional)

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

Number	Statement	Rationale

1.4 Business Transaction View

1.4.1 Business Transaction Use Case Diagram

1.4.2 Use Case Description

Not Applicable.

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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
AspectRatioInformation					Logical grouping of attributes related to aspect ratio.	
	aspectRatioDescription				Textual description of the aspect ratio dimension	1..1
	aspectRatioDimensionCode				Measurements of the aspect ratio dimension. Width and Height.	1..1
DubbedSubtitledInformation					Logical grouping of subtitle information.	
	dubbedSubtitled-Code				Describes if the movie is dubbed, subtitled or both.	1..1
	dubbedLanguage				Spoken language track for example "en" (English), "nl" (Dutch).	0..*
	subTitledLanguage				Indicates all languages for which subtitles are available for example "en" (English), "nl" (Dutch).	0..*
EntertainmentProductDescription					Provides various classifications common to entertainment related products(eg. movies, music) including format and genre.	
	isDigitalDownloadA-				Indicates if the title is avail-	1..1

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	available				able in digital download format.	
	productGenre				The categorization of the music or movie trade item based upon the content and maintained for marketing and merchandising purposes	1..*
	productLine				The primary way a vendor separates or groups their product lines, e.g Ex. Budget Line Price, Mid-Line Price, etc. Does not include Genre.	0..*
	mediaFormatCode				Identifies the type of media of the trade item.	1..*
EntertainmentTrade-ItemPrice					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
MoviePersonnelInformation					Logical Grouping of production staff and actors of a film.	
	directorName				Name of the director of the movie	0..*

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	artistName				Name of the recording artist	0..*
	assistantProducer- Name				Name of the assistant movie producer of the movie (as distinguished from the execu- tive producer)	0..*
	producerName				Name of the executive pro- ducer of the movie	0..*
	talentName				Name(s) of the talent in the movie	0..*
	writerName				Name of the writer of the movie	0..*
MoviePublicationChar- acteristicsInformation					Logical grouping of attributes related to specific characteris- tics of a given film.	
	audioSoundType- Code				The type of sound quality for the movie trade item	0..*
	awardInformation				Textual list of awards earned by the title	0..1
	dvdRegionCode				DVD region codes for which the title is available. There may be differing release dates associated with the different region codes.	0..*

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	featureRunTimeMinutes				The run time of the movie. Does not include trailers or any promotional information. Expressed in minutes.	0..1
	longSynopsis				A long (up to 4000 character) description of the plot of the title.	0..1
	movieColourCode				Identifies if the movie is in black & white, colour or has been colorized	0..*
	movieEdition				Specific version of the title for example Director's Cut, Special Edition, etc.	0..1
	shortSynopsis				A short (up to 2250 character) description of the plot of the title.	0..1
	specialFeatures				Special features contained in the trade item. That can be related to the disc number. For example, Disc 1 contains director commentary, theatrical trailers; Disc 2 contains "The making of....", etc..	0..*
MovieLanguageInformation					Logical Grouping of Information relating to the language of a film.	
	closedCaptioningCode				Does the movie contain "closed captions"	0..*

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	originalLanguage				The language in which the movie is released. The language spoken on the screen for example en" (English), "nl" (Dutch).	0..1
			DubbedSubtitledInformation		Describes if the movie is dubbed, subtitled or both.	0..1
MovieRevenueInformation					Logical grouping of attributes relating to the revenue of a film.	
	boxOfficeRevenue-Domestic				Total amount of domestic box office revenue, expressed in local currency	0..1
	isEligibleForRevenueShare				Indicates whether or not the title is available for revenue share	1..1
	boxOfficeRevenue-FirstWeekDomestic				Total amount of first week box office revenue, expressed in local currency	0..1
	boxOfficeRevenueUS				Total amount of United States box office revenue, expressed in U.S. Dollars	0..1
	boxOfficeRevenue-WorldwideUSDollars				Total amount of worldwide box office revenue, expressed in U.S. Dollars	0..1
MoviePublication-DateInformation					Logical grouping of attributes relating to the date of publication of a film.	

