# Version Control

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| Revision ID | Date | Editor | Action |
| RC-1 | 4/20/2018 | Rachelle Byars-Sargent |  |

# Reusable Metadata Entities

Entities provide systems to manage records. Entities support the records perspective for understanding the business domain but they are not in themselves always tangible objects.

Catalog Content

* Organization (required for Series and Episode)
* Credits (required for Series and Episode)

Access

* [Usage](#_Compilation) (required for Manifestation)

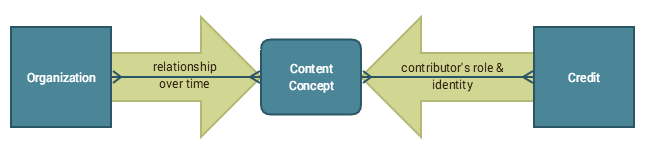
## Organization

This identifies an organization. Organizations can be used as a means to identify contractual relationships, such as Copyright Holder. Organizations may also be used to capture talent and credits.

Organizations and Credits are business concepts that can be associated with any EMM entity.

The basic relationships between Organizations, Credits, and the abstract content models are described in [Figure 2](#h.l38x7xmap15).

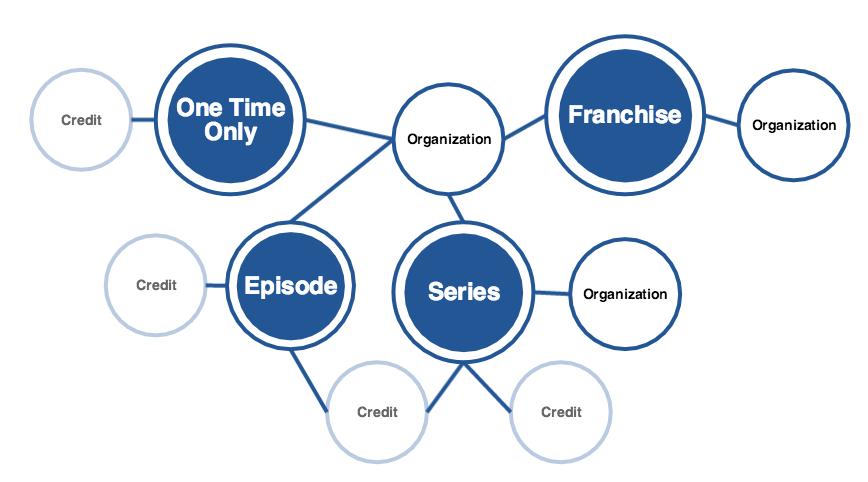
#### Figure 2: Metadata Relationships Between Organizations, Content, and Credits



Once registered, an Organization contains metadata describing its relationship to a content concept over time. Similarly, a Credit contains metadata that identifies a contributor and describes the contributor’s specific role in relation to a content.

Many Organizations and Credits can be associated with one content concept, and Organizations can be associated with various pieces of content. [Figure 3](#h.rq3l0xzd1c14) illustrates these possibilities.

#### Figure 3: Example of Multiple Content Concepts, Organizations, and Credits



This web illustrates how Credits and Organizations can be associated with multiple content concepts.

### Organizations Structural Relational Metadata

An Organization is some business entity with a role in content distribution, such as a Distributor, a Station, or a Producer. These Organizations may have some information like contact information and mailing addresses that would be useful to associate with content for legal reasons and planning.

|  |  |
| --- | --- |
| **Relationship** | **Description** |
| isAssociatedWith | Organization metadata should be associated with a Compilation, [Series](#h.1nby0eec7lra), [Season](#h.dvoudw3nhuzz), [Episode](#h.571gbr1gedfc)/One-Time-Only, Manifestation, or File. |

