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FEASIBILITY STUDY FORM

STATEMENT OF REQUIREMENT INFORMATION	
STATEMENT OF REQUIREMENT NUMBER:	DATE ISSUED: 15/07/2010
ASSOCIATED CHANGE REQUEST NUMBER: CR_12_179	CR JIRA TICKET NUMBER: UMCHANGE-179
CHANGE REQUEST RAISED BY: Cédric DORDAIN cedric.dordain@umusic.com	STATEMENT OF REQUIREMENT WRITTEN BY: Guilhem COUSY guilhem.cousy@accenture.com
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SPONSORSHIP: Shared (UMGI & DGP)	

CHANGE REQUEST TITLE
UMCHANGE-179 – DDEX ERN 3.3

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REVISION HISTORY			
Version	Author	Date	Description
0.1	Guilhem COUSY	17/01/2012	Creation of the document
0.2	Guilhem COUSY	24/01/2012	Workshop review
0.3	Guilhem COUSY	30/01/2012	2 nd review + classical updates
0.4	Guilhem COUSY	30/01/2012	Rephrasing takedown
0.5	Guilhem COUSY	01/02/2012	Added Ignore Price behavior

CHANGE DESCRIPTION
<p align="center">ORIGINAL CHANGE REQUEST</p> <p>Description of proposed change UMGI needs to proceed with implementation of the DDEX Standard. At this stage as part of this CR, UMGI will be adopting only the ERN (main version 3.3).</p> <p>Original CR document</p> <div align="center">  CR-Distribution-DDEX -ERN.docx </div>

JUSTIFICATION FOR PROPOSED CHANGE
<p>Industry wide standards for metadata will be adopted. With other majors already in implementation stages UMGI need to start working on this.</p> <p>Return On Investment It will result in quicker partner set up and product to store timelines.</p>

DOCUMENT REQUIREMENTS
<p>The following documents are required to release DDEX ERN :</p> <ul style="list-style-type: none"> - DDEX Guide : Description of the XML structure sent and the associated metadata - this document should

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also enlighten the ingestion rules to be applied by the BP

- Download specification: Description of the UCS related delivery rules
- BP conformance scenarios : Test scenarios to validate the BP ingestion processes

SCOPE

SCOPE HISTORY

Raised by	In/Out	Description and impacts	Gathered by	Date
UMGI	IN	Delivery of XML in ERN 3.3 format	Guilhem Cousy	Nov. 11
UMGI	UMCHANGE-339	DDEX Asset & Metadata Guide	Guilhem Cousy	Nov. 11
UMGI	UMCHANGE-341	Plugin switch from any plugin to DDEX for existing BPs	Guilhem Cousy	Nov. 11
UMGI	UMCHANGE-202	Metadata snapshot	Guilhem Cousy	Nov. 11
UMGI	UMCHANGE-340	Dual Delivery		
UMGI	OUT	Longform Products		Jan. 12
UMGI	OUT	Distribution Sales Report delivery	Guilhem Cousy	Nov. 11
UMGI	OUT	BP feedback (ECHO)	Guilhem Cousy	Nov. 11

SCOPE SUMMARY

DDEX ERN implementation will focus on the ability to deliver the same metadata as UMGi Standard Plugin in DDEX ERN 3.3 format.

3 phases have been identified:

- Phase 1: ERN 3.3 plug in implementation – Pre Requisites
- Phase 2: ERN 3.3 plug in implementation for existing BPs (*note that new BPs are already covered by Phase 1*)
- Phase 3: Mobile Cutover (for BP requiring territory rationalization) & DDEX enhancements

Phase 1 and Phase 2 are the ones to be focused on in this CR implementation. The points to be taken into account are listed below:

Domain	Req. Name	Description
Delivery	Contributor mapping	DSC export contributor mapping rules review
Delivery	Translation	Support for translated title and artist name
Delivery	UCS delivery	UCS compliancy with DDEX delivery protocols

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XML	Pricing and ToU management	ToU and pricing updates management
XML	Pre-order support	Pre order date and pre-order track information support Bonus tracks management at pre-order end date
XML	Takedown	Takedown management for a product, a single track
XML	Mobile products	Mobile products identification issue
XML	Unsequenced Assets	Unsequenced assets management
Delivery	Pricing and ToU management	ToU and pricing updates management
Testing	Plugin switch management	BP plugin switch management (from any plugin to DDEX)
Testing	Product update regarding Plugin switch	Product updates management while delivery with old plugin is on going
Testing	Dual delivery	Delivery in both UMGI Standard and DDEX format management in order to validate DDEX
Testing	Functional Scenarios	Detailed test scenarios identification to validate DSC export through DDEX ERN
BP testing	BP Conformance (ingestion process validation)	Detailed test scenarios identification for a BP to validate its ingestion
XML	Metadata snapshot	Ability to support complete redelivery of catalogue without impacting new releases

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DETAILED DESIGN

GLOSSARY

Element	Description
Release	Represents a sellable object e.g. product or track single. A release is composed of several Resources among SoundRecording, Image, Video 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
Image	Represents an image asset e.g. cover, screengrab
Video	Represents a video asset e.g. video_fulltrack, longform
Text	Represents a text asset e.g. booklet
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	Represent a collection of resources, e.g. episode, season, series

