

# EIDR: BEST PRACTICE – CONTENT ADVISORY RATINGS REGISTRATIONS

***This document details the best practice for registering EIDR IDs for use with content advisory ratings.***

## **1 Introduction**

Content advisory ratings systems operated by independent authorities issue their ratings for a particular edit of an audiovisual work in advance of its release in the covered territory. For self-applied ratings systems, the local territory content distributors may apply their own ratings following guidelines established by a separate ratings authority. To support these workflows, content distributors need to register their abstract works and at least one edit prior to the official release of the subject work. In addition, several other issues must be taken into account:

- For ratings applied by independent authorities (certified ratings):
  - Registration screening dates may be reserved well in advance of release (while the work is still going through the production pipeline).
  - The edit that is finally certified with a rating may not be the initial edit submitted for review (it may take several rounds of modification and review before a work receives its final rating).
  - The name by which a work is known in commercial release may differ from the one used for rating or may change during the rating process.
  - The ratings applicant in one territory may not be the same as in other territories and may be unrelated to the original producer.
  - Ratings may occasionally be surrendered or otherwise revoked.
- For self-applied ratings:
  - Each territory and distribution channel may have its own self-applied rating system.
  - The same edit may have multiple self-applied ratings applicable in different markets.

- A single distributor may have multiple versions with different self-applied ratings in the same market.
- In all cases:
  - Works being rated will range from major studio blockbusters to micro-budget independents.

All of these requirements can be accommodated by the EIDR Content ID system with the application of a simple set of recommended practices.

## 2 The Ratings Registration Process

### 2.1 Process Overview: Certified Ratings

- The rating applicant obtains an EIDR Edit ID.
- The rating applicant provides the EIDR Edit ID to the ratings bureau via the bureau's application or scheduling process (this will vary from bureau to bureau).
- The ratings process proceeds as normal. When a rating is issued, it is reported back to the applicant by the ratings bureau along with the rating certification number and the previously provided EIDR Edit ID.
- The EIDR Edit record is updated with the rating bureau's certification number as an EIDR alternate identifier.

**NOTE:** Rather than track every version of a work submitted for rating review, the Edit ID selected at the start of the ratings process identifies the final edit that will receive the certified rating.

### 2.2 Process Overview: Self-Applied Ratings

- The rating party determines the appropriate content rating following the process outlined by the applicable rating authority.
- The producer or distributor (the "rating party") obtains an EIDR Edit ID.
- The rating party adds the rating data to the EIDR Edit Record along with a standard Alternate Identifier flag for the rating authority.

### 2.3 Process Details

#### 2.3.1 Obtaining an EIDR Edit ID

If the rating applicant is an EIDR member, an Edit ID can be obtained via their established process.

If the rating applicant is not an EIDR member, then this may be the first (and only) time the applicant registers an EIDR ID. The applicant goes to an EIDR retail registration agency to perform a one-off transaction.<sup>1</sup>

Alternatively, the rating agency may register the works directly with EIDR. This may include registering the abstract work or only require the registration of an Edit. In this case, the rating applicant may or may not be an EIDR member, since the rating agency is acting on their behalf.

However the ID is obtained, the same general steps are followed:

1. Search the EIDR system to see if the work has already been registered for an abstract EIDR ID.
  - a. If the work is not found, register the work and obtain an abstract EIDR ID.
    - i. If the work is still in the production pipeline, then it may be registered with provisional data, which are later updated as more accurate and complete data become available. (See ***EIDR: Interim Best Practice – Provisional Data.***)
  - b. If the work is found, then use that abstract EIDR ID in the next step.
2. Register an Edit of the work, representing the version of the work that will receive the final ratings certification or self-applied rating.<sup>2</sup>
  - a. If the rated work will have a different release title than the abstract work, enter it as the Resource Name (Title) with a Title Class of “release.”
    - i. If the rated work is known by a different name during the ratings process than it is when released, then list the name used during rating as an Alternate Resource Name with a Title Class of “other.”
  - b. Assign the rating applicant or rating party as an Associated Org with a Role of “producer” or “distributor,” if applicable, or “other” if not.
  - c. Set the Release Date (full date or year only) and Approximate Length according to best available information. (Update them in the future if they change significantly.)
  - d. Select the Edit Use appropriate to the primary distribution channel for the rated work (Theatrical, Broadcast, etc.).

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<sup>1</sup> The Title Registrar <http://www.titleregistrar.com/>.

