FEASIBILITY STUDY FORM

STATEMENT OF REQUIREMENT INFORMATION	
STATEMENT OF REQUIREMENT NUMBER: UMCHANGE-375	**DATE ISSUED:** 19/09/2012
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SPONSORSHIP: UMGI/DGP	

CHANGE REQUEST TITLE
UMCHANGE-375 – DDEX ERN 3.5 Improvements

digiplug	Feasibility Study Form
Universal – Digiplug/Accenture	Version 1.2 – 25/09/2012

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REVISION HISTORY

Version	Author	Date	Description
1.0	Georges Bou Chahine	19/09/2012	First release of the document
1.1	Georges Bou Chahine	20/09/2012	Test Scenarios added
1.2	Georges Bou Chahine	25/09/2012	Test Scenarios updated after UMGI review

CHANGE DESCRIPTION

ORIGINAL CHANGE REQUEST

Description of proposed change:
UMGI needs to implement the new version of DDEX Standard: ERN 3.5 to make use of its new functionalities such as a Release Date value per Territory.

Original CR document:

CR-Distribution-DDEX
-ERN-3.5-Improveme

JUSTIFICATION FOR PROPOSED CHANGE

Address various problems identified in testing and roll out with partners of the ERN 3.3 schema. Some of these are blocking issue preventing roll out. Others address concerns raised by partners such as file size issues.

SCOPE

SCOPE HISTORY

Raised by	In/Out	Description and impacts	Validated by	Date
UMGI	IN	Release Date in Release Details per Territory	Georges Bou Chahine	16/08/2012
UMGI	OUT	Aggregator Rationalization	Georges Bou Chahine	10/09/2012
UMGI	IN	Deal section optimization	Georges Bou Chahine	16/08/2012
UMGI	IN	Resource Data section optimization	Georges Bou Chahine	16/08/2012
UMGI	OUT	Release Data section optimization	Georges Bou Chahine	22/08/2012
UMGI	OUT	Analyze and align with latest version of Release and Business profiles	Georges Bou Chahine	16/08/2012
UMGI	IN	Update ERN header scheme location	Georges Bou Chahine	16/08/2012
UMGI	OUT	Preview clip permission start	Georges Bou Chahine	22/08/2012
UMGI	IN	Populate Monopoly resource in MIDI section	Georges Bou Chahine	16/08/2012
UMGI	IN	Support Longform product type	Georges Bou Chahine	16/08/2012
UMGI	IN	XML Reader Tool compliancy	Georges Bou Chahine	22/08/2012
UMGI	IN	Change of Classical Release mapping	Georges Bou Chahine	12/09/2012
UMGI	IN	Include Product expiry information	Georges Bou Chahine	12/09/2012

SCOPE SUMMARY

The scope of this CR is to implement the latest version of DDEX Standard: ERN 3.5

USER STORIES

USER STORIES SUMMARY

User Story Id	Description	Scenario Id
UMCHANGE-375_US_1	Export Territory Release Date in Release Details by Territory	
UMCHANGE-375_US_2	Group Territories with identical Deals within one Deal	
UMCHANGE-375_US_3	Reduce localization of Resource metadata	
UMCHANGE-375_US_4	Export full version of Schema Location	
UMCHANGE-375_US_5	Export Monopoly resources as Midi files	
UMCHANGE-375_US_6	The system delivers a Longform product to a BP using DDEX ERN	
UMCHANGE-375_US_7	A user opens a DDEX ERN 3.5 message using the XML released tool	
UMCHANGE-375_US_8	Support Classical Album products as ReleaseType	
UMCHANGE-375_US_9	Add an EndDate tag at the end of each Deal with the Expiry Date value and a Takedown deal at the end of each ReleaseDeal	
UMCHANGE-375_US_10	The system triggers an Update when the product expiry date is updated/added	

CURRENT DSC LOGIC

- Currently, the implemented DDEX plugin is DDEX ERN 3.3
- No release date by territory is provided
- All fields are repeated for each territory in Resource data section
- A deal section is created for each territory even if multiple territories share the same deal and start date

Example:

```
<Deal>
<DealReference>DEFAULT</DealReference>
<DealTerms>
  <CommercialModelType>PayAsYouGoModel</CommercialModelType>
  <Usage>
    <UseType>ConditionalDownload</UseType>
    <DistributionChannelType UserDefinedValue="Mobile" Namespace="PA-DPIDA-2012031302-
        R">UserDefined</DistributionChannelType>
  </Usage>
  <TerritoryCode>SE</TerritoryCode>
  <PriceInformation>
    <PriceType Namespace="PA-DPIDA-2012031302-R">TP</PriceType>
  </PriceInformation>
  <ValidityPeriod>
    <StartDate>2012-04-05Z</StartDate>
  </ValidityPeriod>
</DealTerms>
</Deal>
<Deal>
  <DealReference>DEFAULT</DealReference>
  <DealTerms>
    <CommercialModelType>PayAsYouGoModel</CommercialModelType>
    <Usage>
      <UseType>ConditionalDownload</UseType>
      <DistributionChannelType UserDefinedValue="Mobile" Namespace="PA-DPIDA-2012031302-
          R">UserDefined</DistributionChannelType>
    </Usage>
    <TerritoryCode>GB</TerritoryCode>
    <PriceInformation>
      <PriceType Namespace="PA-DPIDA-2012031302-R">TP</PriceType>
    </PriceInformation>
    <ValidityPeriod>
      <StartDate>2012-04-05Z</StartDate>
    </ValidityPeriod>
  </DealTerms>
</Deal>
```

- A short form of the ERN header scheme location is used

Example:

```
<?xml version="1.0" encoding="UTF-8" standalone="yes"?>
<ns2:NewReleaseMessage xmlns:ns2="http://ddex.net/xml/2011/ern-main/33"
MessageSchemaVersionId="2011/ern-main/33">
```

- Monopoly resource is populated in Sound Recording section
- Longform products are not supported
- In the Product and Track Release sections, Release Type for classical releases are set as a UserDefinedValue. The Product and Track classical release types are determined by the musictype metadata.

<u>Example</u>

```
<ReleaseType>Album</ReleaseType>
<ReleaseType UserDefinedValue="ClassicalRelease" Namespace="UMGI_DPID">UserDefined</ReleaseType>
```

- An "Invalid Ingested Data" task with "Product Invalid Artist" type is raised when no artist exists in the metadata during the ingestion, and the product remains Not Orderable.

DDEX ERN 3.5

The complete list of metadata and rules to produce the ERN XML file is given in the Metadata mapping document below :