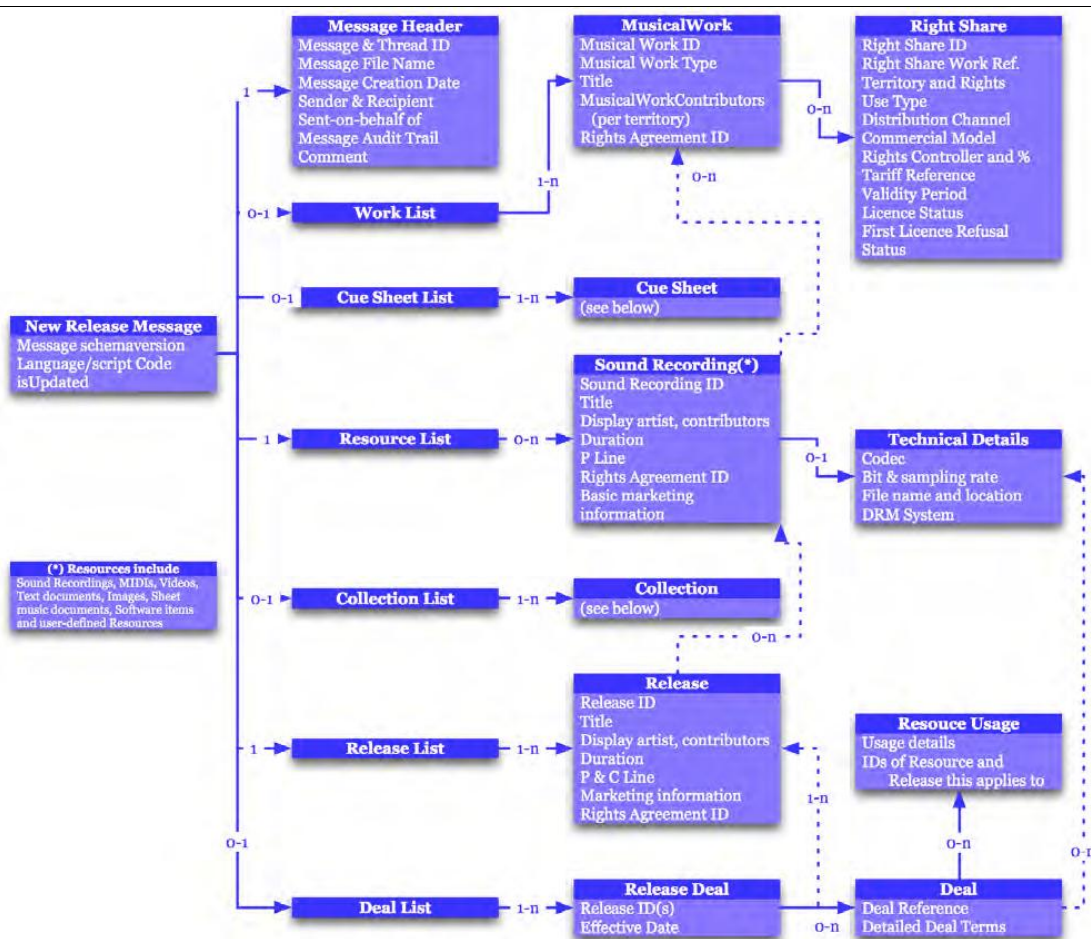


Figure 1 – Information content in the New Release Message (Overview) – from DDEX-ERNM-33-DS document

USER STORIES

User Story Id	Description	Scenario Id
UMCHANGE 179_US_01	An audio pop product with pop tracks only is delivered in ERN 3.3 format	UMCHANGE 179_SC_xx
UMCHANGE 179_US_02	An audio product with classical tracks is delivered in ERN 3.3 format	UMCHANGE 179_SC_xx
UMCHANGE 179_US_03	An audio product with booklet is delivered in ERN 3.3 format	UMCHANGE 179_SC_xx
UMCHANGE 179_US_04	A short video product is delivered in ERN 3.3 format	UMCHANGE 179_SC_xx
UMCHANGE 179_US_06	A mobile product is delivered in ERN 3.3 format	UMCHANGE 179_SC_xx
UMCHANGE 179_US_07	A package product is delivered in ERN 3.3 format	UMCHANGE 179_SC_xx

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The business stories represent the DDEX composites that must or may be required to make a user story complete.

Business Profile Id	Description	Scenario Id
UMCHANGE 179_BP_01	Deal Management of ToU (takedown included) and pricing information	UMCHANGE-179_US_01 to UMCHANGE-179_US_06
UMCHANGE 179_BP_02	Resource and Release Management of DDEX Release and Resources (Image, SoundRecording, Video and Text) to handle delivery of products	UMCHANGE-179_US_01 to UMCHANGE-179_US_07
UMCHANGE 179_BP_03	Work Management of DDEX Works to handle delivery of classical/video long products	UMCHANGE-179_US_02 UMCHANGE-179_US_04 UMCHANGE-179_US_05
UMCHANGE 179_BP_04	Collection and Cue Sheet Management of long form products specificities	UMCHANGE-179_US_05
UMCHANGE 179_BP_05	Contributors Management of roles and artist names specificities	UMCHANGE-179_US_01 to UMCHANGE-179_US_07

CURRENT DSC LOGIC

There is no DDEX plug-in implemented in DSC yet.

The major changes between UMGI Standard and DDEX ERN plugin are:

- Online and Mobile products can be exported with DDEX
- 1 XML file is delivered for all territories in which the BP operates
- Binary information (codec, sampling rate, filename) is given in the XML
- Price and ToU interval planning is sent the product
- Price and TOU are reported together in the deal. Variations in either necessitate a new period.
- ToU are sent at product and asset level
- All content (audio binaries, video binaries, metadata, fulfillment, booklets) is delivered to UCS

DESIGN

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

Note: This mapping document is subject to changes due to typos or mistakes that might be found later on

I. Candidate Products

The product type candidate to be exported in DDEX are:

Product type code	Meaning	Category
ALBUMAUDIO	eAlbum	FullTrack
ALBAPACK	eAlbum Package	FullTrack
ALBPCKBK	eAlbum Package with Booklet	FullTrack
ALBAPKBKLP	eAlbum Package with Booklet and LP	FullTrack
ALBAPKLP	eAlbum Package with LP	FullTrack
ALBBOOK	eAlbum with Booklet	FullTrack
ALBAPKLP	eAlbum with Booklet and LP	FullTrack
ALBALP	eAlbum with LP	FullTrack
BUNDLEALB	eMix Bundle Album	FullTrack
BUNDLPACK	eMix Bundle Album Package	FullTrack
BNDLPCKBK	eMix Bundle Album Package with Booklet	FullTrack
BDLAPKBKLP	eMix Bundle Album Package with Booklet and LP	FullTrack
BDLALBPCKLP	eMix Bundle Album Package with LP	FullTrack
BDLEALBBK	eMix Bundle Album with Booklet	FullTrack
BDLALBBKLP	eMix Bundle Album with Booklet and LP	FullTrack
BDLALBLP	eMix Bundle Album with LP	FullTrack
BUNDLESING	eMix Bundle Single	FullTrack
BDLESINGBK	eMix Bundle Single with Booklet	FullTrack
SINGLAUDIO	eSingle	FullTrack
SGLAUDIOBK	eSingle with Booklet	FullTrack
MTSINGLE	eSingle-M	FullTrack
MTPACK	eSingle-M Package	FullTrack
MTPCKBK	eSingle-M Package with Booklet	FullTrack
MTSINGLBK	eSingle-M with Booklet	FullTrack

