Studio Content Onboarding

October 4th, 2017
Bridge: 1.877.290.0784 Code: 6186778782

http://hangouts.google.com/hangouts/_/apps.disney.com/ma

Agenda

Topics

       Feature Delivery Progress

       Summary of Retailer Title Gaps

       FandangoNow

       POEST 1.0

       Avails 1.7.2 Check-in

Carry Over Action Items

Feature Delivery Progress

Feature Delivery for Launch

Studio	Launch List #
Disney	804
Fox	1277
Sony	1992
Warner	1941
Universal	1337
TOTAL	7351

Retailer Title Summary

Our Goal?

<1% Gap

~75/retailer

Retailer Buy Button Results & Next Steps

"Missing titles" reports are frequently caused by the following:
- Studio content gaps
- Missing EIDR to retailer SKUs mapping entries on the retailer side
- EIDR mismatches

"Mismatched Titles" may be caused by:
- Slight text differences between the MA title and the title used on the retailer page (the vast majority). *E.g. MA title: "...And Justice For All", Amazon title: "And Justice For All"*
- Situations where two titles have had their EIDR values swapped

Studio Next steps:
- Missing Titles: Finalize onboarding content gaps at each retailer to correct many/most of the missing titles
- Missing Titles: For titles that you know has been onboarded and processed by a retailer, discuss appropriate SKU list with retailers
- Mismatched Titles: Confirm that the "mismatch titles " entries are actually for the correct titles and versions of titles that you expect for your studio's titles.

Retailer Buy Button Testing: Amazon

Studio	Content Gap	Buy Issues	Difference
Disney	0	0	0
Fox	7	18	11
Sony	0	0	0
Universal	0	3	3
WB	0	10	10
Total	**7**	**32**	**24**

Retailer Buy Button Testing: Google

Studio	Content Gap	Buy Issues	Difference
Disney	0	65	65
Fox	0	48	48
Sony	50	115	65
Universal	0	14	14
WB	39	40	1
Total*	89	282	193

* WB self reported
   Assuming WB Content Gap of 40 (avails only remnants?)

Retailer Buy Button Testing: Vudu

Studio	Content Gap	Buy Issues	Difference
Disney	5	32	27
Fox	108	122	14
Sony	47	61	14
Universal	20	17	-3
WB	57	97	40
Total	**234**	**329**	**95**

* Assuming Uni Content Gap of 17 (avails only remnants?)

Retailer Buy Button Testing: Apple

Studio	Content Gap	Buy Issues	Difference
Disney	0	23	23
Fox	35	49	14
Sony	13	29	16
Universal	15	19	4
WB	14*	21	7
Total	**77**	**141**	**64**

* WB's number is self reported

FandangoNow

FandangoNow Next Steps

Fandango as fast follow post launch

Fandango would like to target Black Friday

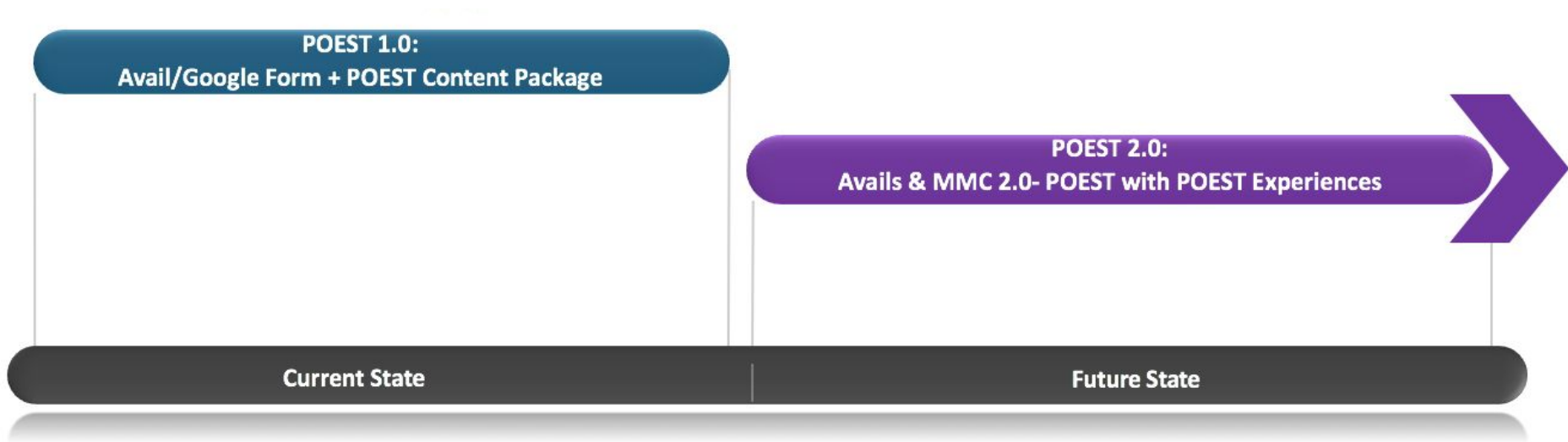Exact launch date likely mid-November to mid-January