### Entity = md:Org

### Elements = md:Org

#### Setup for New Organization

During the Acquisition phase of a production, a CRM administrator should register new Organizations in a central metadata system with the following information:

| **Element Name** | **Input Guidelines** | **Examples:** | **Cardinality** | **Obligation** |
| --- | --- | --- | --- | --- |
| Organization@orgID | A Distributors unique ID for internal tracking . | OrgID:xxxx-xxxx-xxxx | 0 | Conditionally Required if Display Name is blank. |
| Organization@domain | The organization's domain name. NOTE: If domain is EIDRPartyID, organization must be a valid EIDR Party ID. | ISAN,TVG,AMG,IMDB,MUZE,TRIB,URI,EIDR,Grid, etc. | 1 |  |
| Organization/DisplayName | A company associated with the work, preferably a list of the producers, distributor or else the original commissioning broadcaster. | NETA, APT | 1…n | Conditionally Required when OrgID is not provided. |
| Organization/Contact Info/Phone | The best phone number to reach the Contact or Organization. | +14155552671 | 1 |  |
| Organization/Contact Info/Phone@Type | A mechanism to identify a number's utility. | Main, Mobile, Fax, Other, Office | 1 |  |
| Organization/Contact Info/Address | The physical address of the Organization’s headquarters. |  | 0 |  |
| Organization@role | A mechanism to identify the role of the organization as it relates to the work. | Producer, Broadcaster, Distributor, Editor, Encoding, Post-Production, Licensor, Other | 1…n | Required |
| Organization/Contact Info/PrimaryEmail | Primary email address for contact. |  | 1 | Required |
| Organization/Contact Info/Name | Use when the contactID is blank. Display name of primary contact. | "Joe Doe" | 1 |  |
| Organization/Contact Info/contactID | If an existing contact is reused, provide the contactID and leave the remaining contact fields blank.The Distributor's assigned contactID. |  | 0 | Conditionally Required if contactID is not provided. |

## 

## Credits

Credits tell the identity and role of someone who contributed to content. For example: Hosted by John Smith.

Multiple Credits can be added to a piece of content.

### Structural Metadata for Credits

|  |  |
| --- | --- |
| **Relationship** | **Description** |
| ContributedTo | Can be associated to Series, Season, or Episode. |

### Entity = md:ContactInfo-type

### Entity = md:ContactInfo-type

#### Some Credit metadata may be known at the Acquisition stage, such as Producer and Director. However, a comprehensive Talent list typically is known toward the end of Production. Once the contact profile is set up, it can be associated to a role.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Element Name** | **Input Guidelines** | **Examples:** | **Cardinality** | **Obligation** |
| Credits@TalentId | The Distributor's assigned UID for the cast or crew prefaced by the Distributor's domain. | XXXX-XXXX-XXXX-XXXX-XXXX | 1..n | Conditionally Required. |
| Credits@role | Producer and Distributor are required.A name of cast or crew associated with the work.  Credits tell the identity and role of someone who contributed to a Series, Episode, OTO, or Story. For example: Directed by John Smith. Some Credit metadata may be known at the Acquisition stage, such as Producer and Director. However, a lot of the Credit metadata cannot be filled in for sure until the end of Production. Multiple Credits can be added to a piece of content. | Writer, Director or Producer | 1 | Required |
| Credits/Display Name | A name of cast or crew associated with the work.  Credits tell the identity and role of someone who contributed to a Series, Episode, OTO, or Story. For example: Directed by John Smith. Some Credit metadata may be known at the Acquisition stage, such as Producer and Director. However, a lot of the Credit metadata cannot be filled in for sure until the end of Production. Multiple Credits can be added to a piece of content. | "Joe Doe" | 1..n | Conditionally Required when TalentID is not provided. |

## Usage Metadata

Within each EMM entity, supplemental content (underwriting, system cues, brand spots, teasers) may have limited rights windows due to popular music tracks or high-profile talent, for example. When supplemental content is combined into a playable sequence, the final manifestation may have a more narrow usage term, than the storyline rights.

A usage term is calculated by identifying the rights windows for each element – including the feature presentation – within a Manifestation. From which, the lowest start and end dates combine to derive a usage term.

