



Business Message Standard (BMS) Align Trade Item Extension For Electronic Games

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Document Change History

Date of Change	Version	Changed By	Reason for Change	Summary of Change	Model Build #
19-Jul-2005	0.0.1	Eric Kauz	Initial Draft		
17-Nov-2005	0.0.2	Brian Bennett	Updated from Comment Resolution Sheet	Updated Code List	
13-Nov-2006	0.0.3	Eric Kauz	Retirement of Candidate Attribute CRs 06-000169	Addition of new code list values. Externalised Battery Type Code List and Game Format Code List.	

Date of Change	Version	Changed By	Reason for Change	Summary of Change	Model Build #
02-May-2007	0.0.4	Eric Kauz	Comment Period	<ul style="list-style-type: none"> Made Orderable and Returnable Information class optional. Made ElectronicGameBatteryInformation class optional. Updated data types for maximumPlayerAge and minimumPlayerAge to restrict measurement values to time. Updated GameFormatCodeList to use alphanumeric values from candidate attributes. 	
06-Aug-2007	1.0.0	Eric Kauz	CR 07-000171	<ul style="list-style-type: none"> Reverted design to approved candidate attribute with the exception of the externalized code lists (06-000169). Added Product Genre and associated code list values. Changes Corresponding to MR2 	

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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.

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
Business Requirement for Entertainment Item vertical BRW v0.0.1 Dated 08/30/2004	Attachment to CR 04-000174.

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

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2. Business Context

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

3. Additional Technical Requirements Analysis

3.1. Technical Requirements (optional)

Number	Statement	Rationale
	Not Applicable	

4. Business Transaction View

4.1. Business Transaction Use Case Diagram

Not Applicable

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

Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Official Dictionary Entry Name	Definition	Multiplicity	Related Requirements
ElectronicGameBatteryInformation				Electronic Game Battery Information. Details	Logical grouping of information regarding the electronic game battery.		
	areBatteriesIncluded			Electronic Game Battery Information. Are Batteries Included_ Batteries. Indicator	Indicates if batteries are either included or not included with the game.	1..1	
	areBatteriesRequired			Electronic Game Battery Information. Are Batteries Required_ Batteries. Indicator	Indicates if batteries are required to operate the electronic game.	1..1	
	batteryType			Electronic Game Battery Information. Battery Type.Text	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	
	quantityOfBatteriesRequired			Electronic Game Battery Information. Quantity Of Batteries Required. Integer_ Numeric	The number of batteries required to operate the electronic game	0..1	
ElectronicGamePlayerInformation				Electronic Game Player Information. Details	Logical grouping of information regarding electronic game player information.		
	ageRangeDescription			Electronic Game Player Information. Age Range_ Description. Language_ Text	Description of the recommended age range of participating players.	0..1	

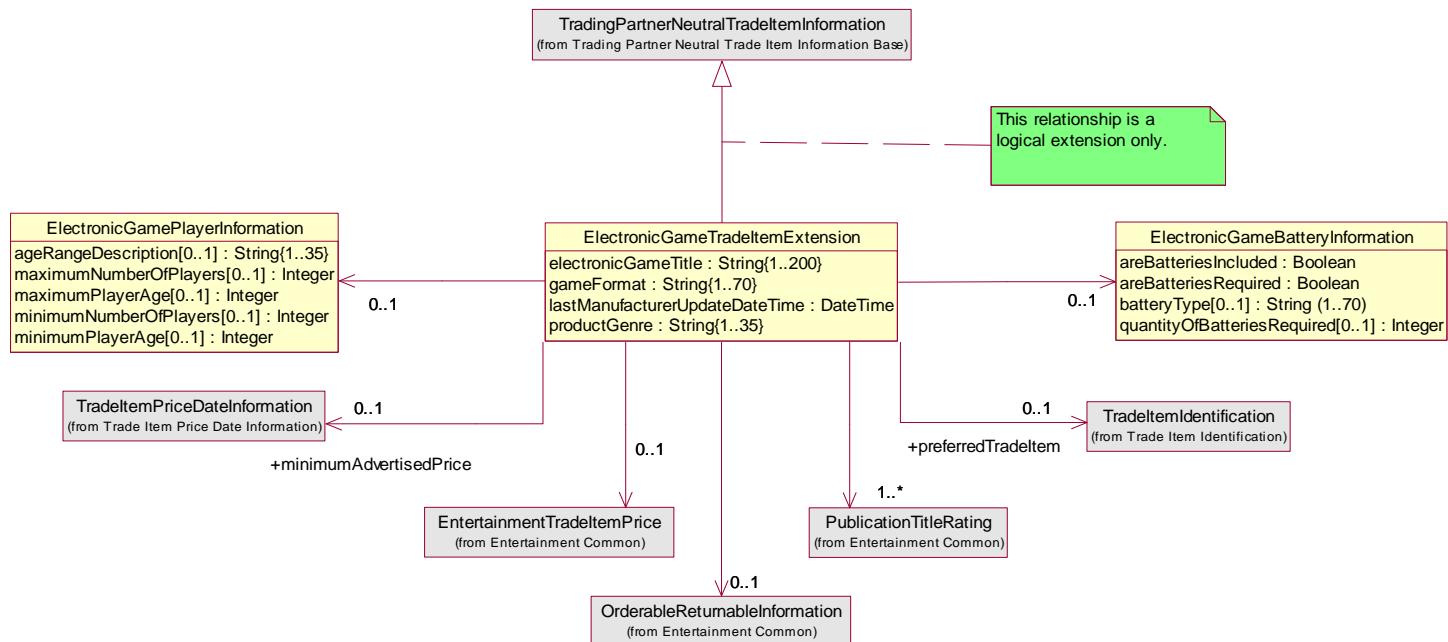
Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Official Dictionary Entry Name	Definition	Multiplicity	Related Requirements
	maximumNumberOfPlayers			Electronic Game Player Information. Maximum_ Number Of Players. Integer_ Numeric	Maximum number of players that can participate in the game.	0..1	
	maximumPlayerAge			Electronic Game Player Information. Maximum_ Player Age. Integer_ Numeric	Recommended oldest age for a player participating in the game.	0..1	
	minimumNumberOfPlayers			Electronic Game Player Information. Minimum_ Number Of Players. Integer_ Numeric	Minimum number of players that can participate in the game.	0..1	
	minimumPlayerAge			Electronic Game Player Information. Minimum_ Player Age. Integer_ Numeric	Recommended youngest age for a player participating in the game.	0..1	
ElectronicGameTradeItemExtension				Electronic Game Trade Item Extension. Details	Provides a logical grouping of information on the extension of "Trade Item" specific for the Electronic Games Industry.		
	electronicGameTitle			Electronic Game Trade Item Extension. Electronic Game Title. Text	The name of an electronic game.	1..1	
	gameFormat			Electronic Game Trade Item Extension. Game Platform. Text	Code that identifies the electronic environment or system needed to use the electronic game. For example X-Box, Game Cube, PS2.	1..1	
	lastManufacturerUpdateDate			Electronic Game Trade Item Extension. Last Manufacturer Update Date Time_ Last Manufacturer Update D	The last date on which the manufacturer has made a change to the trade item.	1..1	

Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Official Dictionary Entry Name	Definition	Multiplicity	Related Requirements
	productGenre			Electronic Game Trade Item Extension. Product Genre. Text	The code of the genre for this electronic games trade item. The genre is a categorization of the trade item based upon the content and maintained for marketing and merchandising purposes.	1..1	
			ElectronicGameBatteryInformation	Electronic Game Trade Item Extension. Association. Electronic Game Battery Information	This information on ElectronicGameBatteryInformation for ElectronicGameTradeItemExtension.	0..1	
			ElectronicGamePlayerInformation	Electronic Game Trade Item Extension. Association. Electronic Game Player Information	Logical link between Electronic Game Player Information and Electronic Game Trade Item	0..1	
			EntertainmentTradeItemPrice	Electronic Game Trade Item Extension. Association. Entertainment Trade Item Price	This information on EntertainmentTradeItemPrice for ElectronicGameTradeItemExtension.	0..1	
			OrderableReturnableInformation	Electronic Game Trade Item Extension. Association. Orderable Returnable Information	This information on OrderableReturnableInformation for ElectronicGameTradeItemExtension.	0..1	
			PublicationTitleRating	Electronic Game Trade Item Extension. Association. Publication Title Rating	This information on PublicationTitleRating for ElectronicGameTradeItemExtension.	1..*	
		preferredTradeItem	TradeItemIdentification	Electronic Game Trade Item Extension. Preferred Trade Item. Trade	An identification assigned by the manufacturer for the purpose of grouping multiple versions of the same trade item (e.g. limited	0..1	

Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Official Dictionary Entry Name	Definition	Multiplicity	Related Requirements
				Item Identification	edition, wide screen, etc.).		
		minimumAdvertisedPrice	TradeItemPriceDateInformation	Electronic Game Trade Item Extension. Minimum Advertised Price_Association. Trade Item Price	Minimum consumer price at which the trade item may be advertised	0..1	
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	
OrderableReturnableInformation				Orderable Returnable Information. Details	Logical Grouping of Orderable Returnable Information		
	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. 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. 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..*	

Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Official Dictionary Entry Name	Definition	Multiplicity	Related Requirements
	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 Trade Item Price

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

5.2.1.2. Orderable Returnable Information

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

5.2.1.3. 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
OrderableReturnableConditionsCodeList	
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".