Process:

- Done: MA provided launch list to Fandango on 9/25

- Done: Fandango content gap analysis

- Next steps: Cross studio discussion with Fandango

- Next steps: Studios to bilaterally onboard gaps (studio product teams to drive content priorities)

- Next steps: Avails 1.7.2 submission to Fandango

FandangoNow Content Gap Analysis

Studio	Gap Count
Disney	227
Fox	241
Sony	551
Warner	670
Universal	36
Total	**1,725**

POEST 1.0 Update

POEST Processes Timeline

POEST 1.0:
Avail/Google Form + POEST Content Package

POEST 2.0:
Avails & MMC 2.0- POEST with POEST Experiences

Current State

Future State

POEST Update

- Completed POEST Greenroom Workflows & beta POEST form
- POEST Spec 1.0 distributed to Box folders
- Next steps: Each Studio to perform a sample POEST asset upload
- Note: EST delivery requires full EST package

Window	Assets	Delivery Process	Timing	MA IDs
POEST	Title Metadata POEST Metadata Hero Art Key Art Trailer .mov Trailer thumbnail	**1.0** Studio delivers POEST package to MA Producer team via Aspera. Avail or Google form. **2.0** EMA Avail 2.0 + Feature package.	2 weeks prior to POEST live date	L2 EIDR ADAM ID

POEST 1.0 Workflow
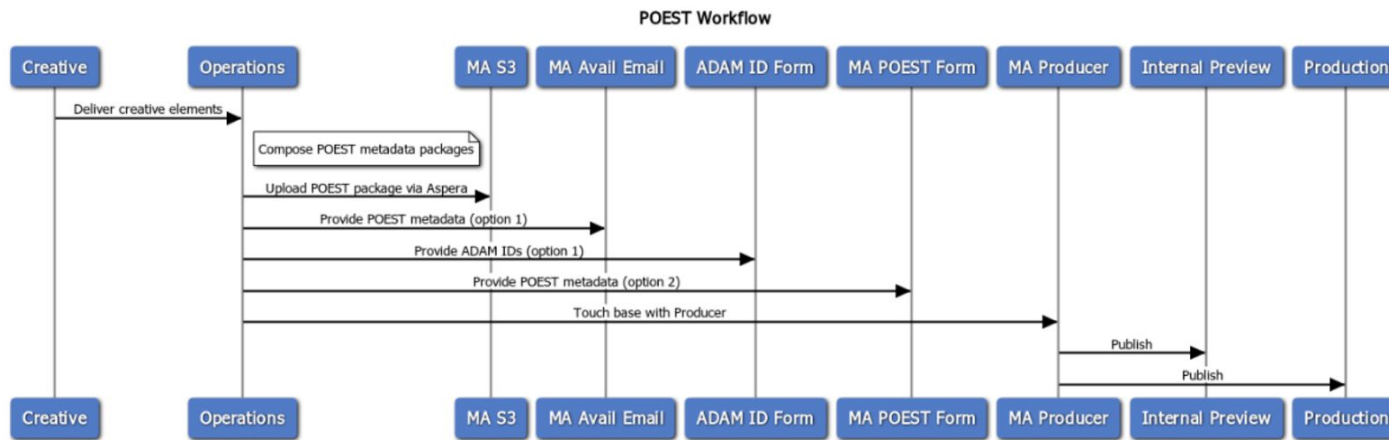
POEST Workflow

POEST Form Workflow

Step 1

Disney POEST Window Entry Form

* Required

Email address *

bruce.bleasdale@disney.com

NEXT   Page 1 of 4

Never submit passwords through Google Forms.

Step 2

Disney POEST Window Entry Form

Title Info

Internal Title Alias

Cars 3

L1 EIDR

10.5240/DCB6-8870-C094-46AA-83AF-0

L2 EIDR

10.5240/0276-2C79-AAA0-F643-00BC-0

BACK   NEXT   Page 2 of 4

Never submit passwords through Google Forms.