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ALBVIDEO	eVideo Album	FullTrack
ALBVPACK	eVideo Album Package	FullTrack
CONCERT	eVideo Concert	FullTrack
EPISODE	eVideo Episode	FullTrack
FILM	eVideo Film	FullTrack
SINGLVIDEO	eVideo Single	FullTrack
ALERTTONE	Alert Tone	Mobile
ANIMLOGO	Animated Logo	Mobile
MONOPOLYPH	Mono-Poly	Mobile
REALTONE	Realtone	Mobile
HTAUDIO	Audio Half-track	Mobile
RBT	Ringbacktone	Mobile
VOICERBT	Ringbacktone (voice)	Mobile
SPEECHTONE	Speechtone	Mobile
VOICEMAIL	Voice Mail / Voice Card	Mobile
HTVIDEO	Video Half-track	Mobile
VIDEOTONE	Video Mastertone	Mobile
WALLPAPER	Wallpaper	Mobile

a. Mobile Exceptions

Mobile product types can be refined into the following sub-categories :

#	Product type	Source ISRC	Mobile ISRC
1	Realtone	Yes (Mandatory)	30s ISRC (R2)
	Audio Half-Track		90s ISRC (R2)
	Ringbacktone		120s ISRC (R2)
	Video Half-track		90s ISRC (R2)
	Video Mastertone		30s ISRC (R2)
2	Speechtone	Yes (Optional)	30s ISRC (R2)
	Ringbacktone (voice)		120s ISRC (R2)
3	Voice Mail/Voice Card		(Unique) ISRC (R2)
	Alert Tone		
4	Mono-Poly	No	Dummied ISRC from Poly edit (DSC)
5	Animated Logo		(Unique) ISRC (R2)
	Wallpaper		

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For each of the 5 categories, according to the Number of tracks and source ISRC provided from R2; the mobile products will be candidate for export in DDEX as follows:

#	From R2	In DSC	DDEX Candidate
1	* Full set of mobile ISRCs provided * Source ISRC for each mobile ISRC provided <i>Note: Fulltrack provided or not</i>	* Mobile ISRCs not dummied * Source ISRC available	Yes
	* Only fulltrack ISRC provided	* Mobile ISRCs dummied * Source ISRC available	No
	* Full set of mobile ISRCs provided * Source ISRC for each mobile ISRC not provided <i>Note: Fulltrack provided or not</i>	Status to be confirmed * Mobile ISRCs not dummied * Source ISRC not available	No
2	* Full set of mobile ISRCs provided * Source ISRC for each mobile ISRC provided or not <i>Note: Fulltrack provided or not</i>	* Mobile ISRCs not dummied * Source ISRC available or not	Yes
	* Only fulltrack ISRC provided	* Mobile ISRCs dummied * Source ISRC available	No
3	* Unique mobile ISRC provided * Source ISRC for the mobile ISRC provided or not	* Mobile ISRC not dummied * Source ISRC available or not	Yes
	* Only fulltrack ISRC provided	Status to be confirmed * Mobile ISRC dummied * Source ISRC available	No
4	<i>Any R2 set up as long as "Mastertone/Realtone/Ringbacktone" product ingested in DSC</i>	* Mobile ISRCs dummied * Source ISRC available or not	Yes
5	<i>Any R2 set up as long as R2 product ingested in DSC</i>	* Mobile ISRCs dummied * Source ISRC available	Yes

II. Release and Resource

a. Resource

The assets of a product are represented by DDEX Resources :

- Sound Recording for audio assets
- Image for cover and screengrab assets
- Text for booklet asset
- Video for video assets

b. Release

A product in DSC will be represented by a Release. This Release is constituted by several resources. As the DDEX Release is the element used to represent a sellable content, a Release will be associated to each track of a product.

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c. Product & Track release

The product release represents the releasing of the product as a bundle (with all its tracks); it is identified by the UPC for a full track product and by the DGP code for mobile ones.

The Track Release represents the releasing of a Track as a Single.

This allows providing Deal information (ToU, pricing) applicable for this Track when sold separately.

A track release is identified by concatenating UPC, DISRC, Volume number and Track Number.

Example: for a product with 10 Tracks (audio or video), there will be 11 Releases provided in DDEX XML

- 1 Release for the product
- 10 Track Releases (one for each Track) regardless of the track being bundle only or not.

d. Release Types

To distinguish the different product types (e.g. eAlbum audio, eMix Bundle ...); DDEX uses the “Release type” element.

However, a DSC product type may correspond to several DDEX Release Types.

To ease the way release type and product types will be mapped; a “User Defined” value will be used accordingly.

Example :

- eSingle DSC product type have a DDEX release type “Single”
- eSingle with Booklet DSC product type have a “User Defined” DDEX release type with value “Single with booklet”
- Track releases have a “User Defined” DDEX release type with value “Track Release”

e. Classical specificities

- Identification

The classical Resources and Releases will be clearly identified by providing an additional Resource Type “MusicalWorkSoundRecording” or Release Type “MusicalWorkRelease”.

- Title

The hierarchy title of the track will be provided at Resource level as of today (i.e. title is concatenated)

- The concatenated form (as of today)
- The separate form title and extension title (also called nickname) provided separately

This will allow BPs not supporting classical to display the concatenated title and the others one to display at their convenience.

- Works

The R2 work hierarchy (work and parent works) as shown below could not be fully represented in DDEX ERN as there is no hierarchical relation of works.

Only first and top level works are preserved; the first level will be represented by a DDEX Work (and referenced by the asset) whereas the top level work will be provided with a Resource Group and a title type “GroupingTitle”.