### The Rights Usage and Context usage windows are illustrated in Figure 5. Their overlap is the Effective Usage Window. Manifestation Metadata in the Content Lifecycle

The metadata for a Manifestation should be defined during the Production stage and before the beginning of the Distribution stage.

### Entity = pm-reuse:Usage

### Elements = pm-reuse:Manifestation

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Element Name** | **Input Guidelines** | **Examples:** | **Cardinality** | **Obligation** |
| Referent Type | Describes the abstract nature of the content of a referent irrespective of its structuralType. Cannot be be inherited and must be self-defined. | Supplemental | 1 |  |
| Content Identifier | ContentID can refer either to the ContentID associated with metadata, or if Inventory/Manifest/Alias is used, ContentID may refer to an alias ContentID (i.e., Alias/@ContentID). In this case, the aliased ContentID will be substituted as part of the dealiasing process. | "cid:org:pbs.org:Episode:xxx-xxx" "cid:org:pbs.org:Series:xxx-xxx" "cid:Amazon:JDJKSH-SJSHJJJ","cid:HULU:IKKEKKE-JSJSJS14223" | 1…n |  |
| UID | An organization's GUID (global unique identifier) for internal tracking purposes. | XXXX-XXXX-XXXX-XXXX-XXXX | 1 | Required |
| UseWindow/Term | A mechanism to manage embargo. | "2017-10-10T14:22:15Z":"2017-12-10T14:22:15Z" | 1…n | Required |

## File

The physical renderings of a Manifestation.

### File Metadata in the Content Lifecycle

The metadata for a File can be defined during the Production stage and before the beginning of the Distribution stage.

### Entity = pm:File

### Elements = pm:File

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Element Name** | **Input Guidelines** | **Examples:** | **Cardinality** | **Obligation** |
| Parent ID | Maps the file back to a Manifestation. | Manifestation UID | 1 | Required |
| File Name | Filename on media. Full path if appropriate | “P450616-005-1NRHD.mxf” |  |  |
| Asset Class | A category to describe the contents of a file. | manifest, metadata, media, avail, ancillary | 1 | Required |
| Asset UID | An organization's GUID (global unique identifier) for internal tracking purposes. | apid:org:Domain:XXXX-XXXX-XXXX-XXXX-XXXX | 1 | Required |