Step 3

Disney POEST Window Entry Form

POEST Key Dates

POEST Start Date

Date

10/01/2017

POEST End Date

Date

10/10/2017

BACK   NEXT   Page 3 of 4

Never submit passwords through Google Forms.

Step 4

Disney POEST Window Entry Form

ADAM IDs

Primary Apple ADAM ID

1234567890

Additional Apple ADAM IDs (comma separated)

1234567890

A copy of your responses will be emailed to the address you provided.

BACK   SUBMIT   Page 4 of 4

Never submit passwords through Google Forms.

ADAM ID Form Workflow

Step 1

ADAM ID Entry Form

* Required

Email address *

bruce.bleasdale@disney.com

NEXT   Page 1 of 3

Never submit passwords through Google Forms.

Step 2

ADAM ID Entry Form

Title Info

Window (ADAM IDs will be valid across all windows)

EST

Internal Title Alias

Little Mermaid

L1 EIDR

10.5240/84E5-8223-3C20-852F-9609-O

L2 EIDR

10.5240/84E5-8223-3C20-852F-9609-O

BACK   NEXT   Page 2 of 3

Never submit passwords through Google Forms.

Step 3

ADAM ID Entry Form

Apple ADAM IDs

Primary ID

828516440

Additional IDs (comma separated)

828516441, 828516442

A copy of your responses will be emailed to the address you provided.
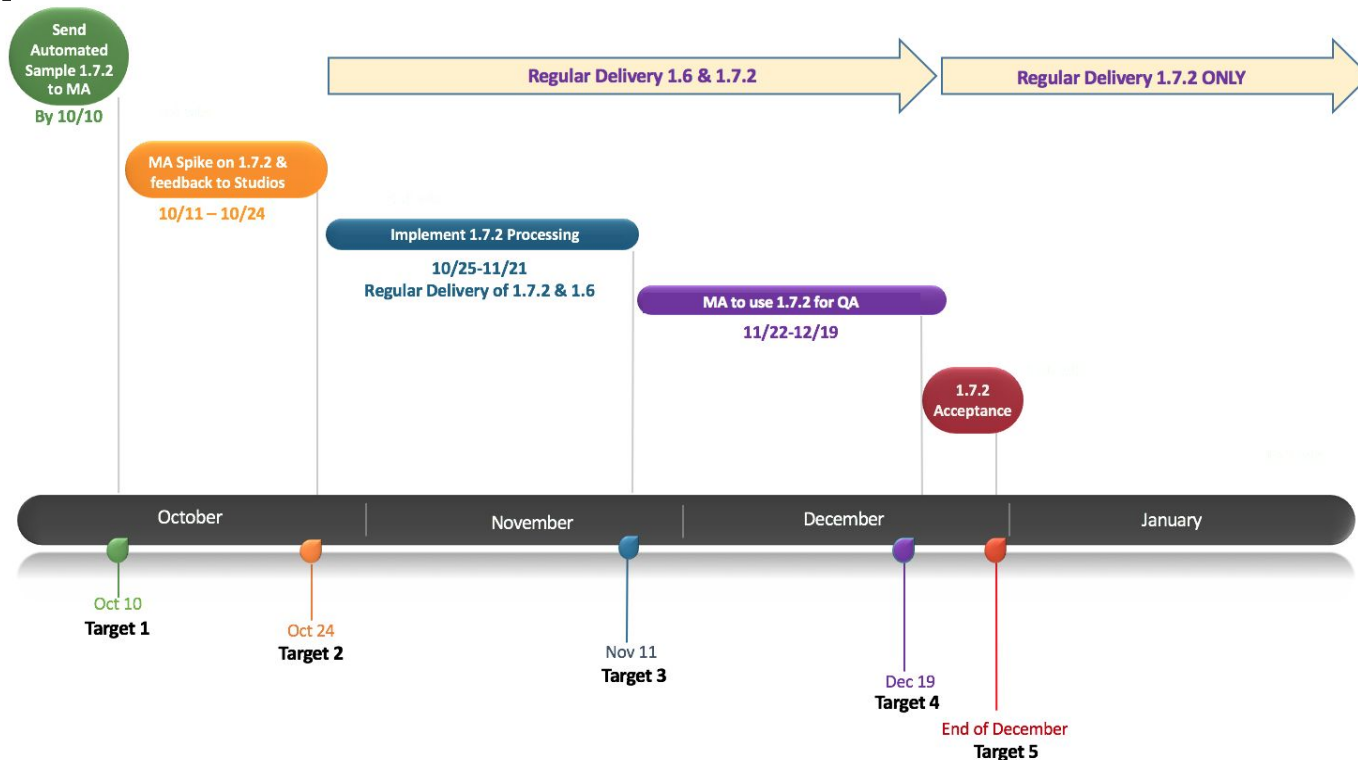
BACK   SUBMIT   Page 3 of 3

Never submit passwords through Google Forms.

