TVMan new Genre 2018

media
press

Actual TVMan classification

FORM*					FIKTION			
Language*			ENGL				DEUT	
TYPE*		Movie	Short	TV		Spielfilm	Kurzfilm	Fernsehnfilm
SUBTYPE*	Comedy	Drama	...			Drama	Komödie	...
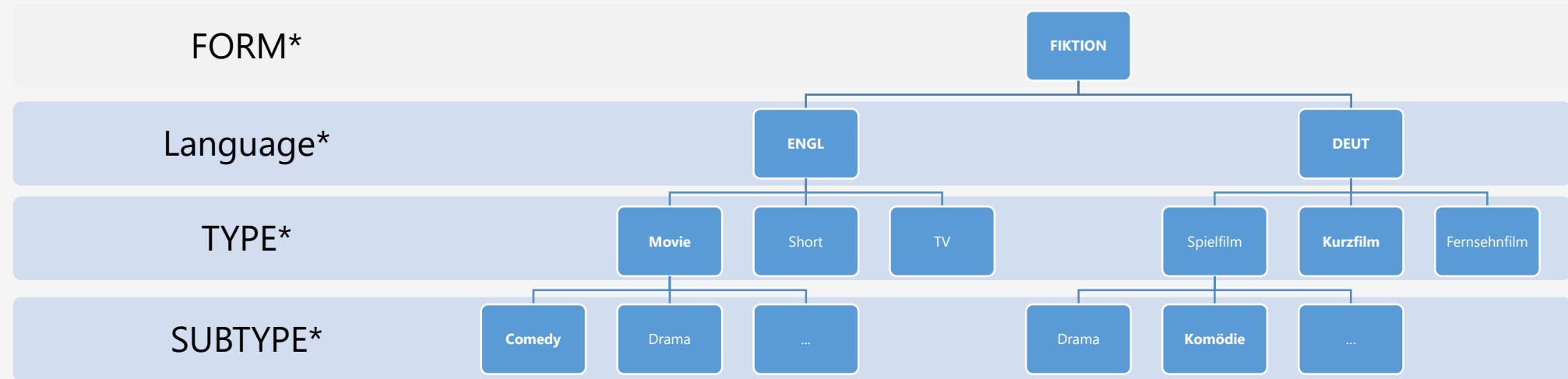
- Classification is hierarchical
- Only FORM is independent from the language in which the content is described, which means that the same movie can be classified differently in each language!
- German editors use the additional field "KIND (aka Bemerkung)" to describe other forms, like "Magazine", "Reportage"
- * - all fields are always required

What's wrong with the actual classification?

- Old classification is **language-dependent,** whereas tv-content is multilingual;

- **Current classification is inadequate** to the new television formats, e.g. Reality Show, Game shows, Magazines, etc.;

- **No unified editorial guidelines** for all languages – based on a form of television program;

- Content matching when importing data should be related to the format, i.e. different rules for film, series, magazines, documentary;

- Not easy to distinguish the target group – animation for adults or children?

- It is not possible **to classify a film with more than one genre**, e.g. Comedy / Western / Sci-Fi – Comedy with elements of Western and Sci-Fi;

- Its difficult to understand for customers and difficult to adjust to their needs;

- Its difficult to maintain (any changes – on Db are time consuming)

NEW classification: television format & content genre

➤ Separate classification of TV format and content

➤ Language independent

➤ **2-level Form (television format) classification**

Form*

Film

SubForm — Short Film, Feature Film, TV Film, Documentary
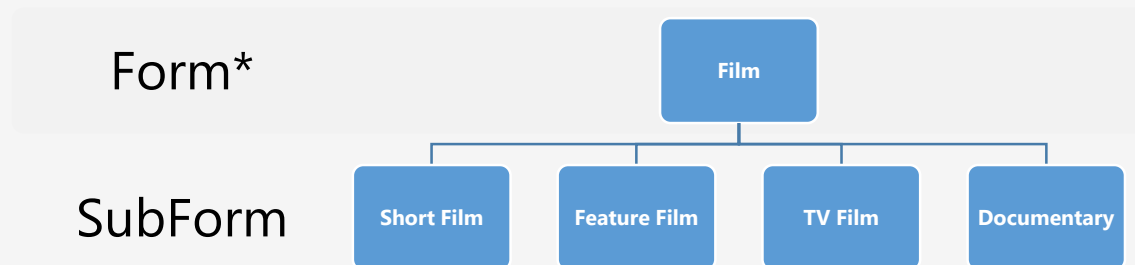
➤ **Content** will be classified with **multiple genres**: *"Action / Comedy / Crime"*.