# Data Dictionary

| **Element Name** | **Element Category** | **Input Guidelines** | **Examples:** |
| --- | --- | --- | --- |
| Actual Length | Functional | The frame-accurate length of a performance.  Example: 01:27:59;05 | 01:27:59;05 |
| Approximate Length | Functional | This value only represents the default Runtime for current and future performances and does not need to capture the HD Level for past Episodes.  If this value is set at the Series level, it determines the default Runtime for newly produced Episodes. This value only represents the Runtime for current and future Episodes and does not need to capture the HD Level for past Episodes. If the value of the Episode differs from this expected value, the actual value may be set at the Episode level. Otherwise, the default value is inherited from the Runtime field at the Series level. | Downton Abbey runs 60 minutes, so Length=60. |
| Asset UID | Administrative | An organization's GUID (global unique identifier) for internal tracking purposes. | apid:XXXX-XXXX-XXXX-XXXX-XXXX |
| Asset Class | Administrative | A category to describe the contents of a file. | manifest, metadata, media, avail, ancillary |
| Audio/Language/ClosedCaption | Technical | If the combined metadata for the manifest includes closed captioning, indicate the language of the captions. | “en” |
| Compilation |  | A collection of multiple whole works, such as an Ultraviolet bundle, DVD with multiple works, a franchise, etc. It serves the purpose of an optional super container for special circumstances, such as the following: Grouping a large body of work (e.g. Ken Burns Collection) Aggregating content for an anthology Series (e.g. Masterpiece) |  |
| Compilation Class | Functional | A grouping mechanism for administrative or organizational convenience that did not actually exist in original presentation. | Blu-ray, Digital Cinema, Distribution Bundle, DVD, EST, Franchise, Home Entertainment, Syndication, Series, Season:Recut, Season:Pro-Forma, Season:Mini-Series, Other |
| Compilation Structural Type | Functional | A compilation can only compile objects with the same structural type. | Abstraction, Performance, or Digital |
| Compilation Title | Functional | The full title to describe the relationship between entries. | Summer of Adventure |
| Content Identifier | Administrative | Content Identifiers provide a means by which to locate an asset across platforms. <type> is the type of identifier.  <domain> is the organization domain name. <category> additional naming to provide context within the scope of ID usage. (optional to include) <ID> (domain specific ID) is a string that corresponds with the domain. | "cid:Amazon:JDJKSH-SJSHJJJ","cid:HULU:IKKEKKE-JSJSJS14223" "cid:org:pbs.org:NOLARoot:NOVA" "cid:EIDR:xxxx-xxxx-xxxx" "cid:org:pbs.org:PackageType:HD-Base" "cid:org:pbs.org:PackageNumber:P123456-002" "cid:org:pbs.org:EditUID:xxx-xxx" |
| Country of Origin | Descriptive | The country from which the work originates.   The country code format should be from the ISO 3166-1 alpha 2 codes (Wikipedia has an easy-to-access list here). Example: The country of origin for CRTC Recording productions is Canada, so the ISO 3166-1 alpha 2 code is CA. | "EN" |
| Credits/Display Name | Descriptive | A name of cast or crew associated with the work.  Credits tell the identity and role of someone who contributed to a Series, Episode, OTO, or Story. For example: Directed by John Smith. Some Credit metadata may be known at the Acquisition stage, such as Producer and Director. However, a lot of the Credit metadata cannot be filled in for sure until the end of Production. Multiple Credits can be added to a piece of content. | "Joe Doe" |
| Credits@role | Administrative | A mechanism to identify the role of the cast or crew as it relates to the work. | Actor, Moderator,Analyst, Music Director,Anchor, Musician,Animal, Actor,Narrator,Animation, Panelist, Announcer, Performer,Appearing, Photographer, Art Director, etc |
| Credits@TalentId | Descriptive | The Distributor's assigned UID for the cast or crew prefaced by the Distributor's domain. | pbs:xxx-xxx-xxx |
| Distribution Number | Functional | Order of display.  Lower-numbered entries are displayed before higher-numbered entries. Entries without this element should be displayed after numbered entries.  Only required when Episode Referrent Type = Main, Pilot, Recut  For example, when two episode segments for cartoons are combined into a single episode title:  Each Episode segment in the same Season is numbered 1a, 1b, 2a, 2b, 2c, etc.  The Episode title representing the combined episode is numbered as: 1, 2, 3, etc. | “1”, "2", "3" |
| Edit/Class | Functional | Describes the state of a storyline. Specifically used track differentiation between edits of the storyline. This does not consider extraneous media insertions, such as proEMM, within storylines. | Original, Unrated, Sanitized, Sanitized Audio, Sanitized Picture, Extended, Shortened, Rereleased, Product Placement, Other |