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	lastManufacturerUpdateDateTime				Last date the manufacturer has made a change to the title information	1
	payPerViewWindow				Number of days for Pay Per View Window	0..1
	rereleaseDateTime				Date upon which the title is re-released, using the same GTIN	0..1
	rentalStreetDateTime				First date the product can be rented.	0..1
	theatricalRelease-DateTime				Date the product is released in theatres.	0..*
	yearOfProduction				The year during which the movie was produced.	0..1
MoviePublication-TradeItemExtension					Base Class for FilmPublicationTradeItemExtension	
	moviePublicationTitle				Complete title of the trade item	1..1
	studioName				Name of the movie studio.	1..*
			AspectRatioInformation		Provides aspect ratio details for a film publication.	0..*
			MoviePublicationDateInformation		Provides various publication date details for a film publication.	1..1

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			EntertainmentProduct-Description		Provides a logical grouping of product details for a film publication.	1..1
			MovieRevenueInformation		Provides revenue details for a film publication.	1..1
			EntertainmentTradeItemPrice		Provides various prices for a film publication.	0..1
			MoviePublicationCharacteristicsInformation		Provides various characteristics and features for a film publication.	0..1
			MovieLanguageInformation		Provides language publication details for a film publication.	0..1
			MoviePersonnelInformation		Provides personnel information for a film publication including actors, directors, etc.	0..1
			OrderableReturnableInformation		Provides orderable and returnable policy details for a film publication.	1..1
			Publication-TitleRating		Provides title rating details for a film publication.	1..*
		minimumAdvertisedPrice	TradeItem-PriceDateInformation		Minimum consumer price at which the trade item may be advertised (MAP).	0..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
OrderableReturnableInformation					Logical Grouping of Orderable Returnable Information	
	orderableReturnableConditionsCode				Indicates the conditions which determine if the store level	1..1

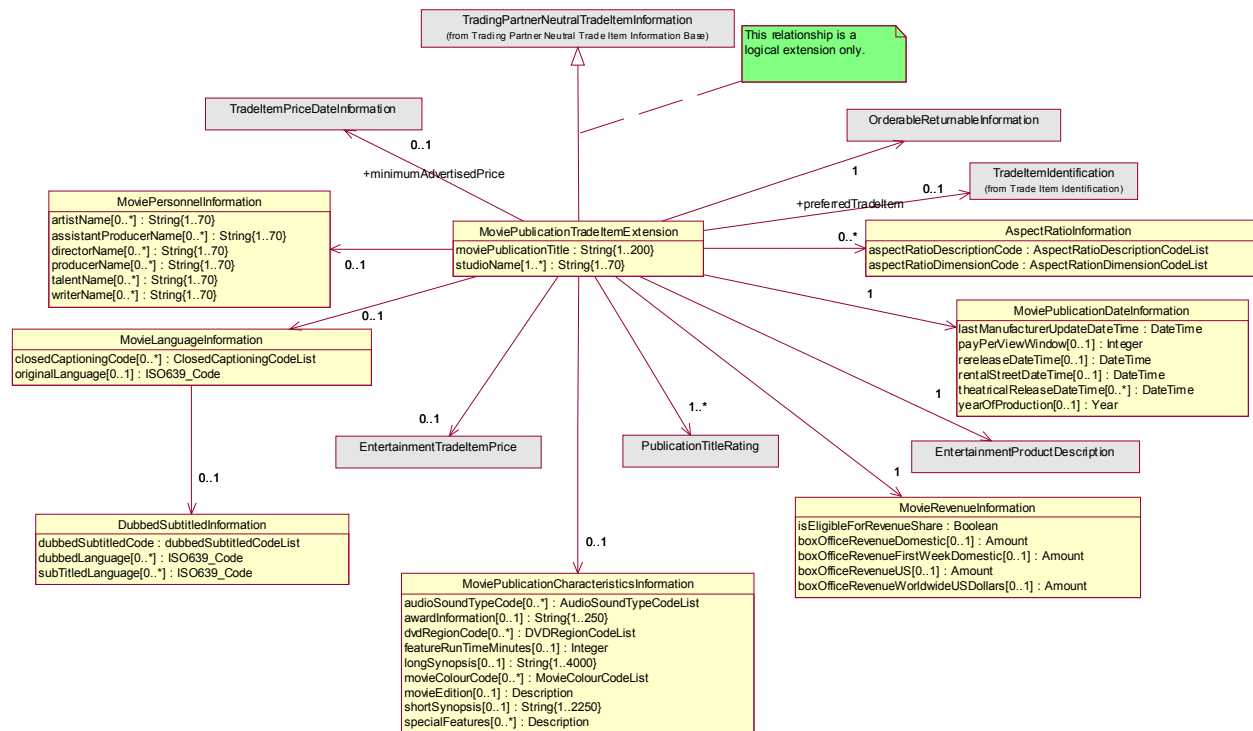
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					trade item is orderable or returnable	
	lastReturnable- DateTime				Last day that the trade item must be received by the manufacturer in order to receive credit.	0..1
PublicationTitleRating					Information regarding the content viewer maturity rating for an entertainment product.	
	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
	ratingContentDe- scriptor				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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1.5.2 Class Diagrams