UMGI.DSCT.TECH.D
EL.PLUGIN.01 - DDEX

Glossary

Notion	Description
Release	Represents a sellable object e.g. product or track single. A release is composed of several Resources among SoundRecording, Image, Video, Midi and Text.
Release Type	Represents a form in which a product is released. Several release type may be provided for a release e.g. Booklet Release, Video Album A DSC product type may correspond to several DDEX Release type
Sound Recording	Represents an audio asset e.g audio_fulltrack, audio_30s, realtones, speechtones
Image	Represents an image asset e.g. cover, screengrab, wallpapers
Video	Represents a video asset e.g. video_fulltrack, longform
Text	Represents a text asset e.g. booklet
Midi	Represents a Midi resource e.g MonoPoly ringtones
Work	Represents a musical composition e.g. classical movement
Deal	Represents the commercial information (ToU and pricing) for a Release
Cue Sheet	Represents the detailed listing of each piece of music used in a video e.g. index points
Collection	Represents a collection of resources, e.g. episode, season, series
Core Level	Represents the information and XML fields for the Originating Country
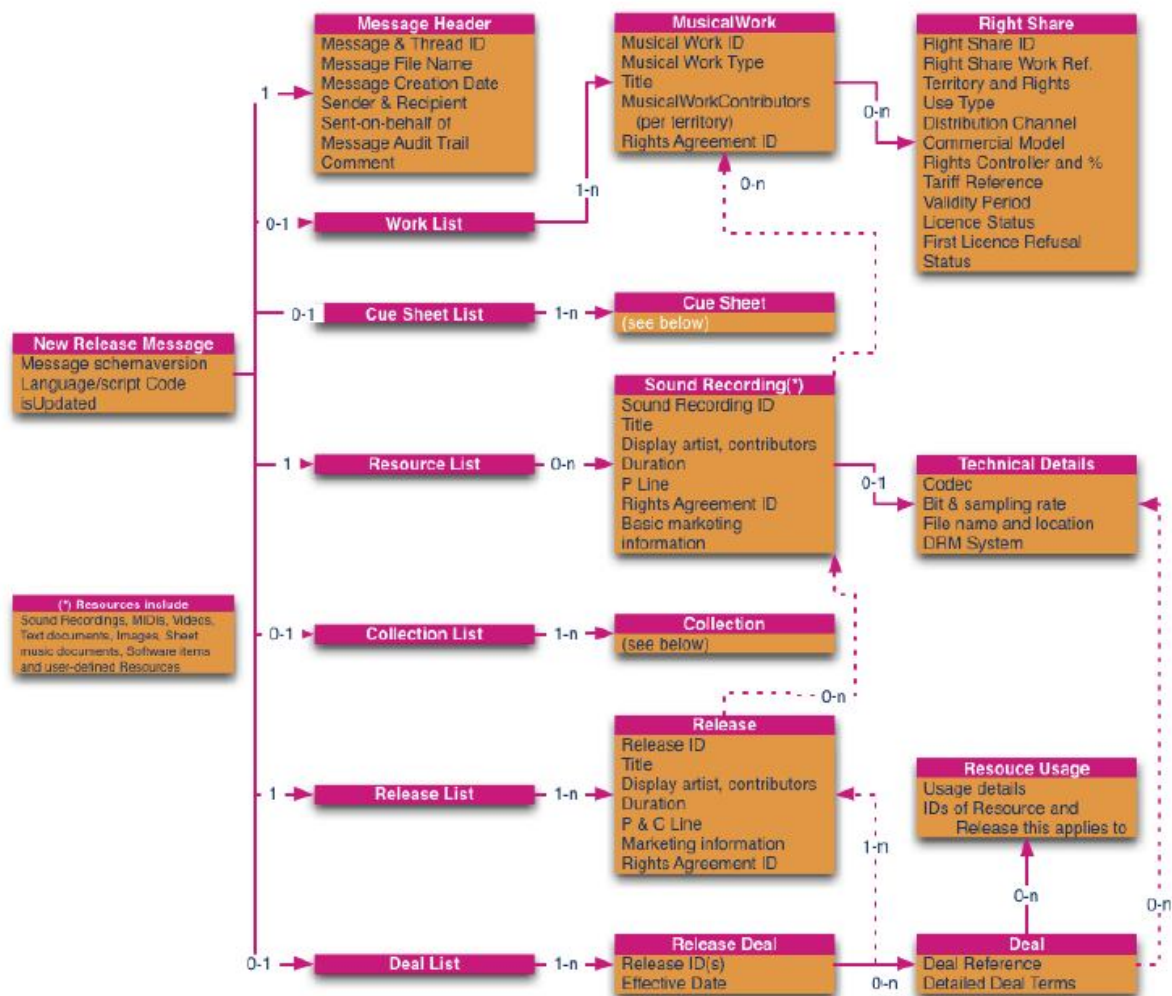
The figure above is the Information content in the New Release Message– from DDEX-ERNM-3.5 document

DETAILED USER STORIES

UMCHANGE-375_US_1: Export Territory Release Date in Release Details by Territory

Aim of the user story
- *The purpose of the user story is to export a release date for each territory. The release date can be displayed in the business partner's store front. The value is for display purposes only and is not used to dermine when an item is available for sale*

Description
- A product is ordered for a BP using DDEX plugin
- The product is processed and delivered with ERN 3.5 format
- The XML file contains the following information :
    o Resource (Image and Sound Recording)
    o Release
    o Deal : ToU and pricing
- The ReleaseDetailsByTerritory inside Release section contains ReleaseDate tag set to the release date value per territory for both Product and Track releases

UMCHANGE-375_US_2: Group Territories with identical Deals within one Deal

Aim of the user story
- *The purpose of the user story is to reduce the number of deals in the release message and this by grouping territories with identical deals.*

Description
- A multi-territory audio product is ordered for a BP using DDEX plugin
- The product is processed and delivered with ERN 3.5 format
- All Territories with identical Deals are listed within one Deal

UMCHANGE-375_US_3: Reduce localization of Resource metadata

Aim of the user story
- *The purpose of the user story is to reduce localization of resource metadata by allowing only some fields to be localized and keeping the rest as core metadata*

Description
- A multi-territory audio product is ordered for a BP using DDEX plugin
- The product is processed and delivered with ERN 3.5 format
- In the ResourceList section, all territory shared information fields are listed at core level
- An exception list of fields are localized if there is a difference between the core and local level

UMCHANGE-375_US_4: Export full version of Schema Location

Aim of the user story
- *The aim of the user story is to make the delivered XML readable by all the XML editing tools*

Description
- An audio product is ordered for a BP using DDEX plugin
- The product is processed and delivered with ERN 3.5 format
- The binaries are delivered with the BP formats as specified in its delivery configuration
- The XML file contains the full version of the schema location in its header

UMCHANGE-375_US_5: Export Monopoly resources as Midi

Aim of the user story
- *The aim of the user story is to export monopoly resources as midi as these are not sound recordings.*

Description
- An monopoly product is ordered for a BP using DDEX plugin
- The product is processed and delivered with ERN 3.5 format
- The binaries are delivered with the BP formats as specified in its delivery configuration
- The monopoly resource is populated in Midi section of the XML

UMCHANGE-375_US_6: The system delivers a Longform product to a BP using DDEX ERN

Aim of the user story
- *The aim of the user story is to export Longform products with DDEX ERN*

Description
- A Longform product (Concert Film, Concert Video or Episode) is ordered for a BP using DDEX plugin
- The product is processed and delivered with ERN 3.5 format
- The binaries are delivered with the BP formats as specified in its delivery configuration
- The XML file contains the following information :
    - o Resource (Image and Sound Recording)
    - o Release
    - o Deal : ToU and pricing

UMCHANGE-375_US_7: A user opens a DDEX ERN 3.5 message using the XML released tool

Aim of the user story
- *The aim of the user story is to make sure the XML Reader Tool supports the newly implemented changes*

Description
- An audio product is ordered for a BP using DDEX plugin
- The product is processed and delivered with ERN 3.5 format
- The binaries are delivered with the BP formats as specified in its delivery configuration
- The XML file is delivered to the BP
- The XML Reader Tool is compliant with the changes and can support/display the new improvements

UMCHANGE-375_US_8: Support Classical Album products as ReleaseType

Aim of the user story
- *The aim of the user story is to export a Classical Product as Classical Album*

Description
- A Classical producs is ordered for a BP using DDEX plugin
- The product is processed and delivered with ERN 3.5 format
- The binaries are delivered with the BP formats as specified in its delivery configuration
- In the XML file:
    - Product Release section, the ReleaseType tag is set to ClassicalAlbum since a classical resource group exists
    - Track Release section, the ReleaseType taf is set to TrackRelease

UMCHANGE-375_US_9: Add an EndDate tag at the end of each Deal and a Takedown deal at the end of each ReleaseDeal where expiry set in DSC

Aim of the user story
- *The aim of the user story is to communicate product expiry date to BPs (by adding EndDate / Takedown deal)*

Description
- An audio product is ordered for a BP using DDEX plugin
- The product is processed and delivered with ERN 3.5 format
- The binaries are delivered with the BP formats as specified in its delivery configuration
- In the XML file:
    - ReleaseDeal section, an EndDate is set for each deal with the Expiry Date value
    - ReleaseDeal section, a Takedown Deal exists with the Product Expiry Date value as StartDate (for product and track releases)

UMCHANGE-375_US_10: The system triggers an Update when the product expiry date is updated/added

Aim of the user story
- *The aim of the user story is to communicate the updated/added product expiry date to the BPs in case it is in the future*

Description
- An audio product is ordered for a BP using DDEX plugin
- The product is processed and delivered with ERN 3.5 format
- The binaries are delivered with the BP formats as specified in its delivery configuration
- In the XML file:
    o ReleaseDeal section, an EndDate is set for each deal with the Expiry Date value
    o ReleaseDeal section, a Takedown Deal exists with the Product Expiry Date value as StartDate (for product and track releases)
- The expiry date is updated/changed with a value in the future
- The system triggers an updated
- The BP receives an XML with the updated expiry date

DETAILED DESIGN

Release date

A new tag "Release Date" will be added to the Release List, Release section, in "Release Details By Territory".
This tag will be populated with territory release date and will have the following definition:
"A Composite containing details of the Date when the Release is made available. For display purposesonly. Refer to Deal section for permissions and relevant start and end date."

```
<ReleaseList>
        <Release>
                .
                .
                <ReleaseDetailsByTerritory>
                        <TerritoryCode>GB</TerritoryCode>
                        .
                        .
                        <Genre>...</Genre>
                        <ReleaseDate> 2012-11-15Z</ReleaseDate>
                </ReleaseDetailsByTerritory>
                <ReleaseDetailsByTerritory>
                        <TerritoryCode>FR</TerritoryCode>
                        .
                        .
                        <Genre>...</Genre>
                        <ReleaseDate> 2012-11-20Z</ReleaseDate>
                </ReleaseDetailsByTerritory>

        </Release>
```

Deal Section changes

Deal Optimization

Deal section will be optimized in order to improve the message readability and to reduce its size.

Territories where Identical deals apply will be grouped together in one deal.
In order to share the same deal, territories should share the same:
- Commercial Model Type
- Usage
- Distribution Channel Type
- Price
- Start Date
- End Date

Product Expiry Information

End Date tag will be added for each Deal. The value of this tag will be the Product local expiry date.