Example:

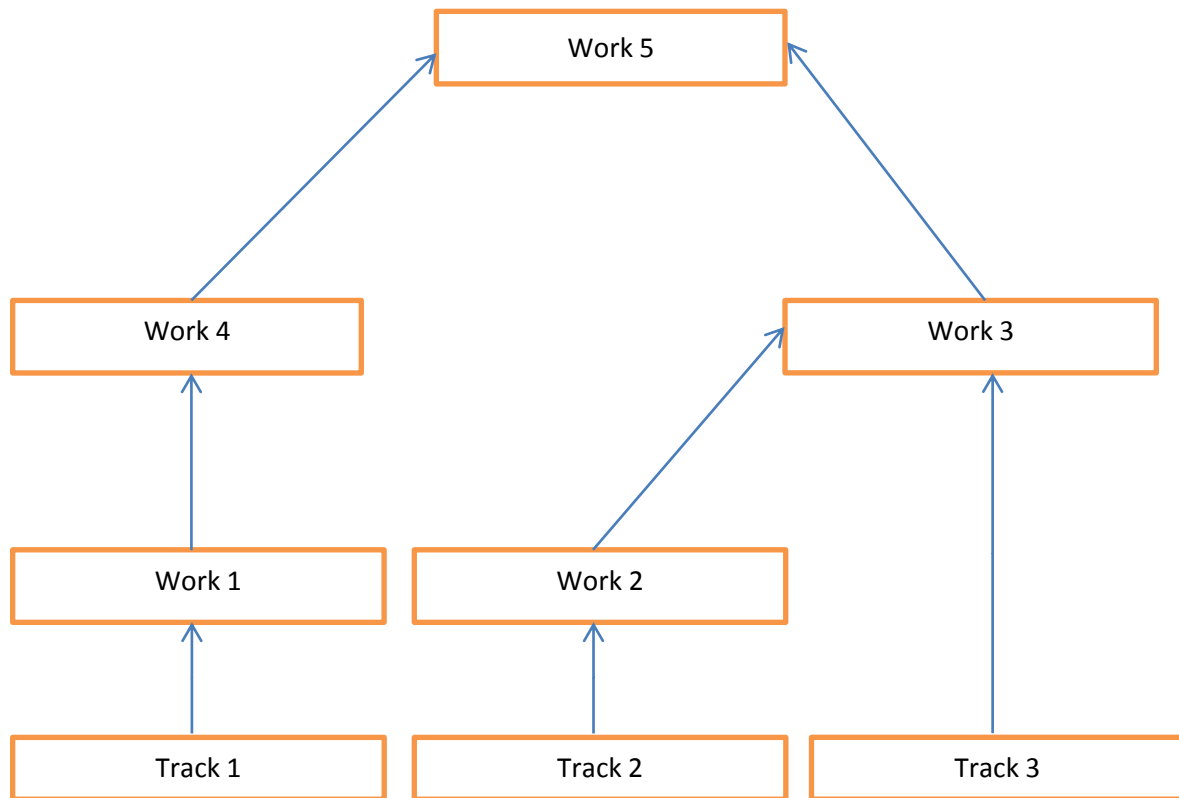


Figure 2 R2 Work hierarchies

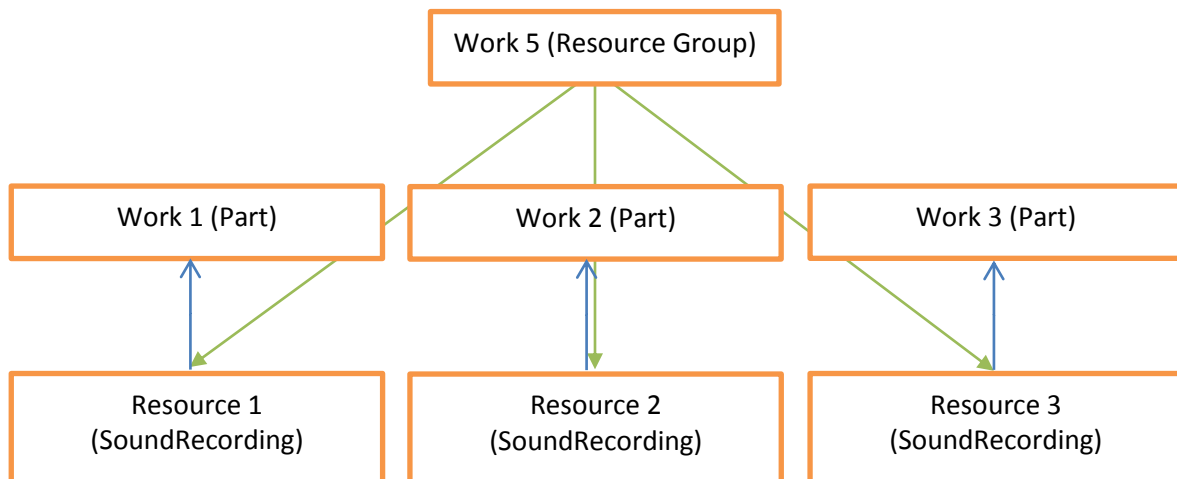


Figure 3 DDEX Works

As shown in the example, the work 4 is not sent and the parent relation between work 2 and 3 is also lost.

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f. Release Structure

The Release references all the assets it contains with a hierarchical structure to group the tracks of a volume and to provide sequencing for volumes and tracks.

This structure is represented through the “Resource Group” element of the release which is a recursive element (a “Resource Group” may be constituted of “Resource Groups”).

This leads to several levels where the first one will always represent the Release.

***Note:** DDEX resource group has nothing to do with R2 resource group*

The resource group contains content items which represent the resources.

The content items are of type primary for audio/video tracks and secondary for cover, screengrab and booklet.

Below is the generic hierarchy used for any Release.

***Note:** a Track Bundle represents a volume in a Release and Bonus Material represents the booklet*

Level 1	Level 2	Level 3	Level 4
Release			
represented as			
a			
ResourceGroup			
	Track Bundle(s)		
	represented	as	
	ResourceGroup(s)		
		Track(s)	
		represented as	
		ResourceGroupContentItem(s) of	
		type PrimaryResource)	
			Screen Capture Image
			represented as a
			LinkedReleaseResource-
			Reference of type
			SecondaryResource
		Bonus Material	
		Item(s)	
		represented as	
		ResourceGroupContentItem(s) of	
		type SecondaryResource	
	Release Cover Image		
	represented as	a	
	ResourceGroupContentItem,		
	of type SecondaryResource		

Examples:

- eAlbum Audio with 3 audio tracks:

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Level 1	Level 2	Level 3	Level 4
Release			
	Volume 1		
		Track 1	
		Track 2	
		Track 3	
	Cover		
<ul style="list-style-type: none"> - eMix Bundle package with 2 Volumes: <ul style="list-style-type: none"> o Volume 1 : 2 audio tracks with 1 booklet o Volume 2 : 1 audio and 1 video (with screen grab) track 			
Level 1	Level 2	Level 3	Level 4
Release			
	Volume 1		
		Track 1	
		Track 2	
		Booklet	
	Volume 2		
		Track 1 (audio)	
		Track 2 (video)	
			ScreenGrab
	Cover		
<ul style="list-style-type: none"> - eAlbum package with 2 Volumes and 3 Asset Groups (grouping classical works): <ul style="list-style-type: none"> o Volume 1 : 2 audio tracks grouped in one Asset Group : “N°1” o Volume 2 : 4 audio tracks with grouped in two Asset Groups : “N°2” and “N°3” 			
Level 1	Level 2	Level 3	Level 4
Release			
	Volume 1		
		“N°1” represented as a ResourceGroup	
			Track 1
			Track 2
	Volume 2		
		“N°2” represented as a ResourceGroup	
			Track 1
			Track 2
		“N°3” represented as a ResourceGroup	
			Track 3
	Cover		

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- Track Release:

Level 1	Level 2	Level 3	Level 4
Release	Track 1		
	represented as a		
	ResourceGroupcontentItem		

III. Deal

The DDEX Deal is the element used to provide price and Terms of Use (ToU) information of a Release.

a. Release Deal, Deal & Usages

- A DDEX Release Deal is the grouping of all price and ToU information for a Release.
- A Deal provides the details of price and ToU for a given period in a territory.