1.5.2.1 Movie Publication Trade Item Description



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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.

1.5.2.2 Entertainment Product Description

EntertainmentProductDescription
isDigitalDownloadAvailable : Boolean mediaFormatCode[1..*] : MediaFormatCodeList productGenre[1..*] : String{1..35} productLine[0..*] : Description

1.5.2.3 Entertainment Trade Item Price

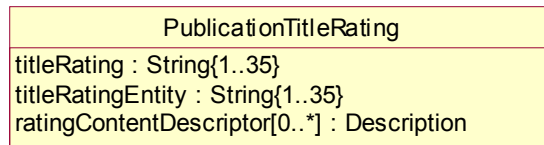
EntertainmentTradeItemPrice
bulkPrice[0..1] : Amount loosePrice[0..1] : Amount

1.5.2.4 Orderable Returnable Information

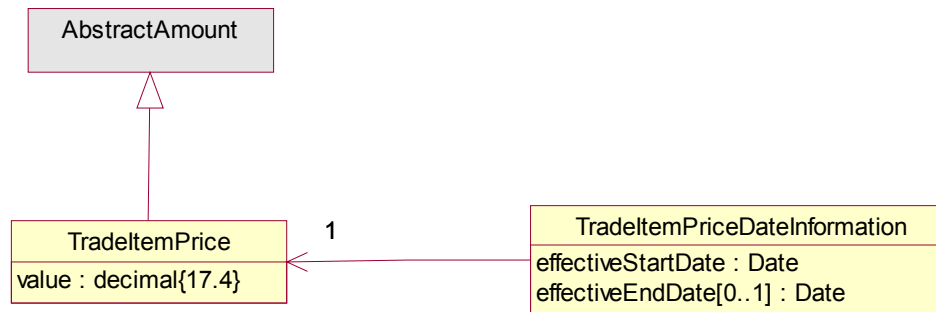
OrderableReturnableInformation
orderableReturnableConditionsCode : OrderableReturnableConditionsCodeList lastReturnableDateTime[0..1] : DateTime

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1.5.2.5 Publication Title Rating



1.5.2.6 Trade Item Price Date Information



1.5.3 Code Lists

Code List Name	Code List Description
Aspect Ratio Dimension Code List	
Code Name	Code Description
1_33	N/A
1_33_1_85	N/A
1_33_2_35	N/A
1_33_2_40	N/A

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1_55	N/A
1_66	N/A
1_77	N/A
1_78	N/A
1_85	N/A
1_85_2_33	N/A
2_20	N/A
2_35	N/A
2_40	N/A
2_55	N/A

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Code List Name	Code List Description
Aspect Ratio Description Code List	
Code Name	Code Description
ANAMORPHIC	N/A
FULLSCREEN	N/A
FULLSCREEN_WIDESCREEN	N/A
ANAMORPHIC_FULLSCREEN	N/A
WIDESCREEN	N/A