In order to inform in advance the BP about the takedown date, a takedown deal will be added for each ReleaseDeal. The date of the takedown is equal to the Product local expiry date.

If the expiry date of the product changes, an update XML should be sent to the BP to communicate the new expiry date in the takedown deal.

The EndDate tag will no be used in 2 cases:
- When a product has no campaign and no expiry date is set. There will be one deal with a start date but with no end date.
- A permanent campaign period exists and no expiry date is set; the deal that relates to this last period won't have an end date.

XML Examples

Example 1: 2 Territories, same Deal

Release	Deal	Territory
R0	Pay As you Go / Conditional Download / Mobile	SE, GB

```
<ReleaseDeal>
   <DealReleaseReference>R0</DealReference>
    <Deal>
      <DealTerms>
        <CommercialModelType>PayAsYouGoModel</CommercialModelType>
        <Usage>
          <UseType>ConditionalDownload</UseType>
          <DistributionChannelType UserDefinedValue="Mobile" Namespace="PA-DPIDA-2012031302-
             R">UserDefined</DistributionChannelType>
        </Usage>
        <TerritoryCode>SE</TerritoryCode>
        <TerritoryCode>GB</TerritoryCode>
        <PriceInformation>
          <PriceType Namespace="PA-DPIDA-2012031302-R">TP</PriceType>
        </PriceInformation>
        <ValidityPeriod>
          <StartDate>2012-04-05Z</StartDate>
          <EndDate>2015-04-05Z</EndDate>
        </ValidityPeriod>
      </DealTerms>
    </Deal>
    <Deal>
      <DealTerms>
        <TakeDown>true</TakeDown>
        <TerritoryCode>SE</TerritoryCode>
        <TerritoryCode>GB</TerritoryCode>
        <ValidityPeriod>
          <StartDate>2015-04-05Z</StartDate>
        </ValidityPeriod>
      </DealTerms>
    </Deal>
</ReleaseDeal>
```

If multiple Releases share the same Terms of Use/Territories/Price, multiple "DealReleaseReference" tags can be set in the same ReleaseDeal section.

Example 2: 2 Releases, same Deal

Release Reference	Deal	Territory
R0	Pay As you Go / Conditional Download / Mobile	SE, GB
R1	Pay As you Go / Conditional Download / Mobile	SE, GB

```
<ReleaseDeal>
  <DealReleaseReference>R0</DealReference>
  <DealReleaseReference>R1</DealReference>
   <Deal>
     <DealTerms>
       <CommercialModelType>PayAsYouGoModel</CommercialModelType>
       <Usage>
         <UseType>ConditionalDownload</UseType>
         <DistributionChannelType UserDefinedValue="Mobile" Namespace="PA-DPIDA-2012031302-
            R">UserDefined</DistributionChannelType>
       </Usage>
       <TerritoryCode>SE</TerritoryCode>
       <TerritoryCode>GB</TerritoryCode>
       <PriceInformation>
         <PriceType Namespace="PA-DPIDA-2012031302-R">TP</PriceType>
       </PriceInformation>
       <ValidityPeriod>
         <StartDate>2012-04-05Z</StartDate>
         <EndDate>2015-04-05Z</EndDate>
       </ValidityPeriod>
     </DealTerms>
   </Deal>
    <Deal>
     <DealTerms>
       <TakeDown>1</TakeDown>
       <TerritoryCode>SE</TerritoryCode>
       <TerritoryCode>GB</TerritoryCode>
       <ValidityPeriod>
         <StartDate>2015-04-05Z</StartDate>
       </ValidityPeriod>
     </DealTerms>
   </Deal>
</ReleaseDeal>
```

Steps for DealList Optimization

The steps to optimize the DealList section are:

- For each release, if multiple territories share the same deal, they will be grouped together
- If multiple releases share the same territories/deals grouping (the result of step 1), they will be grouped together

The same steps apply for "Takedown" and "AllDealsCancelled" deals.

Resource data section optimization

In order to optimize the Resource data section, localization will be reduced to some fields only.
The fileds where localization is allowed are the following:
- Genre
- Parental warning
- P/C notice
- Local Talents

The fields listed in the above list should be compared to the Core level fields. Whenever a difference is detected between the core and the local value of the field, a localization will be taken into consideration and **ALL** fields will be mentioned in the territory section (not only the fields with difference).

The TechnicalResourceDetailsReference tag in TechnicalSoundRecordingDetails will no longer include the country_code in it's value for:
- Sound Recording
- Image
- Video
- Text
- Midi

AS IS example:

```
<TechnicalResourceDetailsReference>T107415091820DE</TechnicalResourceDetailsReference>
```

TO BE example:

```
<TechnicalResourceDetailsReference>T107415091820</TechnicalResourceDetailsReference>
```

All territories can be grouped together except the following:
- All territories with translated metadata (JP, CH, TH, KR, HK etc..)

Optimized XML Sample

The XML sample attached below is an optimized DDEX XML for an eAlbum product.

The ResourceList section was optimized from 4 601 lines to 939 lines (80% of the ResourceList section size reduction).

The DealList section was optimized from 17 837 lines to 588 lines (97% of the DealList section size reduction). To this sample were added the EndDate tags and TakeDown deals.

The whole XML was optimized from 25 847 lines to 4 410 lines (82% of the XML file size reduction).

Optimized Section	Initial Size (lines)	New Size (lines)	Size Reduction (%)
ResourceList	4 601	939	80%
DealList	17 837	588	97%
Total	25 847	4 410	82%

Optimized XML attached below.

UMG_Metadata_IFPI
_Piracy_new_008880

ERN Header Scheme Location

A long form of the ERN header scheme location will be used instead of the short form used today.

TO BE example:

```
<?xml version="1.0"?>
<ernm:NewReleaseMessage xmlns:ddexc="http://ddex.net/xml/20120719/ddexC"
xmlns:ernm="http://ddex.net/xml/ern/35" xmlns:xs="http://www.w3.org/2001/XMLSchema-instance"
MessageSchemaVersionId="ern/35" LanguageAndScriptCode="en"
xs:schemaLocation="http://ddex.net/xml/ern/35/release-notification.xsd">
```

Monopoly Resource

Monopoly resources will be populated in ResourceList, MIDI section.

```
┌─────────────────────────┐      ┌─────────────────┐      ┌─────────────────────────────┐
│   NewReleaseMessage     │─1──▶ │   ResourceList  │─0..n▶│            MIDI             │
├─────────────────────────┤      └─────────────────┘      ├─────────────────────────────┤
│ Message Schema Version ID│                               │ Midi ID                     │
└─────────────────────────┘                               │ Midi Type                   │
                                                           │ Resource Reference          │
                                                           │ Reference Title             │
                                                           │ Is Bonus Resource           │
                                                           │ Duration                    │
                                                           │ Midi Details By Territory   │
                                                           └─────────────────────────────┘
```
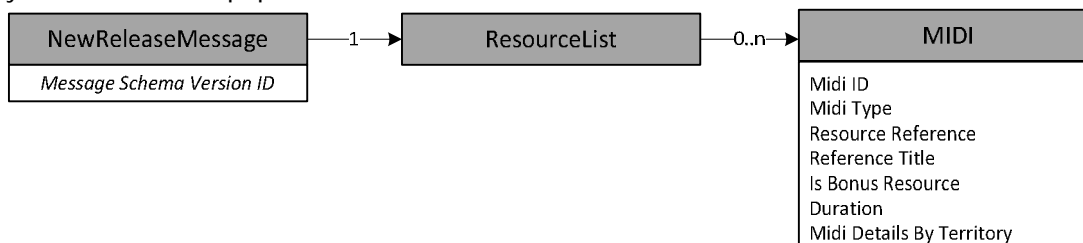
The MidiId tag will include the ProprietaryId and will be set to the DISRC of the Monopoly resource.

XML example:

```xml
<Midi>
    <MidiId>
        <ProprietaryId>SEBKB9802010 </ProprietaryId >
    </MidiId>
    <ResourceReference>A20000000011086</ResourceReference>
    <ReferenceTitle>
        <TitleText>My Favourite Game</TitleText>
    </ReferenceTitle>
    <IsBonusResource>false</IsBonusResource>
    <Duration>PT0M30.000S</Duration>
    <MidiDetailsByTerritory>
        <TerritoryCode>SE</TerritoryCode>
        <Title>
            <TitleText>My Favourite Game</TitleText>
        </Title>
        <DisplayArtist SequenceNumber="1">
            <PartyName>
                <FullName>The Cardigans</FullName>
            </PartyName>
            <ArtistRole>MainArtist</ArtistRole>
        </DisplayArtist>
        <LabelName LabelNameType="ReleaseLabel">Universal Music</LabelName>
        <CLine>
            <CLineText>(C) 2008 Universal Music AB</CLineText>
        </CLine>
        <MarketingComment>Marketing Test</MarketingComment>
        <Genre>
            <GenreText>Pop</GenreText>
        </Genre>
        <ParentalWarningType>NoAdviceAvailable</ParentalWarningType>
        <TechnicalMidiDetails>
                        <TechnicalResourceDetailsReference>T111111</TechnicalResourceDetailsReference>
            <Duration>PT0M30.000S</Duration>
            <IsPreview>false</IsPreview>
            <File>
                <FileName>FILENAME EXAMPLE</FileName>
                <HashSum>
                    <HashSum>c30252ac9f045a2ga18168f13986f0f2</HashSum>
                    <HashSumAlgorithmType>MD5</HashSumAlgorithmType>
                </HashSum>
            </File>
        </TechnicalMidiDetails>
    </MidiDetailsByTerritory>
</Midi>
```

Longform

Longform products will be supported in this DDEX release.