Avails 1.7.2 Check-in

1.7.2 Proposed Timeline

Target #	Task	Date
1	Studios provide MA sample auto-generated 1.7.2	10/10
2	MA Greenroom team performs analysis spike MA provides feedback on 1.7.2, POEST, and ADAM ID data	10/11-10/24
3	MA Implements 1.7.2 processing Studios start regular delivery of 1.7.2 and 1.6 to MA	10/25 - 11/21
4	MA using 1.7.2 for QA	11/22 - 12/19
5	MA 1.7.2 acceptance Studios cut off delivery of 1.6	~12/19

Proposed Timeline

Send Automated Sample 1.7.2 to MA
By 10/10

Regular Delivery 1.6 & 1.7.2

Regular Delivery 1.7.2 ONLY

MA Spike on 1.7.2 & feedback to Studios
10/11 – 10/24

Implement 1.7.2 Processing
10/25-11/21
Regular Delivery of 1.7.2 & 1.6

MA to use 1.7.2 for QA
11/22-12/19

1.7.2 Acceptance

October

November

December

January

Oct 10
Target 1

Oct 24
Target 2

Nov 11
Target 3

Dec 19
Target 4

End of December
Target 5

Avails Approach Notes

- Values for DMA_ID are non-mutable after we have processed the avail

- Store the DMA_ID in your system separately from EIDR L2

- Our implementation is close to a "1.6 in 1.7 format" approach
- Batching post-launch library adds

Carry Over Action Items

Action Items: 9/20

1. **Studios/MA**: Handle case by case re-deliveries for higher priority titles; work directly with MA producer and video team
   Effective up to go-live

2. **Studios**: send avails to MA for new releases only (need to give retailers a static list for launch)
   Effective up to go-live

3. **Studios**: provide updates on Apple gap count/fills
   Due date: prior to 9/25

4. **Studios**: provide updates on the Vudu gap count/fills
   Due date: week of 9/25

5. **MA**: share source data of retailer title selenium test results/count
   Distributed to Studios on 10/3 via email

Action Items: 9/6

1. **Studios**: begin delivering CPE packages. MA to test/process beta 1 version of the front end representation once CPE is delivered
Not started yet.

2. **Studios**: Provide final round of feedback of Bonus QC in next Studio weekly meeting (due 9/15)
Sony, Fox and WB have provided feedback.
MA provided Studios with Pivotal bug tracker process for feedback/ticketing

3. **Studios (Uni, Disney, Fox, WB**): communicate to MA what avails version is being used for Fandango (due TBD)
MA received directly from Fandango

Action Items: 8/10 & 7/26

1. **Studios**: Send samples of IMSC1 to MA prior to confirming delivery
    Done: Ongoing test per studio post launch

2. **Studios**: Explore including ADAM IDs in 1.7.2 avails
    Due date: TBD.   Any initial feedback?

3. MA: Provide Greenroom development approximation of NBCU Request: Add MMC Version/Update Number to UI
    Due date: TBD (development will be post launch)

4. Studios: provide input on spec 2.0 timelines
    Update: Studio spec review was on 8/2; scheduled for post launch- timelines/process updates to follow.

5. MA: provide additional details around Universal questions about backwards compatibility; new deliveries and when they will be rejected based on the new spec; need sample XML files to see diffs
    Dependant on process agreed up in #4 above.

6. MA: Need to have a dedicated discussion on operational process/content lifecycle.
    Need to go through different use cases (e.g. catalog refreshes, artwork refresh, etc.).
    How would we handle deletion vs. content not available via avail date?
    Life cycle and approach in progress. Discussion to be scheduled post launch.

On the Horizon

- Finalize Feature Delivery Spec Update Process

- Implementation of pre-order window deliveries

  Version 1: Engineering underway (POEST date propagation)

  Version 2: To be schedule (content package support)

- EMA 1.7 Spec adoption across studios and retailers (Google and VUDU)

  Would like to get update from studios. Google and VUDU indicate Oct doable.

Thank you!