Code List Name	Code List Description
Audio Sound Type Code List	
Code Name	Code Description
BETA_HIFI	N/A
BETA_HIFI_DOLBY_SURROUND_SOUND	N/A
BETA_HIFI_M_C_D_SURROUND_SOUND	N/A
BETA_HIFI_STEREO_DIGITAL_MAST	N/A
BETA_HIFI_STEREO_DIGITAL_REC	N/A
BETA_HIFI_STEREO_M_C	N/A
DIGITALLY_MASTERED	N/A
DIGITALLY_RECORDED	N/A

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DOLBY_DIGITAL_5_0	N/A
DOLBY_DIGITAL_5_0_DSS	N/A
DOLBY_DIGITAL_5_1	N/A
DOLBY_DIGITAL_5_1_DSS	N/A
DOLBY_DIGITAL_5_1_DTS	N/A
DOLBY_MPMTRX_HIFI	N/A
DOLBY_MPMTRX_STEREO	N/A
DOLBY_STEREO	N/A
DOLBY_STEREO_4_0	N/A
DOLBY_STEREO_HIFI	N/A
DVD_DOLBY_SURROUND_SOUND	N/A
LASER_DOLBY_SURROUND_SOUND	N/A
MONO	N/A
MONO_HIFI	N/A
STEREO	N/A
STEREO_HIFI	N/A
ULTRA_SOUND	N/A
ULTRA_STEREO	N/A
VHS_DBLY_STEREO_D_M	N/A
VHS_DBLY_STEREO_D_R	N/A

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VHS_HIFI	N/A
VHS_HIFI_DOLBY_SURROUND_SOUND	N/A
VHS_HIFI_M_C_D_SURROUND_SOUND	N/A
VHS_HIFI_STEREO_D_M	N/A
VHS_HIFI_STEREO_D_R	N/A
VHS_HIFI_STEREO_D_STRO_D_M	N/A
VHS_HIFI_STEREO_D_STRO_D_R	N/A
VHS_HIFI_STEREO_D_SYS_D_M	N/A
VHS_HIFI_STEREO_D_SYS_D_R	N/A
VHS_HIFI_STEREO_DBL_Y_STRO_M_C	N/A
VHS_HIFI_STEREO_DLB_Y_SYS_M_C	N/A
VHS_HIFI_STEREO_M_C	N/A

Code List Name	Code List Description
Closed Captioning Code List	
Code Name	Code Description
NO	N/A
UNKNOWN	N/A
YES	N/A

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Code List Name	Code List Description
Dubbed Subtitled Code List	
Code Name	Code Description
BOTH	N/A
DUBBED	N/A
SUBTITLED	N/A

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Code List Name	Code List Description
DVD Region Code List	
Code Name	Code Description
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

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Code List Name	Code List Description
Media Format Code List	
Code Name	Code Description
3_INCH_CD_SINGLE	N/A
5_INCH_CD_SINGLE	N/A
5_INCH_CDV	N/A
7_INCH_VINYL_SINGLE	N/A
12_INCH_VINYL_SINGLE	N/A
8_MM	N/A
AUDIO_BLANK_TAPE	N/A
BETA	N/A
BLU_RAY	N/A
CASSETTE_FULL_LENGTH	N/A
CASSETTE_SINGLE	N/A
CD_DVD_AUDIO	N/A
CD_DVD_VIDEO	N/A
CD_FULL_LENGTH	N/A
CD_PLUS_GRAPHICS	N/A
CD_ROM_INTERACTIVE	N/A
DAT_FULL_LENGTH	N/A

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DATAPLAY	N/A
DC_SACD	N/A
DCC_FULL_LENGTH	N/A
DVD	N/A
DVD_AUDIO	N/A
HD_DVD	N/A
LASERDISC	N/A
LP_FULL_LENGTH	N/A
MAXI_CASSETTE_SINGLE	N/A
MAXI_CD	N/A
MINI_DISC_FULL_LENGTH	N/A
SACD	N/A
VHS	N/A
VIDEO_BLANK_TAPE	N/A