Since they come in multiple instalments, the hierarchy of Longform products will be communicated using both the composites "Collection" and "Cue".

CueSheetList Level

Cue sheets will be exported in the XML delivered to the BPs. Cues inform about which Work or Resource is being used in a "host" Resource, at which location, for how long and for what purpose.
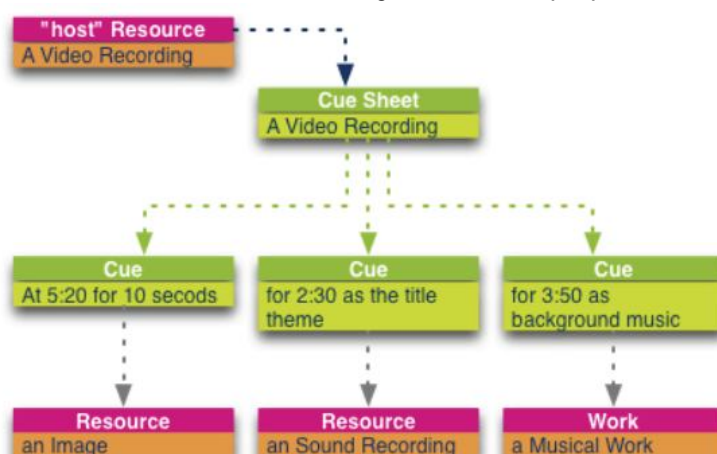
In the figure above, a host resource (a video recording) is composed of 3 Cues: an Image, a Sound Recording and a Musical Work.

CollectionList Level

Collection can collect one or more individual Resources into a "Season" for example, and several seasons into a "Series".
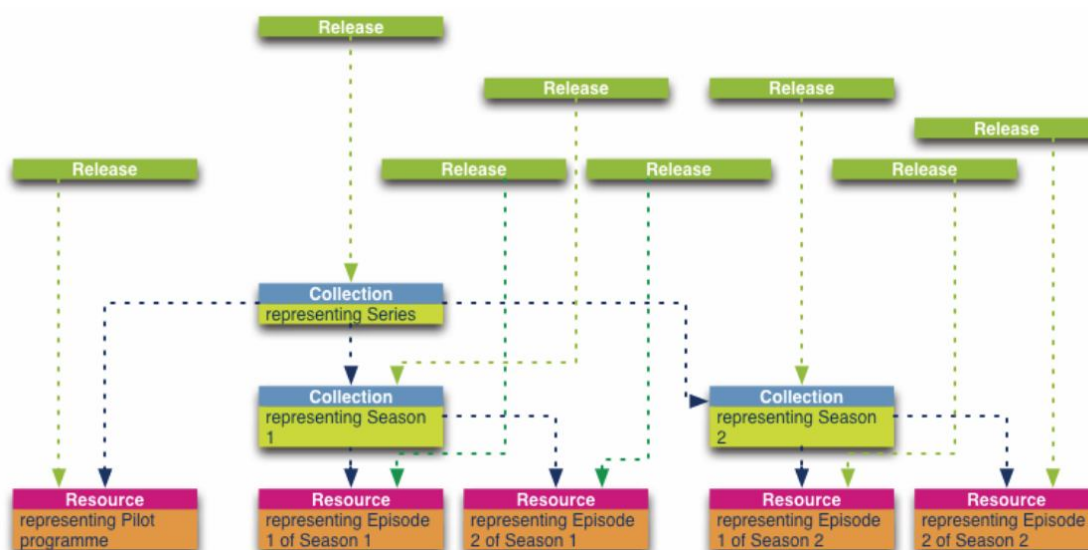
In the figure above, the Series is composed of a Pilot programme, and 2 Seasons.
Each Season is composed of 2 Episodes.

ReleaseList Level

In the ReleaseList, the ReleaseType section will be mapped as follows for Longform products:

DSC Video_Type	DDEX Value
TV	UserDefined (TV)
EPISODIC	Episode
FILM	Feature Film
CFILM	Concert Film

ResourceList Level

In the ResourceList, the VideoType section will be mapped as follows for Longform resources:

The R2 codes and their descriptions are:

R2 Code (Category)	R2 Description
CONFLM	Concert Film
DOC	Documentary
TV	Television Show
EPISOD	Episode
WEB	Webisode
FF	Feature Film
LV	Lyric Video
SE	Special Event
MUSVID	Music Video
TT	Trailers/Teasers
INT	Interview
RAW	Raw Footage
SLIDE	Slideshow
STILL	Still Image
EPK	EPK
BTS	Behind The Scenes
ELSE	Else

The DDEX video types and their descriptions are:

| DDEX Video Type	DDEX Description
Concert Video	A Video recording of a live Performance, usually of music, before an audience.
Documentary	An audio-visual Recording that presents a social, political, scientific or historical subject. Documentaries include current affairs programmes, TV magazines, biographies and making of programs.
Episode	A Part of a Series made available at a specific point in time. It may be that a Season or Series is not yet complete when an Episode is made available. Episodes include pilots.
Feature Film	An audio-visual Recording made for initial distribution in cinemas, where it would be the main attraction of the screening, or prime-time television.
Karaoke	A Video for Karaoke applications, typically for singing along to.
Live Event Video	An audio-visual Recording capturing an Event such as a sporting event, theatrical performances, etc.
Short Form Musical Work Video	A Video whose audio content corresponds exactly or approximately to that of an audio-only Single which embodies at least one MusicalWork.
Trailer Video	A Video created for specifically to promote another Video, embodying a MusicalWork.
User Defined	A Type of an Entity which is defined by a sender of a DdexMessage in a manner acceptable to its recipient.
Infomercial Video	A Video created for specifically to promote another Video, embodying a MusicalWork.
Advertisement Video	A Video created for specifically to promote another Video, embodying a MusicalWork.
Unknown	A Type of an Entity used when a sender of a DdexMessage wishes to indicate that the value within the allowed value set is unknown.
UserDefined (Television Show)	An audio-visual Recording made for initial viewing on television
UserDefined (Lyric Video)	A Video whose audio content corresponds exactly or approximately to that of an audio-only Single which embodies at least one MusicalWork, with a focus on lyrical content.
UserDefined (EPK)	A promotional video which can contain a mixture of live footage, interviews and behind the scene footage etc and may contain more than one music work
UserDefined (Behind The Scenes)	A video containing behind the scenes material

The mapping between R2 Code and DDEX Video Type is as follows:

R2 Code (Category)	DDEX Video Type
CONFLM	Concert Video
DOC	Documentary
TV	UserDefined (Television Show)
EPISOD	Episode
WEB	
FF	Feature Film
LV	UserDefined (Lyric Video)
SE	Live Event Video
MUSVID	Short Form Musical Work Video
TT	Trailer Video
INT	User Defined
RAW	
SLIDE	
STILL	
EPK	UserDefined (EPK)
BTS	UserDefined (BTS)
ELSE	Unknown

Those types will be included in the "VideoType" tag.
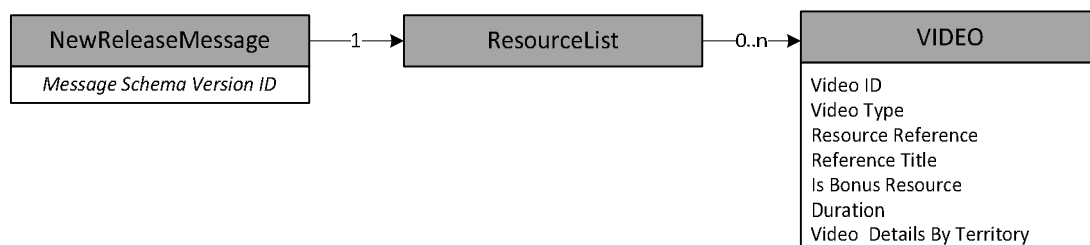
As with the Standard UMGI plugin, a job ticket will be raised by FTP to LatDev's server to provision and deliver the video content.

The technical information will be included only for the resources delivered by the platform.
For Longform products, the resources are the Artwork.