Example:

A product delivered in 2 territories and having 3 price periods for each territory will have 6 Deals; one for each territory/price period.

	Territory	Date X	Date X+12	Date X+25	Date Infinite
DSC	A	STAP		TAP	TP
	B	STAP	TAP		TP
DDEX	A	Deal1		Deal2	Deal3
	B	Deal4	Deal5		Deal6

- DSC ToU are separated into several elements in DDEX, which are :
 - o Commercial Model (e.g. Ad funded)
 - o Usage (e.g. Download)
 - o Distribution Channel (e.g. Internet for online)

b. Territory basis

Deal information is provided at territory level; hence a Release available in 4 countries will have at least 4 Deals. There is no territory rationalization of Deal information; at least one deal is provided for each delivered territory.

c. ToU Management

A DDEX Deal element will be provided for each single DSC ToU available in a country for a given period.

Note: A ToU not exported in DDEX is equivalent to a "No right" for the ToU

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For a product release:

- No “Streaming” right will be exported (i.e. overridden to “No rights”).
- Only the product campaigns in DSC affect the product rights in DDEX.

For a track release

- Both product and track campaigns in DSC affect the track rights in DDEX.

Note: *The product streaming rights are taken into account when computing the track release rights.*

Example: For a product and a track having the following ToU campaign in a territory on the same period:

DSC		DDEX	
Product Campaign	Track Campaign	Product Rights	Track Release rights
Ad-funded streaming online	Ad-funded streaming online		Ad-funded streaming online
Ad-funded download online		Ad-funded download online	
	A-la-carte streaming online		
A-la-carte download online	A-la-carte download online	A-la-carte download online	A-la-carte download online

d. Bundle-Only case

In case a track is bundle only, the Track Release will be provided but the Deal associated to this Track Release will have no rights and no price information.

This is provided through the Deal Term using the “All Deals Cancelled” element.

e. Non-commercial BPs

The ToU rules for non-commercial BPs as defined in [UMCHANGE-290](#) still apply in DDEX.

f. ToU/Pricing interval merging

Terms of Use and pricing information are represented separately in DSC; however, it will be merged in DDEX into a single Deal Term.

The merging will occur at BP/country level.

There will be no rationalization of the ToU; meaning each DSC ToU will be provided separately with the associated price for the given period.

		Territory	Date X	Date X+12	Date X+25	Date X+40	Date Infinite
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DSC	Price	A	STAP		TAP		TP	
		B	STAP		TAP		TP	
	ToU	A	1		2		3	
		B	1		2		3	
DDEX	Price + ToU	A	Price : STAP Tou : 1	Price STAP ToU : 2	Price : TAP ToU : 2	Price : TAP ToU : 3	Price : TP ToU : 3	
		B	Price : STAP Tou : 1	Price : TAP Tou : 1	Price : TAP ToU : 2	Price : TP ToU : 2	Price : TP ToU : 3	

Note: As partners may be configured not to receive price information, the merging will occur only when delivering both data (price and ToU)

g. Mobile case

Mobile products are not priced, hence only the ToU will be send and no merging will occur.

h. Pre-order case

When a pre-order exists for the delivered BP, the following information will be added in the Deal :

- Pre-Order Start Date: This information is provided in the “Pre-Order Release Date” element of the Deal Term. This is the date as entered by the user in the campaign wizard.
- Pre-Order Previews: When previews are available during a pre-order campaign, the “Pre-Order Preview Date” element will be filled with the pre-order start date. If No preview is available during pre-order the tag is not used.
- Preview files are identified by the “Is Preview” element of the technical information details of the resource.
- Bonus track: The tracks available as pre-order bonuses are identified in the DDEX XML directly at resource level by the “Is Bonus Resource” attribute.

IV. Updates and Takedowns management

When sending information in DDEX ERN, all data available at the time of the update will be provided; no metadata differential will be performed.

On the BP side all of the information received replaces the previous one.

i. Metadata update

Any update of a metadata exported or used to calculate an exported value will trigger a redelivery. The complete list of metadata triggering redelivery is provided in Metadata mapping document.

Example: A track title update will trigger the redelivery of the product.

Note: Binary information will not be sent as part of a metadata update, this is the only exception to the rule defined above

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ii. ToU/Pricing update

a. Deliver planning (ToU gain)

Pricing and ToU updates will be delivered only if impacting the previously sent planning. Meaning pricing and ToU milestones do not trigger redelivery (as of today); only pricing or ToU changes through price updates or ToU campaigns may trigger redeliveries.

b. Ignore Pricing

BPs can be configured to ignore the pricing information (see [plug-in impacts](#)). In this case, pricing information will not be sent in the XML and pricing updates will not trigger redelivery of the product.