Code List Name	Code List Description
Movie Colour Code List	
Code Name	Code Description
BLACK_AND_WHITE	N/A
COLOR	N/A
COLORIZED	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

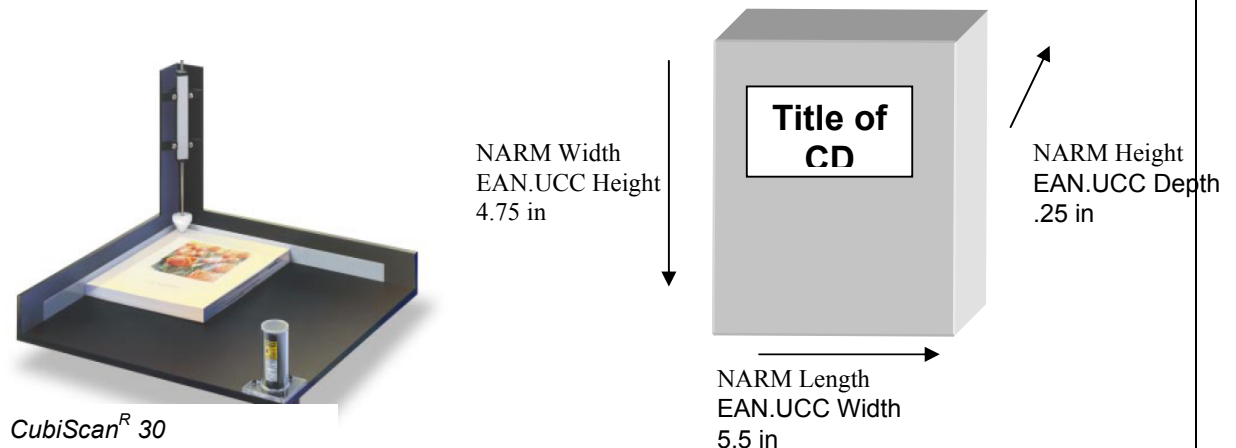
NARM Length = Bottom left to bottom right

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

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Status Code (OrderableReturnableConditionsCodeList)

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

1.7.1 External Code Lists

Television Ratings

Descriptor	Definition
TV_Y	All Children
TV_Y7	Directed to Older Children
TV_Y7_FV	Directed to Older Children, Fantasy Violence
TV_G	General Audience
TV_PG	Parental Guidance Suggested
TV_14	Parents Strongly Cautioned
TV_MA	Mature Audience Only

Movies

Descriptor	Definition
AH	Adult Humour
AL	Adult Language
AS	Adult Situations
BN	Brief Nudity
CC	Child classic
DC	Drug Content
EC	Excellent for Children
G	Gore

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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

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	
FOLIO_3_PACK	
GATEFOLD_DIGIPACK	
GIFT_BOX	
JEWEL_CASE	
JEWEL_CASE_WITH_O_CARD	
LONG_BOX	
MODIFIED_CLAM	

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MOVIE_BOX	
NONE	(for bulk shipments)
PLUSH_GIFT_SET	
SHRINKWRAP	
SLEEVE	
SLIPCASE	
SLIPSLEEVE	
SNAPCASE	
SPINDLE	
TIN	(treasures)
WYNCASE	
ON_PACK	

Product Genre (productGenre)

CINE_LATINO
EROTIC_THRILLER
FINE_ART_FOREIGN
FAMILY
FANTASY_SCI_FI
GAY_LESBIAN_CINEMA
GAY_LESBIAN_ADULT
HOBBIES_COOKING_CRAFT_REPAIR
HORROR
HEALTH_FITNESS
INSTRUCTIONAL
MARTIAL_ARTS
MATURE
MISCELLANEOUS
MUSICAL
MYSTERY
MUSIC_VIDEO
POLITICAL_DRAMA
RELIGIOUS
ROMANTIC_COMEDY
ROMANCE
ROMANTIC_DRAMA
SCI_FI
SCI_FI_ACTION
SCI_FI_ADVENTURE
SCI_FI_COMEDY
SCI_FI_HORROR
SPECIAL_INTEREST
SPORTS_GAMES
SPY_THRILLER_DRAMA
SUSPENSE
SUSPENSE_THRILLER