Classical Release

In the Product release section, Release Type, a classical product won't be exported as a UserDefinedValue anymore. Instead the allowed release type value 'ClassicalAlbum' will be used.

A classical album release type will be determined by the existence of a work group, instead of music type. If at least one work group exists on the product the ReleaseType will be 'ClassicalAlbum'. If no work group exists the

ReleaseType will be 'Album'.

The work group will be illustrated in the resource grouping in the product release.

<u>Example</u>

```
<ReleaseType>ClassicalAlbum</ReleaseType>
<ReleaseType UserDefinedValue="ClassicalRelease" Namespace="UMGI_DPID">UserDefined</ReleaseType>
```

The UserDefinedValue for a classical release will also be removed at Track level.
The ReleaseType at Track level will always be set to "TrackRelease".

<u>Example</u>

```
<ReleaseType>TrackRelease</ReleaseType>
<ReleaseType UserDefinedValue="ClassicalRelease" Namespace="UMGI_DPID">UserDefined</ReleaseType>
```

Updated/Added Tags

ArtistRole

A contributor exported as Artist (ArtistRole tag) will be mandatory.
The cardinality for this tag will be updated from 0-∞ to 1-∞.

ArtistRole tag exists in the following sections:
- ResourceList/SoundRecording
- ResourceList/Midi
- ResourceList/Video
- ResourceList/Image
- ResourceList/Text
- ReleaseList/ReleaseDetailsByTerritory

RightsControllerType

This tag is positioned in the following section:
ResourceList > SoundRecording > SoundRecordingDetailsByTerritory > RightsController

The value of this tag will be the the core value (rights controller type of the owning territory) for all the Territories.

New Mandatory Tags

2 new mandatory tags have been added to DDEX ERN 3.5

IsBackfill

A Flag indicating whether the NewReleaseMessage is sent as part of a backfill activity (as opposed to providing ongoing deliveries of frontline ddex:Releases) (=True) or not (=False). When this element is not present, the context is assumed to be False.

The IsBackfill tag will be mapped as follows:
If a bulk order was created and "Back Catalogue" was selected in the UI; the tag value will be set to TRUE.
Otherwise, it will be set to FALSE.

StartDate

This tag is positioned in the following section:
ResourceList > SoundRecording > SoundRecordingDetailsByTerritory > RightsController

The StartDate tag will have the Product territory release date as value.

IMPACTS

DATA IMPACTS

None

BUSINESS PARTNER IMPACTS

- BPs will start to receive all data with DDEX ERN 3.5
- A new A&M guide will be provided to DDEX BPs 2 months before the deployment
- XML Samples will be provided to the BPs

digiplug	Feasibility Study Form
Universal – Digiplug/Accenture	Version 1.2 – 25/09/2012

USER INTERFACE IMPACTS

None

PLUG-IN IMPACTS

- The following plugins will be updated to export release data with DDEX ERN 3.5:
  - DDEX Standard (In DSC, TP is called DDEX STANDRAD)
  - DDEX Dual Delivery

- All changes and data mapping is described in the Detailed Design chapter.

- No impact on the fulfillment XML for the 2 impacted plugins.

OPERATIONAL IMPACTS

- When DDEX ERN 3.5 change will Go Live, all the BPs will have their plugin switched to the new DDEX plugin.

- The new DDEX Plugin will support only DDEX ERN 3.5 version and the BPs will receive one XML version (DDEX ERN 3.5).In case of a problem with the deliveries, the BP's plugin will not be rolled back to DDEX ERN 3.3. Instead, the new plugin will updated. When the new DDEX Plugin is published, no order validation will be needed.

- The Dual Delivery plugin (UMGI Standard + DDEX) will be updated to support the new DDEX ERN 3.5 version.

- On deployment of this CR all content exported to BPs using DDEX Standard and DDEX Dual delivery BPs will receive content exported with DDEX ERN 3.5.

- Already exported content on UCS will be kept as-is (exported with DDEX ERN 3.3).

- A new version of the DDEX reader tool supporting the new version will be provided to the BP Team.

DOCUMENTS REQUIREMENTS

The following document is required to release DDEX ERN :
- DDEX Asset & Metadata Guide: This document describes the XML structure sent and the associated metadata, and should enlighten the ingestion rules to be applied by the BP. The A&M guide will be ready to be published to partners two months before the actual release in order for them to be ready for the changes.
- XML Samples (Updated samples of already used products in addition to Longform product)
- BP conformance document

PERFORMANCE IMPACTS

- Packaging performance testing should be conducted to ensure there is no impacts.

OTHER IMPACTS

XML Reader Tool

The XML reader tool will be updated to support the optimizations discussed in the Deal and Ressource Data sections.

USER ACCEPTANCE CRITERIA

FUNCTIONAL TESTS

UMCHANGE-375 – SC-1: Territory Release Date

Aim of the scenario

The aim of the scenario is to test that the Territory Release Date is well exported in the XML file at Product and Track levels

Pre requisites
- BP1 has DDEX Standard as plugin
- BP1 has eSingle as product type
- UPC1: full track product of type eSingle
- UPC1 has 2 territories: GB and FR
  - o GB has 10/09/2012 as release date
  - o FR has 15/08/2012 as release date

Step 1
- Go to Orders module
- Place a Custom Order on UPC1 for BP1 and wait for it to be delivered
- Once delivered, download the XML file

Expected Results
- In the XML file, ReleaseList section, ReleaseDetailsByTerritory, the following tag should appear:
  - o For GB: <ReleaseDate>2012-09-10Z</ReleaseDate>
  - o For FR: <ReleaseDate>2012-08-15Z</ReleaseDate>

UMCHANGE-375 – SC-2: DealList Section Optimization – Single Track Product

Aim of the scenario

The aim of the scenario is to test that the territories with the same deals are grouped within one deal

Pre requisites
- BP1 has DDEX Standard as plugin
- BP1 has eSingle as product type
- BP1 Terms of Use are as following:
  - o Permanent Download Subscription / Online
  - o Time Limited Download Ad-funded / Mobile
- UPC1: full track product of type eSingle
- UPC1 has 2 territories: GB and FR
- No campaign exists for UPC1

Step 1
- Go to Orders module

- Place a Custom Order on UPC1 for BP1 and wait for it to be delivered
- Once delivered, download the XML file

Expected Results
- In the XML file, DealList section, 2 ReleaseDeals should exist: 1 ReleaseDeal for the Product release and 1 ReleaseDeal for the track release
- In the ReleaseDeal for the Product release
  o 1 DealReleaseReference tag should appear having the product ReleaseReference as value
  o 2 Deals should appear:
    ▪ SubscriptionModel / PermanentDownload / FixedLine
    ▪ AdvertisementSupportedModel / ConditionalDownload / Mobile
  o In each Deal, 2 territory codes should appear:
    ▪ GB
    ▪ FR
- In the ReleaseDeal for the Track release
  o 1 DealReleaseReference tag should appear having the track ReleaseReference as value
  o 2 Deals should appear:
    ▪ SubscriptionModel / PermanentDownload / FixedLine
    ▪ AdvertisementSupportedModel / ConditionalDownload / Mobile
  o In each Deal, 2 territory codes should appear:
    ▪ GB
    ▪ FR

UMCHANGE-375 – SC-3: DealList Section Optimization – Multiple Tracks Product (Same ToU, Price and Dates for all the Tracks)
Aim of the scenario
The aim of the scenario is to test that the territories with the same deals are grouped within one deal

Pre requisites
- BP1 has DDEX Standard as plugin
- BP1 has eAlbum as product type
- BP1 Terms of Use are as following:
  o Permanent Download Subscription / Online
  o Time Limited Download Ad-funded / Mobile
- UPC1: full track product of type eAlbum
- UPC1 has 2 tracks
- UPC1 has 2 territories: GB and FR
- No campaign exists for UPC1

Step 1
- Go to Orders module
- Place a Custom Order on UPC1 for BP1 and wait for it to be delivered
- Once delivered, download the XML file

Expected Results

- In the XML file, DealList section, 2 ReleaseDeals should exist: 1 ReleaseDeal for the Product release and 1 ReleaseDeal for the track releases
- In the ReleaseDeal for the Product release
  - o 1 DealReleaseReference tag should appear having the product ReleaseReference as value
  - o 2 Deals should appear:
    - ▪ SubscriptionModel / PermanentDownload / FixedLine
    - ▪ AdvertisementSupportedModel / ConditionalDownload / Mobile
  - o In each Deal, 2 territory codes should appear:
    - ▪ GB
    - ▪ FR
- In the ReleaseDeal for the Track releases
  - o 2 DealReleaseReference tags should appear having the 2 tracks ReleaseReferences as values
  - o 2 Deals should appear:
    - ▪ SubscriptionModel / PermanentDownload / FixedLine
    - ▪ AdvertisementSupportedModel / ConditionalDownload / Mobile
  - o In each Deal, 2 territory codes should appear:
    - ▪ GB
    - ▪ FR

