
iTunes Package Film Specification 5.0



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Introduction

Overview

This document specifies the iTunes Package format for delivering Film content to the iTunes Store.

An iTunes Package is a directory that contains the data necessary to describe a product: video files, poster image, and the metadata describing how to put it all together. Each package represents a Film product within the iTunes Store.

For questions regarding other kinds of content, such as television, books, music, or music video, contact your iTunes Technical Representative.

Changes Made in this Release

Date/Version	Changes Made
May 30, 2012 - Version 5.0	<p>Added a section to explain how the Store handles languages. Additional languages have been added to the Language Codes appendix. Added a best practice for supplying language codes. The XML structure for cast and crew has changed to support localizations. Poster art requirements have changed. Added Dub Card Video as a supported data file on the full source.</p> <p>Reorganized and rewrote the Multiple Language Film Profile chapter. Removed the French film metadata example and annotations. Moved the Japanese metadata example and annotations from the Multiple Language Film Profile chapter to the Basic Example chapter.</p>

For a complete history of changes, see [“Previous Spec Revisions”](#) (page 209).

What’s New in iTunes Package Film Specification 5.0?

iTunes Store: Languages

A new section has been added to explain how languages display on the iTunes Store. See [“How Languages Display on the Store”](#) (page 17).

Film Profile: Cast and Crew

To support localizations of cast and crew members, the XML structure for cast and crew has changed. You can now supply localizations for cast and crew members using `<locale>` tags. Four new tags have been added to support localization: `<cast_member>`, `<crew_member>`, `<display_name>`, and `<character_name>`. In addition, the `<role>` tag (previously used only for concert films) can be used within a `<crew_member>` tag.

Film Profile: Dub Card Video

Added a new role for a data file on the full source for dub card video. Dub card video is an optional data file containing one or more still credits specific to the locale-matched audio. Dub credit sequences will be included at the end of the main program video for movies that include the associated audio. The locale value for the dubbed audio asset and the dubbing cards must match. See [“Multiple-Language Film Metadata Example”](#) (page 76) for an example of how it is provided in the metadata.

Film Profile: Languages and Codes Best Practices

As a best practice when specifying a language, use the "region" subtag (for example, the US of `en-US`) only when it supplies useful information, such as spelling variations between countries; otherwise provide only the "language" portion of the tag. For example, for Japanese, use `<language>j</language>` instead of `<language>j</language>` because the Japanese language does not have any regional variations. See [“Examples of Common Language Codes”](#) (page 199) for more information.

The language codes are formatted according to the best practices recommended by the Internet Engineering Task Force (IETF) in a group of documents known collectively as BCP 47, and in particular, RFC 5646 (<http://tools.ietf.org/html/rfc5646>), which is part of BCP 47. An overview of these best practices is provided here: <http://www.w3.org/International/articles/language-tags/>.

The checkmarks in the “Supported for `<language>` and `<locale>`” column that had been incorrectly removed for Danish, Finnish, Norwegian, and Swedish have been added.

Added the following languages to the language code table: Arabic, Cantonese, Catalan, Chinese (Simplified), Chinese (Traditional), Croatian, Hebrew, Icelandic, Indonesian, Lao, Malay, Russian, Tagalog, Thai, Turkish, Ukrainian, and Vietnamese.

Film Profile: Poster Art

Poster art size must be at least 1400 x 2100 pixels with a 2:3 aspect ratio. See the *iTunes Video and Audio Asset Guide* for specifications.

Film Profile: Changed/Deprecated Tags

When a tag is deprecated or changed, providers must implement the change within a year. After a year, iTunes reserves the right to stop supporting the old version. XML deliveries that contain the old tags may fail delivery. Review [“Revision History”](#) (page 209) for tags that have been changed or deprecated.

Multiple Language Film Profile

The XML example in the Multiple Language Film Profile chapter has been changed to reflect the new component delivery. iTunes accepts films with multiple language audio, subtitles, forced subtitles, and dub card video. The iTunes video processing workflow arranges the components into bundles—each bundle is a sellable product, which means that there could be multiple bundles produced for the same vendor ID. Each bundle is composed of various combinations of the assets included in the package and is similar to a physical product SKU.

Film Profile: Element Changes

Added

```
<locales><locale>  
<cast_member>  
<crew_member>  
<roles><role> for use within the <crew_member> block  
<character_name>  
<display_name>
```

Changed

```
<name> (under <artist> used in concert films has changed to <artist_name>
```

Deprecated

```
<actor> (used in the <cast> block  
<member> (used in the <crew> block
```

Delivery & Formatting Guidelines

Audio, Video & Images

Audio, video, and image files must be provided in very specific sizes and formats. For complete details and all requirements, see the *iTunes Video and Audio Asset Guide*.

