



Business Message Standard (BMS) Align Trade Item Extension For Music Recordings

BMS Release: 2.3, BRG Name: GDSN

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22-May-2007	1.0.0	Eric Kauz	CR 07-000171	Updated to reflect candidate attribute extension. Changes corresponding to MR2.	
04-Dec-2007	1.0.1	Eric Kauz	Code List Release	<ul style="list-style-type: none"> ■ Added HIP_HOP_RAP to ProductGenreCodeList. ■ Added UMD and RINGLE to the Media Format code list ■ Updated Media Format code list definition to allow for the inclusion of "features". 	
15-Sep-2008	1.0.2	Eric Kauz	Code List Release	<ul style="list-style-type: none"> ■ Added USB to the code list for the "Media Format. 	

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1. Business Domain View

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 music recordings.

1.2. Objective

To supply the detail design of the (specific) business transaction needed to meet the requirements of the referenced BRAD.

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
National Association of Recording Merchandisers (NARM)	

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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EANCOM Technical Designer		
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2. Business Context

Context Category	Value(s)
Industry	Entertainment
Geopolitical	All
Product	Music Recordings
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

Music Recording Trade Item Extension V2.1.0

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(eg. movies, music) including format and genre.		
	isDigitalDownload Available			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. Language_Text	The name of the product line that the trade item belongs to. A product line is a price grouping.	0..*	

Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Official Dictionary Entry Name	Definition	Multi plicit y	Related Requirem ents
MusicRecordingContentI nformation				Music Recording Content Information. Details	Logical grouping of information relating to the content of a particular recording in the music industry.		
	discNumber			Music Recording Content Information. Disc Number. Integer_ Numeric	The number allocated to a disc, beginning with 1	1..1	
			MusicRecordingTrackInformation	Music Recording Content Information. Association. Music Recording Track Information	This information on MusicRecordingTrackInform ation for MusicRecordingContentInfor mation.	1..*	
MusicRecordingPersonn elInformation				Music Recording Personnel	Logical grouping of information related to the personnel information for the music recording industry.		
	artistName			Music Recording Personnel.Artist Name.Text	Name of the recording artist associated with this recording.	0..*	
	composerName			Music Recording Personnel.Composer Name.Text	Name of the person who writes a written piece of music.	0..*	
	directorName			Music Recording Personnel.Director Name.Text	Name of the person who leads a musical ensemble.	0..*	
	orchestraName			Music Recording Personnel.Orchestra Name.Text	Name of the group of musicians organized to perform the ensemble music piece.	0..*	
MusicRecordingTitleRati ng				Music Recording Title Rating	Content rating information for a Music Recording Publication.		
	ratingContentDesc riptor			Music Recording Title Rating.Rating Content Descriptor.Language _Text	Indicate elements in the trade item that may trigger a particular rating and/or may be of interest or concern to the consumer.	0..*	

Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Official Dictionary Entry Name	Definition	Multi plicit y	Related Requirem ents
	titleRating			Music Recording Title Rating.Title Rating.Text	A rating assigned to the title by a country, industry or volunteer organization that may be of interest or concern to the consumer.	0..1	
	titleRatingEntity			Music Recording Title Rating.Title Rating Entity.Text	The name of the country, industry or volun-tee organization that has rated the title and has provided the rating content de-scriptor.	0..1	
MusicRecordingTrackInf or mation				Music Recording Track Information. Details	Logical grouping of track information relating to the music recording industry.		
	trackNumber			Music Recording Track Information. Track Number. Integer_ Numeric	The number allocated to a track on a disc, from 1 upwards.	1..1	
	trackTime			Music Recording Track Information. Track Time. Time Qualifier_ Code	The length of the track expressed in hours and minutes and seconds.	1..1	
	trackTitle			Music Recording Track Information. Track Title. Language_ Text	The name of the piece of music or part of the piece of music of the track.	1..1	
			MusicRecordingPe rsonnelInformatio n	Music Recording Track Information. Association. Music Recording Personnel	Details on music recording personnel associated with a specific track.	0..1	
MusicRecordingTradeIte mExtension				Music Recording Trade Item Extension. Details	Provides details for a trade item specifically related to a music recording.		
	collectionName			Music Recording Trade Item Extension. Collection_ Name. Text	The name of a series of music publications grouped under a common theme. The name of the collection is printed on the package of the trade item.	0..1	

Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Official Dictionary Entry Name	Definition	Multi plicit y	Related Requirem ents
	digitalizationLevel Code			Music Recording Trade Item Extension. Digitalization Level Code. Text	A code that indicates the way a record was produced. Three stages are involved in production: recording, editing/mixing and dubbing/transfer. Recording and editing/mixing stages can be analogue or digital. If digital, the stage is coded D. If analogue, the stage is coded A. "ADD" means that the recording was analogue and the editing/mixing was digital.	0..1	
	firstEditionDate			Music Recording Trade Item Extension. First Edition Date. Date Format_ Code	The date on which a music publication is first edited.	0..1	
	labelName			Music Recording Trade Item Extension. Label_ Name. Text	The name of the company (called label in the music industry) that made the music publication.	1..*	
	lastManufacturerU pdateDateTime			Music Recording Trade Item Extension. Last Manufacturer Update Date Time. Date Time	The last date (including time) on which the manufacturer has made a change to the trade item.	1..1	
	musicPublicationTi tle			Music Recording Trade Item Extension. Music Publication Title. Text	The name of a piece of music or of a music publication.	1..1	
	parentalAdvisorySt ickerCode			Music Recording Trade Item Extension. Parental Advisory Sticker Code. Code	Indication of the presence of parental advisory sticker.	1..1	
	performanceType			Music Recording Trade Item Extension. Recording Type. Text	A text description that indicates the conditions in which the recording took place.	0..1	