| Edit/Use | Functional | The original, primary, intended use of the storyline. This does not consider extraneous media that surrounds such as funders. | Theatrical, Broadcast, Home Video, Hospitality, Web, General, Unknown |
| EIDR ID | Administrative | A GUID provided by EIDR for a work or data object. | cid:EIDR:10.5240%2fF592-58D1-A4D9-E968-5435-L |
| Entry | Administrative | A mechanism to represent a work that is a combination of multiple works. |  |
| Entry/Content Identifier | Functional | Maps to UIDs or EIDR IDs compiled in this collection. A compilation can only compile objects with the same structural type. A compilation may not point to another compilation. |  |
| Entry@Class | Functional | Describes the association of the contents of a compilation. | Episode, Installment, Part, Season |
| Entry@EntryNumber | Functional | Indicates the position of this entry within the Compilation. The format matches that of an EIDR Episode Distribution Number. |  |
| Episode Class | Functional | Describes the general type of Episode. Main. EMMt common selection. Pilot. Describes the first distributed show. One Time Only. Describes specials created outside of the regular series' shows. Standalone. Describes a movie or show not related to other works such as a series. Recut. Describes stacked shows or shows where there storyline is edited. Segment. Describes segments within a show, such as a cartoon. | Main, Pilot, Standalone, Special, Omnibus, Recut, Segment |
| Episode Number | Functional | Where an episode fits in sequence (e.g., episode 1 is “1”). Start with 1. If it is the only one in the sequence, it is numbered 1. This is a strict ordering that may not necessarily correspond with the actual release number. For example, if a show issues with episodes represented in DistributionNumber as‘1’, ‘2’, ‘3a’, ‘3b’ and 4, the corresponding Episode Number will be ‘1’, ‘2’, ‘3’, ‘4’ and ‘5’. | “0101”, "1A", "1" |
| Episode Title Class | Functional | Describes the state of the full title. | “release”, “regional”, “AKA”, “Working” or “Internal”. |
| File Name | Administrative | Physical file. The filename of an asset. Full path if appropriate. | “P450616-005-1NRHD.mxf” |
| First Satellite Feed Date | Functional | The date and time the Distributor releases the performance to its constiuents via a satellite feed. | "2017-10-10T14:22:15Z" |
| Genre Primary | Descriptive | PBS's custom reporting mechism to manage similar topics. | "Children’s" |
| Genre Secondary | Descriptive | Subject-matter attributes that describe the show. Used to drive recommendation engines on MSOs, OTT, and VOD. | "History","Drama" |
| Language Primary | Functional | Indicates the primary language spoken in the original work. | œ en (English) œ sp (Spanish) œ de (German) œ fr (French) œ ja (Japanese) |
| Language Primary@mode | Functional | An EIDR concept. If AudioVisual, ReleaseDate must be after 1893; if Visual, "mode" attribute of OriginalLanguage or VersionLanguage must not be Audio. | Audio, Visual, AudioVisual |
| Language Secondary | Functional | This field lists the secondary languages, if any, used in the original production. | Refer to Language Primary. |
| Manifestation Class | Functional | Describes the distributable work. | Version Language,VOD,EST,Game Machine,Mobile,Web,Master,Mezzanine,Proxy,Screener,DVD,Blu-ray,HD,SD,UHD,Other |
| Manifestation Title | Functional | Describes a particular distributable instantiation of a work. | “Mercy Street” |
| Organization/Contact Info/Address | Administrative | The physical address of the Organization’s headquarters. | 123 Oak Street, Wellington, OH 12345 |
| Organization/Contact Info/contactUID | Administrative | The Distributor's assigned contact UID. | xxx-xxx-xxx |
| Organization/Contact Info/Name | Administrative | Display name of primary contact. | John Smith |
| Organization/Contact Info/Phone | Administrative | The best phone number to reach the Contact or Organization. | +14155552671 |
| Organization/Contact Info/Phone@Type | Administrative | A mechanism to identify a number's utility. | Main, Mobile, Fax, Other, Office |
| Organization/Contact Info/PrimaryEmail | Administrative | Primary email address for contact. | johnsmith@email.com |
| Organization/DisplayName | Administrative | A company associated with the work, preferably a list of the producers, distributor or else the original commissioning broadcaster. | National Education Television Association, American Public Television, Public Broadcasting System |
| Organization@domain | Administrative | The organization's domain name. NOTE: If domain is EIDRPartyID, organization must be a valid EIDR Party ID. | NETA,APT,PBS,ISAN,TVG,AMG,IMDB,MUZE,TRIB,URI,EIDRPartyID,Grid, etc. |