c. ToU Specificities

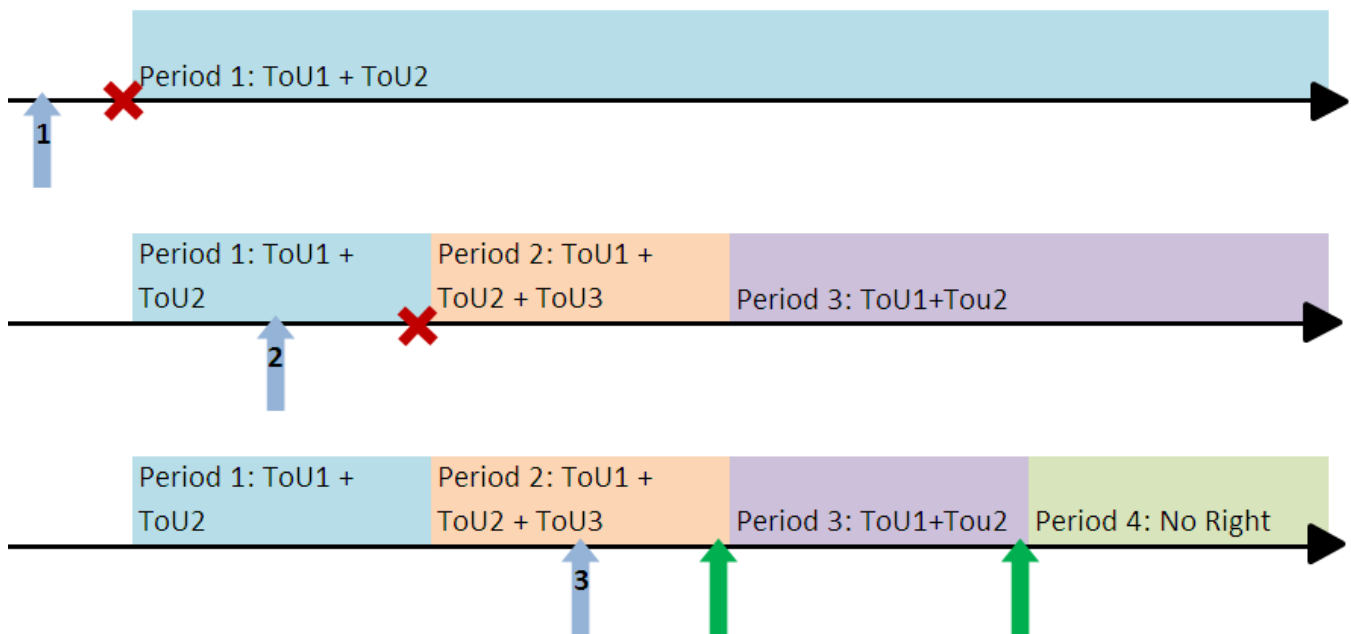
The DSC only knows the future availability of a ToU, there is no knowledge of future loss of rights. Hence, the ToU planning will be sent only for future gain of rights.

Loss of right (single loss of right or full loss) will trigger redelivery of the planning.

Example:

The timeline shows the ToU available for BP1 on UPC1.

BP1 allows ToU 1 + 2 +3 for UPC1 product type.



Campaign creation or update

- **1** : Create campaign:
Unique period for UPC1 Nothing permitted except ToU 1+2 :

Delivery occurs after campaign creation

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- **2** : Update campaign:
Add period 2 for UPC1 Nothing permitted except Tou 1+2+3
Add period 3 for UPC1 Nothing permitted except ToU 1 + 2
Delivery occurs after campaign update
- **3** : Update campaign:
Add period 4 for UPC1 All permitted except BP1
No delivery occurs after campaign update



Milestone with Delivery



Milestone without Delivery

iii. Binary update

Binary updates (through the interfaces or through FTT) will trigger the redelivery of all the metadata.
Binary information will be provided for the delivered binaries only.

iv. BP formats update

Only the addition of a backfilled format for the BP triggers the redelivery of the product (see [UMCHANGE-112](#) ML backfill for a complete understanding).

As of today, deletion of a format does not trigger redelivery and update of a custom format is considered as deletion + addition of a format.

Example: Changing the cover from 100x100 to 200x200 is equivalent to the deletion of the 100x100 format and the addition of the 200x200 format which will be delivered.

As for the binary update, binary information will be provided only for the added formats.

v. Takedown (single track, local, global)

Any decision that stops a product being available digitally will always trigger the redelivery of the product in the ERN.

For product releases, a “Takedown” will be sent at local level (i.e. for each territory where the product has lost its rights).

Hence, a global takedown leads to sending a local takedown for all the territories of the targeted BP.

For track releases, “All Deals Cancelled” will be sent when the track is no more sellable as a single (Track becoming bundle only or losing its rights).

A “Takedown” will be sent for each territory of the track release where the product is to be taken down.

V. Translations management

DDEX offers the ability to provide translated data for any element, however in DSC the only available translated information is for Artist names and product/track titles.

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This translated information is provided in the territory details level of the Release/Resource for the same territories as with UMGI Standard (Japan and Chinese countries: China, Taiwan, Hong Kong, Singapore and Malaysia).

a. Artist Name

Several names can be provided for an Artist, this allows providing the English name and all the translated names available for the Artist (phonetic and native translation for Japan; native translation for Chinese countries). These names will be differentiated by the “Language And Script code” property.

b. Title and Version Title

As for the artist name, several Titles (including the translated ones) may be provided for a Resource or a Release. The “title type” element ("PhoneticTitle" or "TranslatedTitle") will be provided for phonetic and native translation.

VI. Delivery impacts & UCS compliancy

UCS will be the unique end point for all products.

It includes delivery of :

- Metadata XML
- Binaries
- Fulfillment

a. Metadata XML

For rationalized multi territories BP, only one XML file per product will be delivered for all territories in which the BP operates.

b. Binaries

All binaries will be delivered to the UCS endpoint. It is impacting BPs using UMGI Legacy plugin for short video content as the short video binaries are currently exported to an FTP.

c. Fulfillment

Since the fulfillment file – as existing today – is mandatory for UCS and teleporter to work properly, it will still be created at packaging stage. Meaning that a few information might be repeated from the metadata XML (DDEX ERN 3.3 XML does contain binaries information).

Technical information should be retrieved from the ERN XML and no more from the fulfillment file as the delivery mechanism might change in the future releases (UCS to be replaced by one of DDEX choreographies?).