Note Quality is important to us at iTunes. We expect to receive the highest-quality assets available. Our product must meet or exceed the quality of the physical product already out in the marketplace. For example, if 5.1 surround sound or closed captions exist on the physical version of the product, those must be provided. If the physical product gives the chapters actual names (as opposed to Chapter 1, Chapter 2, and so on), then our product should have those same chapter titles.

Package Format

All delivered metadata and asset files must be delivered in the iTunes package format.

An iTunes Package is a directory whose name ends in ".itmsp" containing:

- an XML file named `metadata.xml` that describes the delivered content using the structure documented in this specification
- digitally encoded source materials (audio, videos, closed captioning, notes, et cetera)
- associated image files

Send your content to iTunes in the package format, with one directory per film. For example, for a film whose vendor identifier is 09736156444, the package would be comprised of a directory named 09736156444.itmsp, and might contain the following files:

- `metadata.xml` (xml-formatted metadata specific to this film)
- `09736156444-source.mov` (video asset file for this film)
- `09736156444-preview.mov` (trailer asset file for this film)
- `09736156444.jpg` (poster for this film)
- `chapter01.jpg` (chapter image asset file for this film; for brevity only one chapter image file is shown here)

- 09736156444-source-notes.pdf (QC notes for this film)
- 09736156444-english.scc (EIA 608 format closed caption file for this film)

The name for the package directory must match the `<vendor_id>` provided in the accompanying metadata file and should follow the format `vendor_id.itmsp`. The names of the files within the package can have any name, as long as the names correctly match the filenames provided in the accompanying XML. The metadata XML file must be immediately (at the top level) within the package directory. Vendor identifiers can only contain alphanumeric characters, must be at least six ASCII characters in length, and can contain underscores (“_”). Packages delivered with vendor identifiers that do not begin with an alphanumeric character, or that contain other characters will be rejected.

For further explanation, see [“Film Package Summary”](#) (page 177).

Metadata Details

Character Encoding

All metadata files must use UTF-8 Unicode character encoding. UTF-8 efficiently encodes non-Roman characters and helps to ensure that metadata displayed in the store is the same as was intended by the repertoire owner.

Note that simply including `encoding="UTF-8"` in your XML declaration is not sufficient. The file itself must also be correctly encoded for accented characters and punctuation to appear correctly in the iTunes Store.

This specification defines character lengths in bytes. Japanese language characters are represented in 3 bytes so be sure not to exceed the character lengths when including these characters.

Your metadata file should not contain a byte-order mark (BOM) as it is not necessary for UTF-8 encoded data files nor is it supported by iTunes at this time. Incorrectly encoded metadata files or files that include a BOM will cause delays or may prevent your content from importing.

Checksums

All content files delivered to iTunes must include an industry-standard MD5 digest checksum, a measure that helps to guarantee that the asset files received by iTunes are correct and complete. Once received, the MD5 checksum contained in the metadata file (one for each asset file provided) is compared against the actual file received by iTunes. If any differences are detected, the asset file and the entire corresponding package are rejected. See the [“Helpful Tools”](#) (page 208) section of this document for tools that can generate MD5 checksums for your content.

XML Formatting

There should be no null data or empty tags in the XML. The XML must be formatted to use line breaks and indentations as demonstrated in the examples included in this document. `xmllint` is a Unix command line tool that may be helpful to ensure that the provided XML is correctly formatted. Read the *iTunes Schema Validation Guide* for more information.

Film Ratings

iTunes requires ratings for film content, including concert films. If a film has been rated by a film review board, use that rating, otherwise use Unrated or Not Rated (see the table below). For countries that do not have an Unrated or Not Rated classification, you must choose another rating. For film content sold in the United States, the Motion Picture Association of America (MPAA) supported Classification and Rating Administration (CARA) Rating system is used. For details on the supported and legacy Classification and Rating Administration ratings, see “[Table 1: Film Metadata Rating Systems Values](#)” (page 179).

To differentiate one rating system from another, a system context must be specified in the system attribute of the rating element in the XML.

The ratings board may provide a reason for rating content; that explanation may also be provided and presented to customers. A rating reason can only be supplied in the exact form given by the rating board; providers cannot write their own rating reason.

The following is an excerpt from a metadata.xml file showing a PG-13 rating with the MPAA reason for the US:

```
<rating system="mpaa" reason="Rated PG-13 for drug content, some sensuality and war violence">PG-13</rating>
```

The rating systems and values are defined in “[Table 1: Film Metadata Rating Systems Values](#)” (page 179).