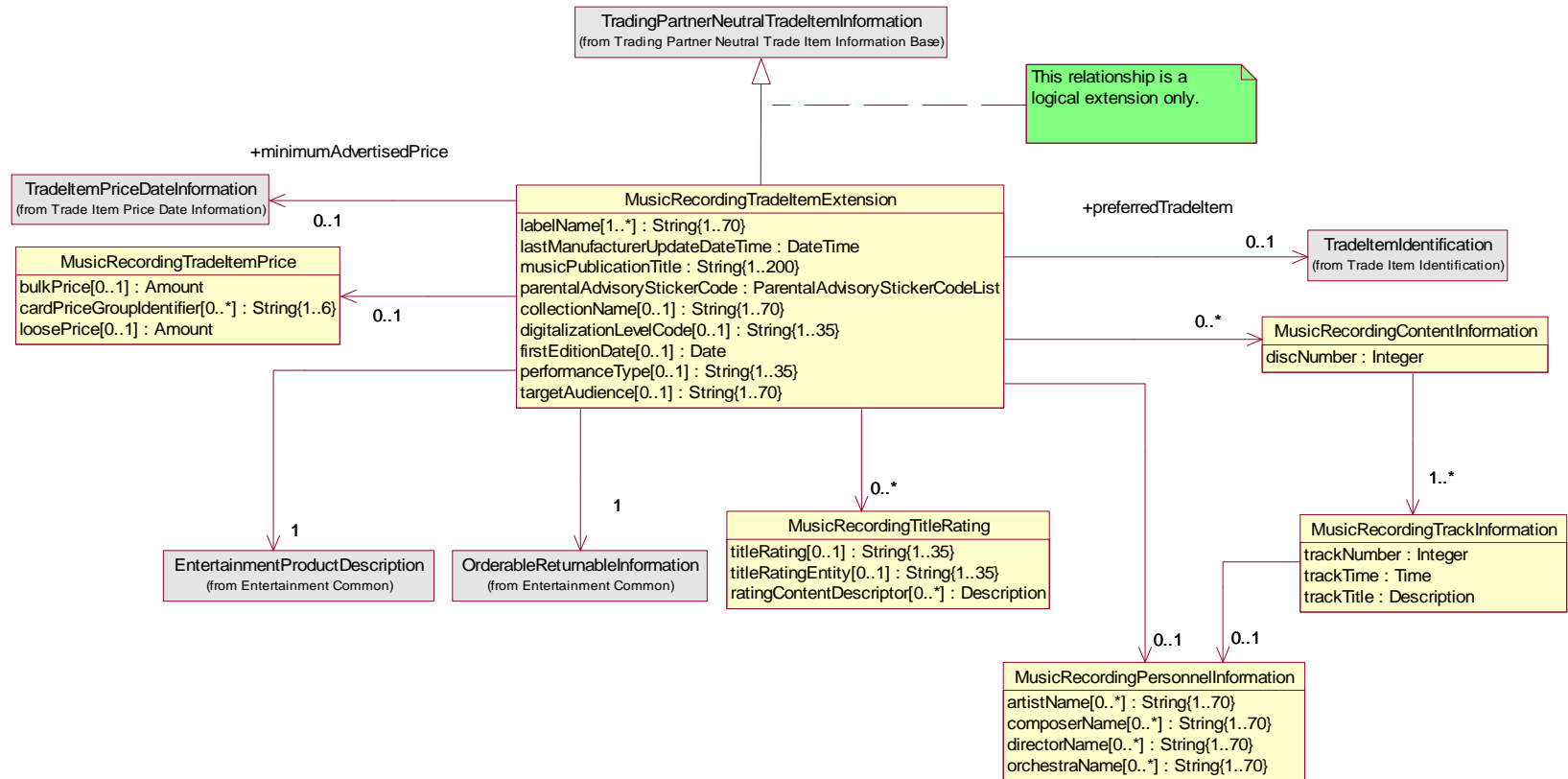
Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Official Dictionary Entry Name	Definition	Multi plicit y	Related Requirem ents
	targetAudience			Music Recording Trade Item Extension. Target Audience. Text	A description of the recommended audience of the music publication.	0..1	
			EntertainmentPro ductDescription	Music Recording Trade Item Extension. Association. Entertainment Product Description	Product Description of an Entertainment Product.	1..1	
			MusicRecordingCo ntentInformation	Music Recording Trade Item Extension. Association. Music Recording Content Information	This information on MusicRecordingContentInfor mation for MusicRecordingTradeItemEx tension.	0..*	
			MusicRecordingPe rsonnelInformatio n	Music Recording Trade Item Extension. Association. Music Recording Personnel	Music Recording Personnel information for a Music Recording Trade Item	0..1	
			MusicRecordingTit leRating	Music Recording Trade Item Extension. Association. Music Recording Title Rating	The content rating for a Music Recording Trade Item.	0..*	
			MusicRecordingTr adeItemPrice	Music Recording Trade Item Extension. Association. Music Recording Trade Item Price	This information on MusicRecordingTradeItemPri ce for MusicRecordingTradeItemEx tension.	0..1	
			OrderableReturna bleInformation	Music Recording Trade Item Extension. Association. Orderable Returnable Information	This information on OrderableReturnableInform ation for MusicRecordingTradeItemEx tension.	1..1	

Class (ABIE)	Attribute (BBIE)	Association (ASBIE)	Secondary Class	Official Dictionary Entry Name	Definition	Multi plicity	Related Requirem ents
		preferredTradeItem	TradeItemIdentifi cation	Music Recording 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	
		minimumAdvertised Price	TradeItemPriceDa teInformation	Music Recording 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	
MusicRecordingTradeItemPrice				Music Recording Trade Item Price. Details	Logical Grouping of trade item price details in the music recording industry.		
	bulkPrice			Music Recording 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	
	cardPriceGroupIdentifier			Music Recording Trade Item Price. Card Price Group Identifier. Code Value_ Text	A code that identifies a price.	0..*	
	loosePrice			Music Recording 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. Date Time	The last date AND time when a non sold trade item must be received by the manufacturer to receive credit.	0..1	



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

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. Orderable Returnable Information

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

5.3. Code Lists

Code List Name	Code List Description
OrderableReturnableConditionsCodeList	Code that indicates if the trade item can be ordered and returned if non-sold.
Code Name	Code Description
ACTIVE	The trade item is an orderable unit and is returnable if not sold.
CUTOUT	The trade item is not an orderable unit and is returnable if not sold.
DELETED	The trade item is not an orderable unit and not returnable if not sold.
HOLD	The trade item is temporarily unavailable but still returnable.