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BUSINESS PROFILES

UMCHANGE-179_BS_01 Deal

- A Deal is provided for a usage in a country on a given period
- A Deal references only one Release

UMCHANGE-179_BS_02 Resource & Release

Resource

- A Resource is identified by IRSC (for online audio and video) or ProprietaryId (for mobile edits, image, booklet and screengrab)

Release

- A Release is identified by ICPN (i.e. the UPC) or ProprietaryId (DGP_Code for mobile products, and UPC_ISRC_VolNb_Track_Nb for Track Releases)
- A Track Release is provided for each primary resource of an online product
- No Track release is provided for mobile products
- A Release Type (e.g. Single) is always provided for a Release
- The duration (total of all track durations) is always provided for a release

UMCHANGE-179_BS_03 Work

- A Type (e.g. "ParentWork", "TvProductionWork") is always provided for a Work
- A Work is identified by a ProprietaryId

UMCHANGE-179_BS_04 Collection & Cue Sheet

Cue Sheet

- The ReferencedCreationId which is the DISRC of the asset containing the Cue is always provided
- The StartTime is always provided

Collection

- A Collection is identified by an ICPN (i.e. UPC)
- The Collection Type "Season" is always provided
- The Collection Resource Reference List is always provided, this gives the list of resources that are part of the collection

UMCHANGE-179_BS_05 Contributors

- All names (First, Last, Prefix, Abbreviated and Formatted name) are sent for a contributor
- For Japan translated and phonetic translated name is provided

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- For Chinese countries translated name is provided

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USER STORIES

UMCHANGE-179_US_01 An audio pop product with pop tracks only is delivered in ERN 3.3 format

Description

- An audio pop product is ordered for a BP using DDEX plugin
- The product is processed and delivered with ERN 3.3 format
- The binaries are delivered on UCS 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
- A redelivery might then occur as one of an update event is triggered – *see design part*

Release Business Rules

- For the product a Release - identified by an ICPN - is provided
- For each Release/Territory/Usage/Period a Deal is provided

Resource Business Rules

- For each audio track:
 - o A Track Release - identified by a ProprietaryId - is provided
 - o A SoundRecording - identified by an ISRC - is provided
- For the cover an Image - identified by ProprietaryId - is provided

Note: All of the mapping related rules for US01 can be found in the spreadsheet embedded in the Design part

UMCHANGE-179_US_02 An audio product with classical tracks is delivered in ERN 3.3 format

Description

- An audio classical product is ordered for a BP using DDEX plugin
- The product is processed and delivered with ERN 3.3 format
- The binaries are delivered with the BP formats as specified in its delivery configuration
- The XML file contains the following information :
 - o Work
 - o Resource (Image and Sound Recording)
 - o Release
 - o Deal : ToU and pricing
- A redelivery might then occur as one of an update event is triggered – *see design part*

Release Business rules

- For the product a Release - identified by an ICPN - is provided
- For each Release/Territory/Usage/Period a Deal is provided

Resource Business rules

- For each audio track:
 - o A Track Release - identified by a ProprietaryId - is provided

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- A SoundRecording - identified by an ISRC - is provided
- For the cover an Image - identified by ProprietaryId - is provided

Works Business rules

- For each classical track with a work id a Work - of type "PartWork" - is provided
- For each classical track with parent work id a Work - of type "ParentWork" - is provided
- For each asset group a Work - of type "ResourceGroup" - is provided

Contributors Business rules

- For each classical track Contributors are provided with an additional Role of type "UMGI"
- For each work Contributors are provided with an additional Role of type "UMGI"

Note: All of the mapping related rules for US02 can be found in the spreadsheet embedded in the Design part

UMCHANGE-179_US_03 An audio product with booklet is delivered in ERN 3.3 format

Description

- An audio product with booklet is ordered for a BP using DDEX plugin
- The product is processed and delivered with ERN 3.3 format
- The binaries are delivered with the BP formats as specified in its delivery configuration
- The XML file contains the following information :
 - Work (if classical product or track)
 - Resource (Image, Text and Sound Recording)
 - Release
 - Deal : ToU and pricing
- A redelivery might then occur as one of an update event is triggered – see design part

Release Business rules

- For the product a Release - identified by an ICPN - is provided
- For each Release/Territory/Usage/Period a Deal is provided

Resource Business rules

- For each audio track:
 - A Track Release - identified by a ProprietaryId - is provided
 - A SoundRecording - identified by an ISRC - is provided
- For the cover an Image - identified by ProprietaryId - is provided
- For each booklet a Text - identified by ProprietaryId - is provided

Works Business rules

- For each classical track with a work id a Work - of type "PartWork" - is provided
- For each classical track with parent work id a Work - of type "ParentWork" - is provided
- For each asset group a Work - of type "ResourceGroup" - is provided

Contributors Business rules

- For each classical track Contributors are provided with an additional Role of type "UMGI"
- For each work Contributors are provided with an additional Role of type "UMGI"

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Note: All of the mapping related rules for US03 can be found in the spreadsheet embedded in the Design part

UMCHANGE-179_US_04 A short video product is delivered in ERN 3.3 format

Description

- A short video product is ordered for a BP using DDEX plugin
- The product is processed and delivered with ERN 3.3 format
- The binaries are delivered with the BP formats as specified in its delivery configuration
- The XML file contains the following information :
 - o Work (if classical product or track)
 - o Resource (Image, Text, Video and Sound Recording)
 - o Release
 - o Deal : ToU and pricing
- A redelivery might then occur as one of an update event is triggered – *see design part*

Release Business rules

- For the product a Release - identified by an ICPN - is provided
- For each Release/Territory/Usage/Period a Deal is provided

Resource Business rules

- For each audio track:
 - o A Track Release - identified by a ProprietaryId - is provided
 - o A SoundRecording - identified by an ISRC - is provided
- For the cover an Image - identified by ProprietaryId - is provided
- For each booklet a Text - identified by ProprietaryId - is provided
- For each video track:
 - o A Track Release - identified by a ProprietaryId - is provided
 - o A Video – identified by an ISRC – is provided

Works Business rules

- For each classical track with a work id a Work - of type "PartWork" - is provided
- For each classical track with parent work id a Work - of type "ParentWork" - is provided
- For each asset group a Work - of type "ResourceGroup" - is provided

Contributors Business rules

- For each classical track Contributors are provided with an additional Role of type "UMGI"
- For each work Contributors are provided with an additional Role of type "UMGI"

Note: All of the mapping related rules for US04 can be found in the spreadsheet embedded in the Design part

UMCHANGE-179_US_06 A mobile product is delivered in ERN 3.3 format

Description

- A mobile product is ordered for a BP using DDEX plugin
- The product is processed and delivered with ERN 3.3 format

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- The binaries are delivered with the BP formats as specified in its delivery configuration
- The XML file contains the following information :
 - o Work (if classical product or track)
 - o Resource (Image, Video and Sound Recording)
 - o Release
 - o Deal : ToU and pricing
- A redelivery might then occur as one of an update event is triggered – *see design part*

Release Business rules

- For the product a Release - identified by an ProprietaryId - is provided
- For each Release/Territory/Usage/Period a Deal is provided