Be aware of the distinction between Unrated and Not Rated; these two ratings have nearly opposite effects.

Rating	Significance
Unrated	<ul style="list-style-type: none">Indicates the film is explicit and may not be suitable for childrenWill be restricted by the iTunes Parental Control feature
Not Rated	<ul style="list-style-type: none">Indicates the film has not been rated by a film review board; carries no implication about the suitability of the content for childrenWill not be restricted by the iTunes Parental Control feature

Important Made-for-television movies may specify Television Parental Guidelines ratings. For more information, contact your iTunes Technical Representative.

Note that ratings should not be displayed on the poster image.

Chaptering

If a film is going to be made available for sale, it must be delivered with chaptering information. The information is comprised of metadata (chapter start time and title) and images. Chapter times must be chronologically ordered. If using `qt_text` as the timecode format, the first chapter stop must be at 00:00:00. If using a frame-accurate timecode format, the first chapter stop must be at 00:00:00:00. The last chapter stop must be before the end of the film. We recommend that the chapters provided match what is on the DVD. In addition, include a chapter for film credits as the last chapter. The chapter images should be delivered with the same aspect ratio as the source, with matting removed and a minimum width of 640 pixels. Chapter images must be cropped (no letterbox, pillarbox, or windowbox). Each chapter filename must be unique.

Assets and Data Files

Film content requires one full feature-length video asset and one preview video asset that contains the trailer. Each asset is comprised of a set of data files. The data files play specific roles for their asset. For example, the full asset must contain a data file which has a role called "source."

The table below outlines the two expected assets, along with the required and expected data files. For more information, see the *iTunes Video and Audio Asset Guide*. Required asset and data files are marked with an asterisk (*).

Asset	Data File	Description
	Type: full* The full asset contains the feature length video product. Only one of these can be specified.	
	Role: source	The full source data file contains the full length video and audio streams. Only one of these can be specified. See <i>iTunes Video and Audio Asset Guide</i> for complete details.

Asset	Data File	Description
	<p>Role: audio</p> <p>An optional data file for an alternative audio track</p>	<p>Use this audio file for additional audio languages to add to the film.</p> <p>Multiple audio files are accepted, one per locale. See “Multiple-Language Film Metadata Example” (page 76) to see how to deliver alternate audio.</p> <p>The audio files must be in the QuickTime format and tagged as required by the <i>iTunes Video and Audio Asset Guide</i>.</p>
	<p>Role: video.end.dub_credits</p> <p>An optional data file containing the credits associated with an audio track.</p>	<p>A video-only sequence containing one or more still credits specific to the locale-matched audio. Dub credit sequences will be included at the end of the main program video for movies that include the associated audio. The locale value for the dubbed audio asset and the dubbing cards must match.</p> <p>See “Multiple-Language Film Metadata Example” (page 76) to see how to deliver dub card video.</p> <p>Refer to the <i>iTunes Video and Audio Asset Guide</i> for file requirements.</p>
	<p>Role: captions</p> <p>An optional single caption file.</p>	<p>Closed captioning for the full asset.</p>
	<p>Role: subtitles</p>	<p>This data file contains the full set of timed subtitles. Indicating a locale is required.</p> <p>Example: <code><data_file role="subtitles"></code></p>
	<p>Role: forced_subtitles</p>	<p>This data file contains the set of subtitles that must be forced-displayed when the matching dubbed audio locale is played by a viewer. The forced-subtitles must be a subset of the full set of subtitles. Indicating a locale is required. A matching sound track for the forced_subtitles is expected.</p> <p>Example: <code><data_file role="forced_subtitles"></code></p>
	<p>Role: notes</p> <p>One or more optional data files to provide notes</p>	<p>The notes data file contains information about any known issues or characteristics of the full video.</p> <p>The data file must be in PDF format. Multiple files can be sent in the package.</p>

Asset	Data File	Description
	<p>Type: preview*</p> <p>The preview asset contains the movie trailer or pre-sale merchandising asset. You can specify more than one asset, one per territory.</p>	
	<p>Role: source*</p>	<p>The preview source data file contains the preview length video and audio streams.</p> <p>Multiple trailers are accepted, one per territory.</p>
	<p>Role: notes</p> <p>One or more optional data files to provide notes</p>	<p>The notes data file contains information about any known issues or characteristics of the preview video.</p> <p>The data file must be in PDF format. Multiple files can be sent in the package.</p>

Metadata and Asset Updates

If product offerings change at any point, an update can be sent through the feed.