| Organization@organizationUID | Administrative | A Distributors unique ID for internal tracking . | xxx-xxx-xxx |
| Organization@role | Administrative | A mechanism to identify the role of the organization as it relates to the work. | Producer, Broadcaster, Distributor, Editor, Encoding, Post-Production, Licensor, Other |
| Package Domain | Administrative | See content identifier. | cid:org:pbs.org:PackageNumber:P123456-002 |
| Package ID | Administrative | See content identifier. | cid:org:pbs.org:PackageNumber:P123456-002 |
| Package Number | Administrative | See content identifier. | cid:org:pbs.org:PackageNumber:P123456-002 |
| Package Revision Number | Administrative | See content identifier. | cid:org:pbs.org:PackageNumber:P123456-002 |
| Package Type | Administrative | See content identifier. | cid:org:pbs.org:PackageType:HD-Base |
| Parent ID | Structural | An organization's GUID (global unique identifier) for a work to create parent/child relationships between data objects. | "XXXX-XXXX-XXXX-XXXX-XXXX" |
| Referent Type | Structural | A mechanism to identify the record's place within an organization's data object model. | Series, Season, TV, Movie, Web, Short, or Supplemental |
| Release Date | Functional | A date or four-digit year of the work's original release prefaced with the affected platform. | "broadcast:2003" "amazon:2015" "web:2017-10-24" |
| Season Class | Functional | Describes the original release Season.  Main. EMMt common selection. Adjunct. Used when distinct segments or episodes are combined into a presentation offered outside of the original season. | Main, Adjunct |
| Season Title | Functional | To differentiate - for example 'season 1' - across programs, Distributor's use a season title to make their seasons unique. | [Series Title] + “Season” + [Season Number]  "Arthur Season 1" |
| Sequence Number | Functional | A flexible, but mainly numeric, representation of the sequence of release within a set or season as used in distribution. Allows non-numeric values such as '3a' and '1.2'. | 9, 3a, 1.2 |
| Series Class | Functional | Describes the general type of Series. EMMt Series are Episodic, which is assumed if no Series Class is provided. | Episodic, Anthology, Mini-series |
| Series Title | Functional | The Series’ original release title in mixed case without trailing articles. For EMMt programs, the Series is the name of the program and contains multiple Seasons that run for several Episodes. Examples of a Series include NOVA, Nature, PBS Newshour. A Series can be part of a Collection in association with another Series or an One Time Only show. | Episodic, Anthology, Mini-series |
| Structural Type | Structural | A mechanism to identify the record structure (or required fields) dependant on the work it represents (Abstraction, Performance, or Digital). | Abstraction, Performance, or Digital |
| SynopsisShort | Descriptive | A short description of the nature of the work to assist discovery and manual de-duplication for display on OTT and EPG platforms. Not a plot synopsis. | Romeo and Juliet are teenagers who fall in love despite their families hate and leads to their doom. |
| SynopsisLong | Descriptive | Preferably 500 characters only. The plot of an episode. Additional information regarding the nature of the work to assist discovery and manual de-duplication. | William Shakespeare's Romeo and Juliet is a beloved play that is 400 years old, and is the EMMt popular of this man's works. The play opens with a throwback to the ancient Greek choruses, where the actor(s) bring the audience into the action of the play by telling it everything that has come before the action begins, a form of exposition. The first scene is a fight in the street between to two factions, the Capulets and the Montagues, and here is its we are introduced to Romeo, of late unhappy that his romance with Rosaline has gone sour. Here he meets with his friends, Benvolio (a kinsman) and Mercutio (best friend, and cousin to the Count) |
| Title | Descriptive | The original release title in mixed case without trailing articles. | “Mercy Street”, "Summer of Adventure" |
| Title/Class | Administrative | A mechanism to classify the state of the title itself. | “release”, “regional”, “AKA”, “Working” or “Internal”. |
| Title/Language | Administrative | The language of the title. | e.g., en |
| Title120 | Descriptive | An abbreviation of the original release title in mixed case without trailing articles for display on OTT and EPG platforms. | “Decision 2016 Election Special” |
| UID | Administrative | An organization's GUID (global unique identifier) for internal tracking purposes. | "XXXX-XXXX-XXXX-XXXX-XXXX" |
| UseWindow | Functional | A mechanism to manage embargo. | "2017-10-10T14:22:15Z" |
| Video/V-Chip | Technical | Use as a Rating and Reason concatenation. If none, use UNRATED. | "TV-PG-V" |

# Figure 1. Required fields within the Data Model