Code List Name	Code List Description
ParentalAdvisoryStickerCodeList	To indicate if a parental advisory sticker is attached or not to the trade item.
Code Name	Code Description
NO	Parental Advisory Sticker is not attached to trade item.
UNSPECIFIED	Not stated explicitly or in detail.
YES	Parental Advisory Sticker is on attached to trade item.

6. Business Document Example

Not Applicable

7. Implementation Considerations

7.1.1. Trade Item Measurement Rules

CubiScan[®] 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[®] 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:

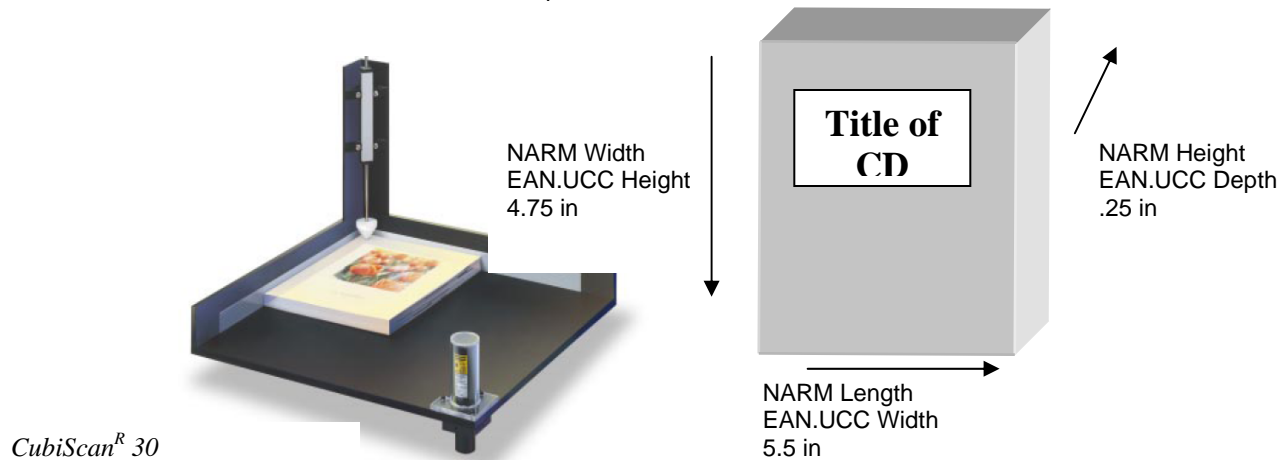
The trade item is laid flat in the upper left corner of the CubiScan[®] 30, with the spine along the left edge of the CubiScan[®] 30, and the front of the CD or DVD facing up.

- 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 [®] 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:



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.

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 values ■ See industry code list in Appendix B

7.2. Status Code (OrderableReturnableConditionsCode)

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

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 Applicable				

8.2. Test Data

Attribute	Value
mediaFormatCode	MAXI_CD
productGenre	CHILDRENS
parentalAdvisoryStickerCode	NO
CollectionName	B's Best
musicPublicationTitle	B Sings the Classics
labelName	Tots Tunes
ArtsEntertainmentMediaPartyName	B
ArtsEntertainmentMediaPartyRole	SINGER
digitalizationLevelCode	DDD
lastManufacturerUpdateDateItem	2005-01-10T12:00:01.000
performanceType	Live
targetAudience	Children Ages 3 to 5
discNumber	1

9. Appendices

External Code Lists

Code List Name	Code List Description
ContentDescriptorCodeList	A code that identifies one or several elements in a music publication that may be of interest or concern.
Code Name	Code Description
EL	Explicit Lyrics

Code List Name	Code List Description
DigitalizationLevelCodeList	A code that indicates the way a record was produced. Three stages are involved in production: recording, editing/mixing and dubbing/transfer. Recording and editing/mixing stages can be analogue or digital. If digital, the stage is coded D. If analogue, the stage is coded A. "ADD" means that the recording was analogue and the editing/mixing was digital.
Code Name	Code Description
AAD	The record was produced as follows: Recording = analogue, editing/mixing = analogue dubbing/transfer = digital.
ADD	The record was produced as follows: Recording = analogue, editing/mixing = digital dubbing/transfer = digital.
DDD	The record was produced as follows: Recording = digital, editing/mixing = digital dubbing/transfer = digital.
DTS	Digital Theatre Sound