Send an update when you need to:

- **Change the metadata.** This update includes only the XML; you do not need to include any assets. XML-only delivery/updates should not include the assets block (<asset>) of the XML.
- **Replace one or more assets.** This update should include the XML with the assets block included, as well as the assets to be replaced. You do not need to reference and deliver all the assets; reference and deliver only the assets that are being added or replaced. Based on what has been delivered previously, iTunes treats an asset as either an initial delivery or a replacement.

- **Remove one or more assets.** For each asset you want to remove, use the attribute `remove="true"`:

```
<data_file role="source" remove="true">
```

See [“Asset Removal Examples”](#) (page 65) for an example.

The newly sent package is compared against the current offering and changes are automatically applied.

- Only the following fields will be updated via a package redelivery (fields that can be updated are noted in the annotations):
 1. Ratings can be added or changed but not removed through updates. Should ratings be mistakenly added, contact your iTunes Technical Representative for correction.
 2. Advisories can be added or changed through updates. All advisory updates are additive only and will not modify the currently active advisories in the Store. Should advisories be mistakenly added, contact your iTunes Technical Representative for correction.
 3. Copyright © line can be added or changed through redelivery.
 4. Chapter titles and chapter artwork can be added or changed, however you must send all chapters, not just the ones being updated.
 5. The theatrical release date can be changed.
 6. Video subtype (*feature*, *short*, or *concert*) can be changed.
 7. The production company can be changed.
 8. The title, synopsis, and genres can be changed unless Apple has reviewed and confirmed the quality of the metadata.
 9. Cast and crew members can be modified unless Apple has reviewed and confirmed the quality of the metadata. However you must send all cast and crew members in the metadata update, not just the ones being updated.

- Cue sheet block can be added or changed but not removed through updates. Should a cue sheet be mistakenly added, contact your iTunes Technical Representative for correction.
- Product block updates will add and modify territory clearances.
- Items in the asset block (`<asset>`) will update by overwriting the previous file with the new file, including assets of type "artwork" (`<asset type="artwork">`).

An update can be metadata-only, metadata-plus-assets, or asset-only. When metadata is delivered, all metadata XML must always be correct and complete. If it is not, the update will not be processed. Metadata-only delivery/updates should not include the `<assets>` block of the XML. If an update is to be metadata-plus-assets, all metadata must be correct and complete, and the `<assets>` block should be included, referencing any assets to be added, replaced, or removed. For a complete example, see ["Film Metadata-Only New Delivery"](#) (page 50) and ["Film Metadata-Only Update"](#) (page 56).

Asset-only delivery/updates for assets (i.e. video, closed captions, etc.) can be sent independently of the metadata. Assets cannot be delivered unless the metadata has already been sent and imported. If the assets are sent before metadata has been delivered, the asset-only delivery will fail. Asset-only delivery/updates need only include any files that are to be delivered or replaced. Any files to be removed must be explicitly referenced by name, role, size, and checksum based on the most recent delivery to iTunes. For a complete example, see ["Film Asset-Only New Delivery"](#) (page 54) and ["Film Asset-Only Update"](#) (page 63).

Important Any changes should be considered "effective immediately" and cannot be made at a guaranteed date or time.

How Languages Display on the Store

In general, users can configure their OS to prefer one language or another for displaying localized text. For example, a user in France is likely to have their OS configured to prefer French. Additionally, the iTunes Store has a default language configured for each storefront, based on the country of that storefront. Each storefront also has a list of additional languages it supports. For example, the US store has English as its default language, but also supports Spanish. A user who signs into the US iTunes Store with their OS language set to English will see the store's UI in English; a user who signs into the US iTunes Store with their OS language set to Spanish will see the store's UI in Spanish. Whichever language is chosen to display the store's UI for a given user is called the user's storefront language.

When content such as an album or song title is displayed in the iTunes Store, the Store first looks to see if the title of the album has been provided in the user's storefront language. If the title is not available in the user's storefront language, then the default language of the content in question is displayed (that is, the language

provided in the <language> tag). For example, if the title of an album is provided with English as the default, and also localized in Spanish, then a user whose storefront language is Korean will see the English title; a user whose storefront language is Spanish will see the Spanish title.

The table below shows some of the supported storefront languages by territory:

Territory	Default Language	Other Supported Language
Brazil	Portuguese	
Canada	English	French
France	French	
Germany	German	
Japan	Japanese	English
United States	English	Spanish

Film Profile: Basic Example

Overview

The Film profile is used for the delivery of all types of film content, including feature and concert films.