Resource Business rules

- For each audio track:
 - o A SoundRecording - identified by an ISRC - is provided
- For the cover an Image - identified by ProprietaryId - is provided
- For each video track:
 - o A Video – identified by an ISRC – is provided
- For each audio or video track of a product of type Mono-Poly, Realtone , Video MasterTone, Video HalfTrack , Speechtone, Alert Tone a HostSoundCarrier identified by ISRC (the source ISRC) is provided if available

Note: All of the mapping related rules for US06 can be found in the spreadsheet embedded in the Design part

UMCHANGE-179_US_07 A package product is delivered in ERN 3.3 format

Description

- A package product is ordered for a BP using DDEX plugin
- The product is processed and delivered with ERN 3.3 format
- The binaries are delivered with the BP formats as specified in its delivery configuration
- The XML file contains the following information :
 - o Work (if classical product or track)
 - o Resource (Image, Video and Sound Recording)
 - o Release
 - o Deal : ToU and pricing
- A redelivery might then occur as one of an update event is triggered – *see design part*

Release Business rules

- For the product a Release - identified by an ICPN - is provided
- For each Release/Territory/Usage/Period a Deal is provided
- For each volume of the package a ResourceGroup (level 2) is provided

Resource Business rules

- For each audio track:
 - o A Track Release - identified by a ProprietaryId - is provided
 - o A SoundRecording - identified by an ISRC - is provided

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- For the cover an Image - identified by ProprietaryId - is provided
- For each booklet a Text - identified by ProprietaryId - is provided
- For each video track:
 - o A Track Release - identified by a ProprietaryId - is provided
 - o A Video – identified by an ISRC – is provided

Works Business rules

- For each classical track with a work id a Work - of type "PartWork" - is provided
- For each classical track with parent work id a Work - of type "ParentWork" - is provided
- For each asset group a Work - of type "ResourceGroup" - is provided

Contributors Business rules

- For each classical track Contributors are provided with an additional Role of type "UMGI"
- For each work Contributors are provided with an additional Role of type "UMGI"

Cue Sheet Business rules

- For each Film or Concert track a Cue Sheet is provided

Collection Business rules

- For each Episode track a Collection is provided
- Contributors for Works are provided with an additional Role of type "UMGI"

Note: All of the mapping related rules for US07 can be found in the spreadsheet embedded in the Design part

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DATA IMPACTS

Migration impacts

None

Reporting impacts

None

OPERATIONAL IMPACTS

BP Roll out

BP identification

For each BP switching to DDEX, it has first to register to the DDEX community.

Once registered UMGI has to request the DDEX identifier of the BP. This identifier will be used as a parameter of the DDEX plugin.

BP conformance

For each BP switching to DDEX, its ingestion processes will have to be validated through dedicated test scenarios.

These scenarios – associated with appropriate XML samples – will be gathered in a document coupled to the DDEX user guide.

A phased approach plan will have to be defined accordingly – not all BPs will switch to DDEX at the same time.

- ⇒ [UMGI] to provide the list of partners that could support DDEX plugin
- ⇒ [UMGI] to identify the partners that could switch to DDEX plugin at first

Dual Delivery

This feature aims at delivering same products in 2 different XML formats in Production environment – it is part of the BP conformance phase (meaning no test drop step is needed anymore).

This topic will be treated as part of [UMCHANGE-340](#).

Metadata Snapshot

UMGI requires back catalogue products to be delivered in one go to partners in the new DDEX format – at the time of the product first insertion.

This topic will be treated as part of [UMCHANGE-202](#).

Plugin Switch

This feature aims at changing the BP delivery plugin without losing the ML and delivery parameters configuration.

This topic will be treated as part of [UMCHANGE-341](#).

USER INTERFACE IMPACTS

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None

PLUG-IN IMPACTS

Delivery plugin

A dedicated plugin delivery configuration will have to be set up by Studio: per product type allowed, a set of manufacturing lines will be defined.

Same configuration as UMGI Standard & Legacy one will be used.

A Mobile plugin configuration will have to be created too.

Packaging plugin

A new packaging plugin will have to be created in order to define the files naming conventions, the delivery items configuration and their packaging strategy.

Same configuration as UMGI Standard one will be used.

Price Update Parameter

A parameter "Ignore Price" will be added to give the ability to receive -or not- price information.

As it is a plugin parameter, it will be automatically available in the BP delivery configuration screens as a checkbox. By default, it is unchecked meaning the price information is sent.

This will be used in the case of non-commercial & streaming partners.

Note: This parameter is a plugin parameter; hence specific to DDEX plugin. This option will not be available for UMGI standard/Legacy plugins

DDEX identifier

A parameter "DDEX id" will be added to identify uniquely the BP in the DDEX context.

DDEX XSD

DDEX ERN XSD (embedded below) to be implemented in DSC can be found below :



OTHER IMPACTS

Proxy/DSC synchronization

A synchronization on DGP codes is required as several products do not have any DGP code in PROXY

⇒ [DGP] to investigate and plan this synchronization

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USER ACCEPTANCE CRITERIA
FUNCTIONAL TESTS
SPREADSHEET TO BE ATTACHED ONCE SCENARIOS SIGNED OFF
NON REGRESSION TESTS
SPREADSHEET TO BE ATTACHED ONCE SCENARIOS SIGNED OFF
PERFORMANCE CRITERIA
None

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COST IMPACT				
Date: <i>[insert date]</i>			Author: <i>[insert name]</i>	
Expiry period: <i>[30 days]</i>				
Implementation costs				
Item description	Type	Difficulty (S/M/C)	Cost (days)	Comment
Implementation Cost (days)				
Estimation, Impact Study Functional Design Technical Design QA, Deployment, Management Software, Hardware, 3 rd Party				
Total Implementation/Set up Cost (days)				
Total Implementation/Set up Cost (€ Euro)				
Run (Operational) costs				
Personnel (days) Software, Hardware, 3 rd Party (€ Euro) Impact on Service Charges (€ Euro) Other (<i>please specify</i>) (€ Euro)				
			<i>[if applicable]</i>	
			<i>[if applicable]</i>	
			<i>[if applicable]</i>	
Total Operational Cost (days)				
Total Cost related to Change (€ Euro)				
Other details (<i>insert attached file here</i>)				

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[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]

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

FEASIBILITY STUDY APPROVAL			
AGREED BY UNIVERSAL	SIGNATURE: <i>Signature of Universal Authorised Representative (*)</i>		Date :
AGREED BY ACCENTURE	SIGNATURE: <i>Signature of Accenture Authorised Representative (*)</i>		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.