<sup>2</sup> An existing Abstract Title record may have existing Edit records. Use an existing Edit ID only if you are certain that the versions are the same. Otherwise, create a new Edit ID. See “Downstream Edit Creation” in ***Best Practices and Use Cases for EIDR Edits.***

- e. Select one or more Edit Classes to identify the particular nature of the rated edit (Original, Extended, Director's Cut, etc.).<sup>3</sup>
- f. Select one or more Made for Regions to clarify the territory(ies) for which the rating applies.
- g. Set Color Type and 3D to match the nature of the rated work.
- h. All other values in the Edit record are optional or can be inherited from the parent EIDR record.
  - i. If the rated edit has different spoken or written languages than the original work, they may be specified under Version Language.
  - ii. The rating applicant is encouraged to provide their house identifier for the Edit as an Alternate ID.

Provide the generated EIDR Edit ID to the ratings bureau with the work's schedule reservation/rating application.

Update the Edit registration if any of the identified data change in the future.

**NOTE:** Any interested party can register an Edit of an existing EIDR abstract work, so a local territory distributor of a foreign-produced work can register an EIDR Edit as easily as the work's original producer. This also allows the rating agency to register EIDR IDs on the rating applicant's behalf.

### 2.3.2 Updating the EIDR Edit Record upon Rating Certification

The issued rating symbol (PG-13, Uc, 14A, etc.) is not normally recorded in the EIDR record. Instead, the rating certification number issued by the ratings bureau is recorded as an alternate ID under the domain of the ratings bureau. To do this, the rating applicant updates the Edit record via their established mechanism (for EIDR members) or through their retail registration agency (for non-members).

- Set the Alternate ID Type to "Proprietary."<sup>4</sup>
- Set the Alternate ID to the ratings bureau's issued ratings certification number.
- Set the Alternate ID Domain to the primary Internet domain of the rating bureau (mpaa.org, bbfc.co.uk, rcq.gouv.qc.ca, etc.).

**NOTE:** If the ratings bureau maintains a public search service accessible via a Web URL, then the associated alternate IDs will be hyperlinks in the EIDR Web UI that resolve to the ratings bureau's Web record for the rated work.<sup>5</sup>

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<sup>3</sup> The "Original" Edit Class is only used for the original (first) presentation of the work, across all territories and distribution channels.

<sup>4</sup> In this context, the term "Proprietary" does not in any way imply ownership or confidentiality.

<sup>5</sup> The ratings bureau must provide EIDR with the appropriate URL pattern for search links.

### 2.3.3 Add Self-Applied Ratings Data to the EIDR Edit Record

Self-applied ratings systems generally lack a central registry of all rated works, so the necessary ratings information is recorded in the EIDR Edit record and a flag is added referring back to the applicable ratings authority.

- Add an Edit Details field that contains the self-applied rating information.
  - Set the value according to the instructions of the ratings authority.
  - Set domain for the ratings authority (e.g., “safecast.co.uk”).
  - Add “CA:[ratings authority domain];” (e.g., “CA:safecast.co.uk;”) to Registrant Extra to indicate that the Edit Details contains a Content Advisory.
- The party responsible for the self-applied rating is strongly encouraged to add their internal/house ID for this version of the work as an Alternate Identifier to the EIDR Edit record.

## 3 Special Situations

### 3.1 Reused Edits

If the same Edit is rated by more than one ratings bureau, then the EIDR Edit ID is reused by adding additional ratings bureau alternate IDs with the applicable certification numbers. (The Release Date, Edit Use, Edit Class, and Made for Region remain unchanged, since they describe the original purpose of the Edit, not its reuse.)

**NOTE:** If there is any chance that the work may be further edited prior to certification, then a new EIDR Edit ID should be obtained at the start of the ratings process.

### 3.2 Surrendered/Revoked Ratings

If a work’s rating is surrendered or revoked, the ratings bureau’s alternate ID remains in the EIDR Edit record. Only the rating bureau can provide information regarding the rating certification. If available, EIDR will provide a hyperlink from its Web UI to the ratings bureau’s search service as a convenience for the public.

### 3.3 Changing Rights

Even if the ownership rights in an underlying work or the distribution rights for a particular distribution channel or territory change over time, the EIDR records do not. The EIDR system is entirely independent of rights information – there is no way to record rights information in the EIDR system and EIDR records do not change when the rights in the identified work change.