(order is significant, i.e. „Action/Comedy" is not the same as „Comedy/Action")

➤ **Target group:** *Children, Adults, General Audience*

New fields in tv-content record

Form	**Form*** (new)	*Film, Series, Magazine, Documentary, News, Stage*
	SubForm (new)	*Film:TV-Movie, Stage:Music, Film:Short, Film:Feature film*
Content	**genre1*** (new)	*e.g. Drama, Action, Comedy, Thriller*
	genre2,N (new)	*Drama, SciFi, Comedy - Drama featuring SciFi and Comedy*
print genre (language specific)	**STYP** (old)	*e.g. Film fabularny, Tragikomödie, Драма*

Version (new)	*Director's cut, Special Edition, Compilation, etc.*

New TV formats (TBD – To Be Discussed)

Form*	SubForm												
	Form21	Form22	Form23	Form24	Form25	Form26	Form27	Form28	Form29	Form210	Form211	Form212	Form213
Film	Feature film	TV film	Short film	Documentary	Video film								
Series	Miniseries	(Sitcom)	(Soap opera)	Cartoon	Animation	Anime	Anthology series						
Stage	Concert	Play	Ballet	Musical	Opera	Operetta	Teleplay						
Documentary	One-off documentary	Series	Reportage										
Current (events)broadcast	Event coverage	Speech											
Magazine	Breakfast TV	Infotainment	Info magazine	Children's magazine									
Talk	Interview	Talk Show	Debate	Panel show									
Reality TV	Docu-Crime	Court-Show	Scripted-Docu	Hidden Camera	Dateshow	Docusoap							
News/Info	Newscast	Local News	Weather forecast	Business news	Lotto								
Advert	TV Shop	Commercial programme											
Entertainment	Music video	Circus	Quiz	Comedy show	Music show	Game show	Gala	Award Show	Show	Clips	Ranking-Show	Castingshow	Sportshow
Special broadcast	To be announced	Trailer	Tracking Shot	Intermission	Preview								
Radio?													
Sport													

FORMAT: SPORT

- Sport events will be classified with **Form = „SPORT",** sport discipline as Genre

- Questions:

    - What about sport magazines?

        Form=*Magazine* **Genre=***Sport, Football,*

        or rather **Form=***Sport*, **SubForm=***Magazine*, **Genre=***Football*?

New genre in TVMan

New genre in TVMan

Project plan (TVMan Next)

1 **Show new fields** *form1*, form2, genre1*, genre2* in TVMan

2 **Form1, Genre1** is required for all production content

3 Use the new classification in the whole production & EPG exports

- Display new genre fields in TVMan for edit next to the old FORM/TYP/STYP
- Color classification for: *movies, series, sport, docus* based on new form1
- Collect feedback from editorial teams
- Review bi-directional mapping old->new, new-old
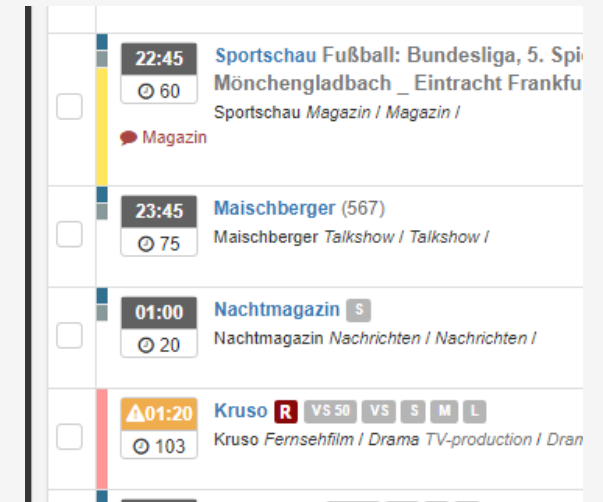- **New fields are editable and searchable**

Goals:
- Final definition of the new classification
- Define new editorial guidelines – word document
- Set up new fields for all regular contents!

- All tv-content records must have valid new classification (required fields form1, genre1)
- For new content, TVMan will simulate old FORM/TYP/STYP/KIND based on the mapping, but editors can overwrite it

22:45 ⏱60 💬 Magazin	**Sportschau Fußball: Bundesliga, 5. Spi Mönchengladbach _ Eintracht Frankfu** Sportschau *Magazin / Magazin /*	
23:45 ⏱75	**Maischberger** (567) Maischberger *Talkshow / Talkshow /*	
01:00 ⏱20	**Nachtmagazin** Ⓢ Nachtmagazin *Nachrichten / Nachrichten /*	
⚠01:20 ⏱103	**Kruso** Ⓡ VS 50 VS S M L Kruso *Fernsehfilm / Drama TV-production / Dran*	

Color classification (bars)