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TELEVISION
THRILLER
TRAVEL
URBAN_MUSICAL
URBAN_WESTERN
WAR_DRAMA
WESTERN

Title Rating (titleRating)

MOVIES																			
United States	<table><tr><th>MPAA Code</th><th>Definition</th></tr><tr><td>X_RATED</td><td>Applies to movies featuring explicit sex or, more rarely, to movies featuring extensive graphic violence</td></tr><tr><td>NC_17</td><td>No one under 17 admitted</td></tr><tr><td>R</td><td>Under 17 requires accompanying parent or adult guardian</td></tr><tr><td>PG</td><td>Parental guidance suggested. Some material may not be appropriate for all children</td></tr><tr><td>PG_13</td><td>Parents strongly cautioned. Some may be inappropriate for children under 13</td></tr><tr><td>G</td><td>General audiences. All ages admitted</td></tr><tr><td>NOT_RATED</td><td></td></tr><tr><td>RATING_PENDING</td><td></td></tr></table>	MPAA Code	Definition	X_RATED	Applies to movies featuring explicit sex or, more rarely, to movies featuring extensive graphic violence	NC_17	No one under 17 admitted	R	Under 17 requires accompanying parent or 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	
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NOT_RATED																			
RATING_PENDING																			

Ontario, Canada	<table><tr><td>FAMILY</td><td>Film appropriate for viewing by a person of any age</td></tr><tr><td>PARENTAL_GUIDANCE</td><td>Parents should exercise discretion in permitting a child to view the film</td></tr><tr><td>14A</td><td>Persons younger than 14 years of age must be accompanied by an adult</td></tr><tr><td>18A</td><td>Persons younger than 18 years of age must be accompanied by an adult</td></tr><tr><td>RESTRICTED</td><td>Film restricted to persons 18 years of age or older</td></tr><tr><td>ADULT</td><td>Requires a sticker denoting "Title", "Running Time", "Distributor ID" Approval Certificate Number"</td></tr></table>	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"
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British Columbia, Canada	<table><tr><td>GENERAL</td><td>All ages. The contents of these motion pictures are suitable for viewing by all ages</td></tr><tr><td>PARENTAL_GUIDANCE</td><td>All ages. Parental guidance advised. Theme or content may not be suitable for all children.</td></tr><tr><td>14 ACCOMPANIMENT</td><td>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</td></tr></table>	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
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						

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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

France (note - these codes are not official)	ALL	Valid for all audiences
	P12	With a prohibition for minors of 12
	P16	With a prohibition for minors of 16
	P18	With a prohibition for minors of 18

United Kingdom	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 movies 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

Ireland	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

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	screening
18	'Adults only' - The film is suitable only for adults. A person under this age will not be admitted

Australia	G	Suitable for all viewers. It is noted by the board that a "G" movie rating in Australia doesn't indicate the movie is intended for children, simply that nothing in the movie 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 movie rating, but movies 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 movies 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

New Zealand	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

Hong Kong	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

Title Rating Entity (titleRatingEntity)

Code	Agency Name	Description
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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
OFRB	Ontario Film Review Board	Theatrical - Ontario, Canada

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
aspectRatioDescription	WIDESCREEN
aspectRatioDimensionCode	1_33
dubbedSubtitledCode	DUBBED
dubbedLanguage	EN
productGenre	ACTION
productLine	Budget Line
mediaFormatCode	VHS
audioSoundTypeCode	BETA_HIFI
dvdRegionCode	CHINA
movieColourCode	COLOR
closedCaptioningCode	UNKNOWN
originalLanguage	EN
orderableReturnableConditionsCode	ACTIVE
titleRating	G
titleRatingEntity	MPAA

1.9 Appendices

1.10 Summary of Changes

Change	BMS Version	Associated CR Number
<ul style="list-style-type: none">Added CINE_LATINO to Genre External Code List.	0.0.3	06-000153
<ul style="list-style-type: none">Added BLU_RAY to Media Format Code List.	0.0.3	06-000152

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