UMCHANGE-375 – SC-4: DealList Section Optimization – Multiple Tracks Product (Tracks with Different ToUs)

Aim of the scenario

The aim of the scenario is to test that the territories with the same deals are grouped within one deal

Pre requisites

- BP1 has DDEX Standard as plugin
- BP1 has eAlbum as product type
- BP1 Terms of Use are as following:
  - o Permanent Download Subscription / Online
  - o Time Limited Download Ad-funded / Mobile
- UPC1: full track product of type eAlbum
- UPC1 has 3 tracks (T1, T2 and T3)
- T1 and T2 have "Permanent Download Subscription / Online" as ToU
- T3 has "Time Limited Download Ad-funded / Mobile" as ToU
- UPC1 has 2 territories: GB and FR
- No campaign exists for UPC1

Step 1

- Go to Orders module
- Place a Custom Order on UPC1 for BP1 and wait for it to be delivered
- Once delivered, download the XML file

Expected Results

- In the XML file, DealList section, 3 ReleaseDeals should exist: 1 ReleaseDeal for the Product release and 2 ReleaseDeals for the track releases (one for T1 & T2, and one for T3)
- In the ReleaseDeal for the Product release

- o 1 DealReleaseReference tag should appear having the product ReleaseReference as value
    - o 2 Deals should appear:
        - ▪ SubscriptionModel / PermanentDownload / FixedLine
        - ▪ AdvertisementSupportedModel / ConditionalDownload / Mobile
    - o In each Deal, 2 territory codes should appear:
        - ▪ GB
        - ▪ FR
- In the ReleaseDeal for T1 & T2:
    - o 2 DealReleaseReference tags should appear (for T1 & T2) having the 2 tracks ReleaseReferences as values
    - o 1 Deal should appear:
        - ▪ SubscriptionModel / PermanentDownload / FixedLine
    - o In each Deal, 2 territory codes should appear:
        - ▪ GB
        - ▪ FR
- In the ReleaseDeal for T3:
    - o 1 DealReleaseReference tags should appear (for T3) having the 1 tracks ReleaseReference as value
    - o 1 Deal should appear:
        - ▪ AdvertisementSupportedModel / ConditionalDownload / Mobile
    - o In each Deal, 2 territory codes should appear:
        - ▪ GB
        - ▪ FR

UMCHANGE-375 – SC-5: DealList Section Optimization – Multiple Tracks Product (with a Bundle Only Track)

Aim of the scenario

The aim of the scenario is to test that the territories with the same deals are grouped within one deal

Pre requisites

- BP1 has DDEX Standard as plugin
- BP1 has eAlbum as product type
- BP1 Terms of Use are as following:
    - o Permanent Download Subscription / Online
- UPC1: full track product of type eAlbum
- UPC1 has 3 tracks (T1, T2 and T3)
- T3 is bundle only
- UPC1 has 2 territories: GB and FR
- No campaign exists for UPC1

Step 1

- Go to Orders module
- Place a Custom Order on UPC1 for BP1 and wait for it to be delivered
- Once delivered, download the XML file

Expected Results

- In the XML file, DealList section, 3 ReleaseDeals should exist: 1 ReleaseDeal for the Product release and 2 ReleaseDeals for the track releases (one for T1 & T2, and one for T3)
- In the ReleaseDeal for the Product release
  - 1 DealReleaseReference tag should appear having the product ReleaseReference as value
  - 2 Deals should appear:
    - SubscriptionModel / PermanentDownload / FixedLine
    - AdvertisementSupportedModel / ConditionalDownload / Mobile
  - In each Deal, 2 territory codes should appear:
    - GB
    - FR
- In the ReleaseDeal for T1 & T2:
  - 2 DealReleaseReference tags should appear (for T1 & T2) having the 2 tracks ReleaseReferences as values
  - 1 Deal should appear:
    - SubscriptionModel / PermanentDownload / FixedLine
  - In each Deal, 2 territory codes should appear:
    - GB
    - FR
- In the ReleaseDeal for T3:
  - 1 DealReleaseReference tag should appear (for T3) having the 1 tracks ReleaseReference as value
  - 1 Deal should appear:
    - All Deals Cancelled
  - In each Deal, 2 territory codes should appear:
    - GB
    - FR

UMCHANGE-375 – SC-6: ResourceList Section Optimization

Aim of the scenario

The aim of this scenario is to test that resources with no localization, have all the same information and are grouped together.

Pre requisites

- BP1 has DDEX Standard as plugin
- BP1 has eSingle as product type
- UPC1: full track product of type eSingle
- UPC1 has 2 territories: GB and FR
- GB and FR should have the following same information
  - Genre
  - Parental warning
  - P/C notice
  - Local Talents

Step 1

- Go to Orders module

- Place a Custom Order on UPC1 for BP1 and wait for it to be delivered
- Once delivered, download the XML file

Expected Results
- In the XML file, ResourceList section, 1 SoundRecording should exist
- 1 SoundRecordingDetailsByTerritory section should exist
- GB and FR should be listed as TerritoryCode tags in the SoundRecordingDetailsByTerritory
- In the TechnicalSoundRecordingDetails section, the TechnicalResourceDetailsReference tag should not include a country code in it's value

UMCHANGE-375 – SC-7: ResourceList Section Optimization (Translated Territory + DE)

Aim of the scenario
The aim of the scenario is to test that the territories with the same informations are listed within the same SoundRecordingDetailsByTerritory section

Pre requisites
- BP1 has DDEX Standard as plugin
- BP1 has eSingle as product type
- UPC1: full track product of type eSingle
- UPC1 has 4 territories: GB, FR, JP and DE
- GB and FR should have the following same information
  o Genre
  o Parental warning
  o P/C notice
  o Company / Label
  o Local Talents

Step 1
- Go to Orders module
- Place a Custom Order on UPC1 for BP1 and wait for it to be delivered
- Once delivered, download the XML file

Expected Results
- In the XML file, ResourceList section, 1 SoundRecording should exist
- 3 SoundRecordingDetailsByTerritory sections should exist
  o GB and FR should be listed as TerritoryCode tags in the same SoundRecordingDetailsByTerritory
  o JP should be listed as TerritoryCode tag in a SoundRecordingDetailsByTerritory section
  o DE should be listed as TerritoryCode tag in a SoundRecordingDetailsByTerritory section
- In the TechnicalSoundRecordingDetails sections, the TechnicalResourceDetailsReference tags should not include a country code in their values

UMCHANGE-375 – SC-8: ERN Header Scheme Location

Aim of the scenario

The aim of the scenario is to make sure that a long form of the ERN header scheme location will be exported in the XML

Pre requisites
- BP1 has DDEX Standard as plugin
- BP1 has eSingle as product type
- UPC1: full track product of type eSingle

Step 1
- Go to Orders module
- Place a Custom Order on UPC1 for BP1 and wait for it to be delivered
- Once delivered, download the XML file

Expected Results
- In the XML header; the following should appear:
  - ernm:NewReleaseMessage
  - xmlns:ddexc="http://ddex.net/xml/20120719/ddexC"
  - xmlns:ernm="http://ddex.net/xml/ern/35"
  - xmlns:xs="http://www.w3.org/2001/XMLSchema-instance"
  - MessageSchemaVersionId="ern/35"
  - LanguageAndScriptCode="en"
  - xs:schemaLocation="http://ddex.net/xml/ern/35/release-notification.xsd"

UMCHANGE-375 – SC-9: Ordering a MonoPoly Product

Aim of the scenario

The aim of the scenario is to make sure a monopoly product is exported with Midi resources

Pre requisites
- BP1 has DDEX Standard as plugin
- BP1 has MonoPoly as product type
- UPC1: full track product of type MonoPoly
- UPC1 has 1 track

Step 1
- Go to Orders module
- Place a Custom Order on UPC1 for BP1 and wait for it to be delivered
- Once delivered, download the XML file

Expected Results
- In ResourceList, a Midi section should exist
- The Midi section should contain the following information
  - Midi / Midi ID / Proprietary ID

- o Midi / ResourceReference
- o Midi / Reference Title / Title Text
- o Midi / Is Bonus Resource
- o Midi / Duration
- o Midi / Midi Details By Territory / Territory Code
- o Midi / Midi Details By Territory / Title / Title Text
- o Midi / Midi Details By Territory / Display Artist / Party Name / Full Name
- o Midi / Midi Details By Territory / Display Artist / Artist Role
- o Midi / Midi Details By Territory / Label Name
- o Midi / Midi Details By Territory / Cline / Cline Text
- o Midi / Midi Details By Territory / Marketing Comment
- o Midi / Midi Details By Territory / Genre
- o Midi / Midi Details By Territory / Parental Warning Type
- o Midi / Midi Details By Territory / Technical Midi Details / Technical Resource Details Reference
- o Midi / Midi Details By Territory / Technical Midi Details / Duration
- o Midi / Midi Details By Territory / Technical Midi Details / Is Preview
- o Midi / Midi Details By Territory / Technical Midi Details / File / File Name
- o Midi / Midi Details By Territory / Technical Midi Details / File / Hash Sum / Hash Sum
- o Midi / Midi Details By Territory / Technical Midi Details / File / Hash Sum / Hash Sum Algorithm Type