6. Business Document Example

Not Available

7. Implementation Considerations

Not Available

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
areBatteriesIncluded	TRUE
areBatteriesRequired	FALSE
batteryType	D
quantityOfBatteriesRequired	2
minimumNumberOfPlayers	1
maximumNumberOfPlayers	2
minimumPlayerAge	10
maximumPlayerAge	15
gamePlatform	JAGUAR
orderableReturnableConditionsCode	HOLD
productGenre	ACTION
ratingContentDescriptor	CARTOON_VIOLENCE
electronicGameTitle	B93X
lastManufacturerUpdateDateTime	2004-12-25T12:00:00.000
titleRating	T
titleRatingEntity	ESRB

9. Appendices (External 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

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_PORTABLE_DUAL_SCREEN	Trade name of the NINTENDO DS (Dual Screen System) electronic game format.
NINTENDO_WII	Trade name of the Nintendo Wii electronic game format.
NINTENDO_64	N/A
PC_GAMES	N/A
PLAYSTATION	The trade marked brand name and model for a specific electronic game format manufactured by Sony Corporation.
PLAYSTATION_2	The trade marked brand name and model for a specific electronic game format manufactured by Sony Corporation.
PLAYSTATION_3	The trade marked brand name and model for a specific electronic game format manufactured by Sony Corporation.
SEGA_GENESIS	N/A

Code List Name	Code List Description
SONY_PORTABLE_PLAYSTATION	Trade name of the SONY PSP (PlayStation Portable) electronic game format.
XBOX	The trade marked brand name and model for a specific electronic game format manufactured by Microsoft Corporation.
XBOX_360	The trade marked brand name and model for a specific electronic game format manufactured by Microsoft Corporation.

Code List Name	Code List Description
Electronic Game Product Genre	Used to populate the product genre attribute in the electronic game extension. The genre is a categorisation of the trade item based upon the content and is maintained for marketing and merchandising purposes.
Code Name	Code Description
ACTION	Games are characterized by game play with emphasis on combat.
ADULT	Games intended for an adult audience.
ADVENTURE	Games which cast the player as the protagonist of a story, normally requiring the player to solve various puzzles by interacting with people or the environment, most often in a non-confrontational way.
EDUCATIONAL	Games that attempt to teach the user using the game as a vehicle.
FIGHTING	Games where players face off against each other or against computer-controlled characters in close combat.
MUSIC	Games that challenge the player to follow sequences of movement or develop specific rhythms.
OTHER	Product genre that is a categorization other than the specific genres listed on this code list.
PUZZLE	Games that require the player to solve logic puzzles or even navigate complex locations such as mazes.
RACING	Games that place the player in the driver's seat of a high-performance vehicle and require the player to race against other drivers or sometimes just time.
ROLE_PLAYING	Games that have the player acting in the role of a specific type of "adventurer" or "adventurers" who specializes in a certain set of skills (such as combat, or casting magic spells) while moving through a linear predetermined storyline.
SHOOTER	Games that emphasize shooting and armed combat.
SIMULATION	Games that aim to simulate an experience, such as flying an aircraft, as realistically as practically possible, taking into account physics and other real-world limitations.
SPORTS	Games that emulate the playing of traditional physical sports. Some emphasize actually playing the sport, while others emphasize the strategy behind the sport.
STRATEGY	Games that require careful and skilful thinking and planning in order to achieve victory.

Code List Name	Code List Description
TRADITIONAL	Games that are based on popular board games or card games.
WRESTLING	Fighting games based on the sport of wrestling.

Code List Name	Code List Description	
Title Rating Code List	Ratings defined by ESRB (Entertainment Software Rating Board – US)	
Code Name	Code Description	Definition
EC	Early Childhood	The game has content that may be suitable for ages 3 and older. Contains no material that parents would find inappropriate.
T	Teen	The game has content that may be suitable for ages 13 and older. May contain violence, suggestive theme, crude humour, minimal blood and/or infrequent use of strong language.
AO	Adults Only	The game has content that should only be played by persons ages 18 years and older. May include prolonged scenes of intense violence, blood and gore, sexual content and/or strong language.
EG	Everyone	The game has content that may be suitable for ages 6 and older. May contain minimal cartoon, fantasy or mild violence and/or infrequent use of mild language.
M	Mature	The game has content that may be suitable for persons ages 17 and older. May contain intense violence, blood and gore, sexual content and/or strong language.
RP	Rating Pending	The game has been submitted to the ESRB and is awaiting final rating.
E10+	Everyone 10 and older	The game has content that may be suitable for ages 10 and older. May contain more cartoon, cartoon, fantasy or mild violence, mild language, and/or minimal suggestive themes.

Code List Name	Code List Description
Rating Content Descriptor	Rating content descriptors defined by ESRB (Entertainment Software Rating Board – US)
Code Name	Code Description
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.

Code List Name	Code List Description
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.
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.

Code List Name	Code List Description
USE_OF_TOBACCO	The consumption of tobacco products.
VIOLENCE	Scenes involving aggressive conflict.

Code List Name	Code List Description
Title Rating Entity	Rating content descriptors defined by ESBR (Entertainment Software Rating Board – US)
Code Name	Code Description
ESBR	Entertainment Software Rating Board - US

10. Summary of Changes

Change	BSD Version	Associated CR Number
<ul style="list-style-type: none"> Reverted design to approved candidate attribute with the exception of the externalized code lists (06-000169). Externalised Battery Type Code List and Game Format Code List. Added Product Genre and Electronic Game Product Genre Code List Added NINTENDO_WII, NINTENDO_PORTABLE_DUAL_SCREEN and SONY_PORTABLE_PLAYSTATION to Game Format Code List. 	1.0.0	07-000171