Code List Name	Code List Description
MediaFormatCodeList	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	
3_INCH_CD_SINGLE	
5_INCH_CD_SINGLE	
5_INCH_CDV	
7_INCH_VINYL_SINGLE	
8_MM	
AUDIO_BLANK_TAPE	
BETA	
BLU_RAY	
CASSETTE_FULL_LENGTH	
CASSETTE_SINGLE	
CD_DVD_AUDIO	
CD_DVD_VIDEO	
CD_FULL_LENGTH	
CD_PLUS_GRAPHICS	
CD_ROM_INTERACTIVE	
DAT_FULL_LENGTH	
DATAPLAY	
DC_SACD	
DCC_FULL_LENGTH	
DIGITAL_RENTAL	
DIGITAL_SELL_THROUGH	
DVD	
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.
HD_DVD	
LASERDISC	

LP_FULL_LENGTH	
MAXI_CASSETTE_SINGLE	
MAXI_CD	
MINI_DISC_FULL_LENGTH	
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	
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.
USB	Pre-recorded Media stored on a USB (Universal Serial Bus) flash drive that will interface with any USB capable device.
VHS	
VIDEO_BLANK_TAPE	

Code List Name	Code List Description
PackagingDescriptionCodeList	
Code Name	Code Description
2_PACKS	
3_PACKS	
4 PACKS	
5_PACKS	
AMARAY	
BELLY_BAN	
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	
MOVIE_BOX	
NONE	(for bulk shipments)
PLUSH_GIFT_SET	
SHRINKWRAP	
SLEEVE	
SLIPCASE	
SLIPSLEEVE	
SNAPCASE	
SPINDLE	
TIN	(treasures)
WYNCASE	
ON_PACK	

Code List Name	Code List Description
ProductGenreCodeList	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.
Code Name	Code Description
ADULT_CONTEMPORARY	
BLUES	
CHILDREN	
CHRISTMAS	
CLASSICAL	
COUNTRY	
DANCE_ELECTRONICA	Also known as Techno. A style of Electronic music that originated in the early-to-mid-1990s in multiple locations including Rotterdam, New York City and Newcastle, Australia. The style is typified by a fast tempo (160-300 beats per minute and up) and the rhythmic use of distorted and atonal industrial-like beats and samples.
ETHNIC	
FOLK	
HARD_ROCK	
HIP_HOP_RAP	Hip hop music, also known as rap music, is a style of music which came into existence in the United States during the mid-1970s, and became a large part of modern pop culture during the 1980s. It consists of two main components: rapping (MCing) and DJing (production and scratching).
INSTRUMENTAL	
JAZZ	
LATIN	
LATIN_POP	
MEXICAN	
NEW_AGE	
ORIGINAL_CAST_SOUNDTRACKS	
REGGAE	
RELIGIOUS	
RHYTHM_BLUES	Rhythm and Blues (also known as R&B or RnB) is a popular music genre combining jazz, gospel, and blues influences, first performed by African American artists.
SEASONAL	
SOFT_ROCK	
SPOKEN_WORD	
TEJANO	
TROPICAL	
URBAN	

10. Summary of Changes

Change	BSD Version	Associated CR Number
<ul style="list-style-type: none"> Reverted to candidate attribute design. Added Values RHYTHM_BLUES and DANCE_ELECTRONICA to Product Genre Code List Added MVI to Media Format Code List Added DVD_ALBUM to Media Format Code List Externalised of MediaFormatCode List 	1.0.0	07-000171
<ul style="list-style-type: none"> Added value HIP_HOP_RAP to Product Genre Code List. Added UMD and RINGLE to Media Format Code List Updated Media Format code list definition to allow for the inclusion of "features". 	1.0.1	07-000106 07-000171 07-000274 07-000318
<ul style="list-style-type: none"> Added USB to the Media Format Code List. 	1.0.2	08-000180