---

UMCHANGE-375 – SC-10: Longform Product Delivery

Aim of the scenario
The aim of the scenario is to make sure that a longform product will be well delivered

Pre requisites
- BP1 has DDEX Standard as plugin
- BP1 has eVideo Episode, eVideo Concert and eVideo Film as product types
- UPC1: Product of type eVideo Episode
- UPC2: Product of type eVideo Concert
- UPC3: Product of type eVideo Film

Step 1
- Go to Orders module
- Place a Custom Order on UPC1 for BP1 and wait for it to be delivered
- Once delivered, download the XML file

Expected Results
- A CueSheetList section should exist and should contain the following information
  - o Cue Sheet / Cue Shee Reference
  - o Cue Sheet / Cue Sheet type
  - o Cue Sheet / Cue / Referenced Creation ID / Proprietary ID
  - o Cue Sheet / Cue / Referenced Creation Title
  - o Cue Sheet / Cue / Start Time
- A CollectionList section should exist and should contain the following information

- o Collection / Collection ID / ICPN
- o Collection / Collection Type
- o Collection / Collection Reference
- o Collection / Title / Title Text
- o Collection / Collection Resource Reference List / Collection Resource Reference / Collection Resource Reference
- In ResourceList, a Video section should exist and should contain the following information
  - o Video / video Type: **value set to EPISODE**
  - o Video / Video ID / ISRC
  - o Video / Video IF / Proprietary ID
  - o Video / Resource Reference
  - o Video / Video Cue Sheet Reference / Video Cue Sheet Reference
  - o Video / Reference Title / Title Text
  - o Video / Reference Title / Sub Title
  - o Video / Is Bonus Resource
  - o Video / Duration
  - o Video / Video Collection Reference List / Sound Recording Collection Reference / Sound Recording Collection Reference
  - o Video / Video Collection Reference List / Sound Recording Collection Reference / Start Time
  - o Video / Resource Musical Work Reference List / Resource Musical Work Reference / Resource Musical Work Reference
  - o Video / video Details By Territory / territory Code
  - o Video / video Details By Territory / Title / Title Text
  - o Video / video Details By Territory / Title / Sub Title
  - o Video / video Details By Territory / Display Artist / Party Name / Full Name
  - o Video / video Details By Territory / Display Artist / Party Name / Names Before Key Name
  - o Video / video Details By Territory / Display Artist / Party Name / Key Name
  - o Video / video Details By Territory / Display Artist / Party Name / Names After Key Name
  - o Video / video Details By Territory / Display Artist / Party Name / Abreviated Name
  - o Video / video Details By Territory / Display Artist / Artist Role
  - o Video / video Details By Territory / Indirect Resource Contributor / Party Name / Full Name
  - o Video / video Details By Territory / Indirect Resource Contributor / Party Name / Names Before Key Name
  - o Video / video Details By Territory / Indirect Resource Contributor / Party Name / Key Name
  - o Video / video Details By Territory / Indirect Resource Contributor / Party Name / Names After Key Name
  - o Video / video Details By Territory / Indirect Resource Contributor / Party Name / Abreviated Name
  - o Video / video Details By Territory / Indirect Resource Contributor / Artist Role
  - o Video / video Details By Territory / Label Name
  - o Video / video Details By Territory / Rights Controller / Right Share Unknown
  - o Video / video Details By Territory / PLine / PLine Text
  - o Video / video Details By Territory / Hot Sound Carrier / Release ID / ISRC
  - o Video / video Details By Territory / Marketing Comment
  - o Video / video Details By Territory / Genre / Genre Text
  - o Video / video Details By Territory / Parental Warning Type

- o Video / video Details By Territory / Synopsis
- o Video / video Details By Territory / Cline / Cline Text
- o Video / video Details By Territory / Technical Video Details / Technical Video Details Reference
- o Video / video Details By Territory / Technical Video Details / Video Codec Type
- o Video / video Details By Territory / Technical Video Details / Video Bitrate
- o Video / video Details By Territory / Technical Video Details / Frame Rate
- o Video / video Details By Territory / Technical Video Details / Image Height
- o Video / video Details By Territory / Technical Video Details / Image Width
- o Video / video Details By Territory / Technical Video Details / Aspect Ratio
- o Video / video Details By Territory / Technical Video Details / Audio Codec Type
- o Video / video Details By Territory / Technical Video Details / Audio Bit Rate
- o Video / video Details By Territory / Technical Video Details / Number of Audio Channels
- o Video / video Details By Territory / Technical Video Details / Audio Sampling Rate
- o Video / video Details By Territory / Technical Video Details / Audio Bits per Sample
- o Video / video Details By Territory / Technical Video Details / Duration
- o Video / video Details By Territory / Technical Video Details / Is Preview
- o Video / video Details By Territory / Technical Video Details / Preview Details / Start Point
- o Video / video Details By Territory / Technical Video Details / Preview Details / End Point
- o Video / video Details By Territory / Technical Video Details / Preview Details / Expression Type
- o Video / video Details By Territory / Technical Video Details / Preview Details / Start Point
- o Video / video Details By Territory / Technical Video Details / File / File Name
- o Video / video Details By Territory / Technical Video Details / File / Hash Sulm / Hash Sum
- o Video / video Details By Territory / Technical Video Details / File / File Name / Hash Sum / Hash Sum Algorithm Type
- In ReleaseList:
  - o For the Product release: the ReleaseType tag should have "**Episode**" as value
  - o For the Track Release: the ReleaseType tag should have "**Video Track Release**" as value

Step 2
- Go to Orders module
- Place a Custom Order on UPC2 for BP1 and wait for it to be delivered
- Once delivered, download the XML file

Expected Results
- Same results as step 1 with the following differences:
  - o In ResourceList, Video / video Type: value set to "**Concert Video**"
  - o In ReleaseList, Product release: the ReleaseType tag should have "**Concert Film**" as value

Step 3
- Go to Orders module
- Place a Custom Order on UPC3 for BP1 and wait for it to be delivered
- Once delivered, download the XML file

Expected Results
- Same results as step 1 with the following differences:
  - o In ResourceList, Video / video Type: value set to "**Feature Film**"

    o   In ReleaseList, Product release: the ReleaseType tag should have "**Feature Film**" as value

---

UMCHANGE-375 – SC-11: DDEX XML Reader Tool

Aim of the scenario

The aim of the scenario is to make sure that the updated DDEX XML reader tool can support the delivered DDEX XML

Pre requisites
- BP1 has DDEX Standard as plugin
- BP1 has eSingle as product type
- UPC1: full track product of type eSingle

Step 1
- Go to Orders module
- Place a Custom Order on UPC1 for BP1 and wait for it to be delivered
- Once delivered, download the XML file
- Open the XML using the DDEX XML Reader Tool

Expected Results
- The DDEX XML is well displayed
- The optimized sections are well displayed with the right optimized data
- All resources are well displayed
- All releases are well displayed
- All deals are well displayed

UMCHANGE-375 – SC-12: Deliver a Classical Album Product

Aim of the scenario

The aim of the scenario is to make sure that a Classical product with resource group will be exported as a ClassicalAlbum release type

Pre requisites
- BP1 has DDEX Standard as plugin
- BP1 has eAlbum as product type
- BP1 has Classical as repertoire Type
- UPC1: classical full track product with workgroup of type eAlbum

Step 1
- Go to Orders module
- Place a Custom Order on UPC1 for BP1 and wait for it to be delivered
- Once delivered, download the XML file

Expected Results
- In the ReleaseList section:
    - Product release:
        - The ReleaseType tag has ClassicalAlbum as value
        - No UserDefinedValue exists
    - Track releases:
        - The ReleaseType tag has TrackRelease as value
        - No UserDefinedValue exists

UMCHANGE-375 – SC-13: Export of Expiry Information (Expiry Date, No Campaign)

Aim of the scenario

The aim of the scenario is to make sure that an end date is added at the end of each deal, and that a takedown deal is added at the end of each Release Deal

Pre requisites
- BP1 has DDEX Standard as plugin
- BP1 has eSingle as product type
- BP1 operates in CTY1
- BP1 Terms of Use are as following:
    - Permanent Download Subscription / Online
    - Permanent Download Subscription / Mobile
    - Time Limited Download Ad-funded / Mobile
- UPC1: full track product of type eSingle
- UPC1 is orderable in CTY1
- UPC1 has DATE1 as an expiry date
- No campaign exists for UPC1

Step 1
- Go to Orders module
- Place a Custom Order on UPC1 for BP1 and wait for it to be delivered
- Once delivered, download the XML file

Expected Results
- In the DealList section:
    - 2 ReleaseDeals should exist (1 for the product release and 1 for the track release)
    - In each ReleaseDeal, 3 deals should appear:
        - Permanent Download Subscription / Online
        - Permanent Download Subscription / Mobile
        - Time Limited Download Ad-funded / Mobile
    - In each deal, a StartDate and an EndDate tags should appear
    - The EndDate must have DATE1 as value
    - At the end of each ReleaseDeal, a TakeDown deal must exist
    - The start date of the Takedown deal is set to DATE1

UMCHANGE-375 – SC-14: Export of Expiry Information (Expiry Date, Staggered Campaign)

Aim of the scenario

The aim of the scenario is to make sure that an end date is added at the end of each deal, and that a takedown deal is added at the end of each releasedeal

Pre requisites

- BP1 has DDEX Standard as plugin
- BP1 has eSingle as product type
- BP1 operates in CTY1
- BP1 Terms of Use are as following:
    - Permanent Download Subscription / Online
    - Permanent Download Subscription / Mobile
    - Time Limited Download Ad-funded / Mobile
- UPC1: full track product of type eSingle
- UPC1 is orderable in CTY1
- UPC1 has DATE3 (DATE3 > DATE2 > DATE1) as an expiry date
- A staggered campaign exists for UPC1
    - DATE1 to DATE2: All permitted except Mobile
    - DATE2 to endless: All permitted except Online

Step 1

- Go to Orders module
- Place a Custom Order on UPC1 for BP1 and wait for it to be delivered
- Once delivered, download the XML file

Expected Results

- In the DealList section:
    - 2 ReleaseDeals should exist (1 for the product release and 1 for the track release)
    - In each ReleaseDeal, the following should appear:
        - Permanent Download Subscription / Online :
            - Start date: DATE1
            - End date: DATE2
        - Permanent Download Subscription / Mobile
            - Start date: DATE2
            - End date: DATE3
        - Time Limited Download Ad-funded / Mobile
            - Start date: DATE2
            - End date: DATE3
        - TakeDown deal
            - Start date: DATE3

UMCHANGE-375 – SC-15: Export of Expiry Information (No Expiry Date, Staggered Campaign)

Aim of the scenario

The aim of the scenario is to make sure that an end date is added to the last deal in the campaign, and that no takedown deal will appear

Pre requisites
- BP1 has DDEX Standard as plugin
- BP1 has eSingle as product type
- BP1 operates in CTY1
- BP1 Terms of Use are as following:
    - Permanent Download Subscription / Online
    - Permanent Download Subscription / Mobile
    - Time Limited Download Ad-funded / Mobile
- UPC1: full track product of type eSingle
- UPC1 is orderable in CTY1
- UPC1 doesn't have an expiry date
- A staggered campaign exists for UPC1
    - DATE1 to DATE2: All permitted except Mobile
    - DATE2 to endless: All permitted except Online

Step 1
- Go to Orders module
- Place a Custom Order on UPC1 for BP1 and wait for it to be delivered
- Once delivered, download the XML file

Expected Results
- In the DealList section:
    - 2 ReleaseDeals should exist (1 for the product release and 1 for the track release)
    - In each ReleaseDeal, the following should appear:
        - Permanent Download Subscription / Online :
            - Start date: DATE1
            - End date: DATE2
        - Permanent Download Subscription / Mobile
            - Start date: DATE2
            - No EndDate
        - Time Limited Download Ad-funded / Mobile
            - Start date: DATE2
            - No EndDate
    - No TakeDown deal should appear

UMCHANGE-375 – SC-16: Export of Expiry Information (No Expiry Date, No Campaign)

Aim of the scenario

The aim of the scenario is to make sure that no end date is added at the end of each deal, and that no takedown deal will appear

Pre requisites
- BP1 has DDEX Standard as plugin
- BP1 has eSingle as product type
- BP1 operates in CTY1
- BP1 Terms of Use are as following:
  - Permanent Download Subscription / Online
  - Permanent Download Subscription / Mobile
  - Time Limited Download Ad-funded / Mobile
- UPC1: full track product of type eSingle
- UPC1 is orderable in CTY1
- UPC1 doesn't have an expiry date
- No campaign exists for UPC1

Step 1
- Go to Orders module
- Place a Custom Order on UPC1 for BP1 and wait for it to be delivered
- Once delivered, download the XML file

Expected Results
- In the DealList section:
  - 2 ReleaseDeals should exist (1 for the product release and 1 for the track release)
  - In each ReleaseDeal, 3 deals should appear:
    - Permanent Download Subscription / Online
    - Permanent Download Subscription / Mobile
    - Time Limited Download Ad-funded / Mobile
  - In each deal, a StartDate should appear, but no EndDate
  - No TakeDow deals should appear

UMCHANGE-375 – SC-17: Export of Expiry Information (Expiry Date, No Campaign) (Expiry Date Update)

Aim of the scenario

The aim of the scenario is to make sure that the end date for each deal is well updated, and that the takedown deal start date also

Pre requisites
- SC-13 already conducted and validated

Step 1
- Go to Products module
- Search for UPC1

- Set the product expiry date to DATE1 + 20 days

Expected Results
- An update XML is delivered to BP1
- In the DealList section:
  o 2 ReleaseDeals should exist (1 for the product release and 1 for the track release)
  o In each ReleaseDeal, 3 deals should appear:
    - Permanent Download Subscription / Online
    - Permanent Download Subscription / Mobile
    - Time Limited Download Ad-funded / Mobile
  o In each deal, a StartDate and an EndDate tags should appear
  o The EndDate must have DATE1 + 20 days as value
  o At the end of each ReleaseDeal, a TakeDown deal must exist
  o The start date of the Takedown deal is set to DATE1 + 20 days

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UMCHANGE-375 – SC-18: IsBackfill Tag

Aim of the scenario
The aim of the scenario is to make sure that the IsBackfill tag is filled with the right value

Pre requisites
- BP1 has DDEX Standard as plugin
- BP1 has eSingle as product type
- BP1 operates in CTY1
- UPC1, UPC2 and UPC3: full track products of type eSingle
- UPC1, UPC2 and UPC3 are orderable in CTY1

Step 1
- Go to Orders module
- Place a bulk order on UPC1 for BP1 and select "Back Catalogue" as catalogue selection
- Wait for the order to be delivered
- Once delivered, download the XML file

Expected Results
- The IsBackfill tag has TRUE as value

Step 2
- Go to Orders module
- Place a bulk order on UPC2 for BP1 and select "Backfill" as catalogue selection
- Wait for the order to be delivered
- Once delivered, download the XML file

Expected Results
- The IsBackfill tag has FALSE as value

Step 3

- Go to Orders module
- Place a bulk order on UPC3 for BP1 and select "All" as catalogue selection
- Wait for the order to be delivered
- Once delivered, download the XML file

Expected Results
- The IsBackfill tag has FALSE as value

NON REGRESSION TESTS

COST IMPACT

Date: *[insert date]* | **Author:** *[insert name]*

Expiry period: *[30 days]*

Implementation costs

Item description	Type	Difficulty (S/M/C)	Cost (days)	Comment
Implementation Cost (days)				

	Cost	Comment
Estimation, Impact Study		
Functional Design		
Technical Design		
QA, Deployment, Management		
Software, Hardware, 3rd Party		

Total Implementation/Set up Cost (days)		
Total Implementation/Set up Cost (€ Euro)		

Run (Operational) costs

Personnel (days)		
Software, Hardware, 3rd Party (€ Euro)	[If applicable]	
Impact on Service Charges (€ Euro)	[If applicable]	
Other (*please specify*) (€ Euro)	[If applicable]	

Total Operational Cost (days)		

Total Cost related to Change (€ Euro)	
Other details (*insert attached file here*)	

[Documentation Guide:
Item description:
- *Description of the quoted item. Include if possible screen name, functional class being impacted, etc.*
- *Ex: Additional field in login screen, new database table, new batch, etc.*

Type:
- *Type of impacted object.*
- *Ex: Screen, module, table, script (SQL, shell), edition (xls, xml, pdf, …)*

Difficulty:
- *Difficulty of implementation.*
- *Ex: Simple, Medium, Complex.*

Cost:
- *Cost in man-days of implantation*

Comment:
- *Used for additional comments, in order to provide as much detail on quotation as possible.]*

Additional Information

[Please add any information that might be relevant to the understanding of this Feasibility Study]

[To be completed by UMGI and Accenture after Change Request Meeting]

FEASIBILITY STUDY APPROVAL			
AGREED BY UNIVERSAL	**SIGNATURE:** *Signature of Universal Authorised Representative (*)*		**Date :**
AGREED BY ACCENTURE	**SIGNATURE:** *Signature of Accenture Authorised Representative (*)*		**Date :**

(*): These roles are limited to a group of specified users (see Change Control Procedure Document for the complete list). A Change Request has to be authorised by one or more of them before being submitted to Accenture.