Each package represents a single downloadable video within the iTunes Store. It is not possible to combine content from different packages or to deliver source assets in segments.

Important Contracts must be signed and in effect before any content may be sold or rented.

For questions regarding this document, contact your iTunes Technical Representative.

Basic Film Metadata Example

Below is an example metadata.xml file for the feature film Forrest Gump.

```
<?xml version="1.0" encoding="UTF-8"?>
<package xmlns="http://apple.com/itunes/importer" version="film5.0">
  <provider>Paramount</provider>
  <language>en-US</language>
  <video>
    <type>film</type>
    <subtype>feature</subtype>
    <vendor_offer_code>408CH98720X103</vendor_offer_code>
    <vendor_id>09736156444</vendor_id>
    <isdn>0000-0000-03B6-0000-0-0000-0000-2</isdn>
    <upc>09736156444</upc>
    <country>US</country>
    <original_spoken_locale>en-US</original_spoken_locale>
    <title>Forrest Gump</title>
    <synopsis>"Stupid is as stupid does," says Forrest Gump (played by Tom Hanks in an Oscar-winning performance) as he discusses his relative level of intelligence with a stranger while waiting for a bus. Despite his sub-normal IQ,
```

Gump leads a truly charmed life, with a ringside seat for many of the most memorable events of the second half of the 20th century. Featured alongside Tom Hanks are Sally Field as Forrest's mother; Gary Sinise as his commanding officer in Vietnam; Mykelti Williamson as his ill-fated Army buddy who is familiar with every recipe that involves shrimp; and the special effects artists whose digital magic place Forrest amidst a remarkable array of historical events and people.</synopsis>

```
<production_company>Paramount Pictures</production_company>
<copyright_cline>1994 Paramount Pictures</copyright_cline>
<theatrical_release_date>2007-05-04</theatrical_release_date>
<genres>
  <genre>Comedy</genre>
  <genre>Drama</genre>
</genres>
<ratings>
  <rating system="mpaa" reason="Rated PG-13 for drug content, some
sensuality and war violence.">PG-13</rating>
</ratings>
<cast>
  <cast_member billing="top">
    <display_name>Tom Hanks</display_name>
    <character_name>Forrest Gump</character_name>
  </cast_member>
  <cast_member billing="top">
    <display_name>Robin Wright Penn</display_name>
    <character_name>Jenny Curran</character_name>
  </cast_member>
  <!-- Additional cast members here -->
</cast>
<crew>
  <crew_member billing="top">
    <display_name>Robert Zemeckis</display_name>
    <roles>
      <role>Director</role>
    </roles>
  </crew_member>
  <crew_member billing="top">
```

```
        <display_name>Steve Starkey</display_name>
        <roles>
            <role>Producer</role>
        </roles>
    </crew_member>
    <!-- Additional crew members here -->
</crew>
<chapters>
    <timecode_format>24/999 1000/nonDrop</timecode_format>
    <chapter>
        <start_time>00:00:00:00</start_time>
        <title locale="en-US">Forrest's Story Begins</title>
        <artwork_file>
            <file_name>chapter01.jpg</file_name>
            <checksum type="md5">ed93d0f3224a353a4cc8d4175d645130
</checksum>
                <size>6591649</size>
        </artwork_file>
    </chapter>
    <chapter>
        <start_time>00:07:45:23</start_time>
        <title locale="en-US">Football at Alabama</title>
        <artwork_file>
            <file_name>chapter02.jpg</file_name>
            <checksum type="md5">86bed7ef05c34c1e85345f40d11137a9
</checksum>
                <size>6591649</size>
        </artwork_file>
    </chapter>
    <!-- Additional chapters here. -->
</chapters>
<assets>
    <asset type="full">
        <data_file role="source">
            <locale name="en-US"/>

```

```
        <file_name>09736156444-source.mov</file_name>
        <size>2595225600</size>
        <checksum type="md5">2a793a8b46037fe8aa29dd739b49911a
</checksum>

        <attribute name="crop.top">80</attribute>
        <attribute name="crop.bottom">80</attribute>
        <attribute name="crop.left">50</attribute>
        <attribute name="crop.right">50</attribute>
        <attribute name="image.textless_master">true</attribute>
    </data_file>
    <data_file role="captions">
        <file_name>09736156444-english.scc</file_name>
        <size>9511</size>
        <checksum type="md5">5a793a8b46037fe8aa2bdd739b49911a
</checksum>

    </data_file>
</asset>
<!-- Required. World Trailer. Will be used where territory-specific trailer has
not been provided -->
    <asset type="preview">
        <territories>
            <territory>WW</territory>
        </territories>
        <data_file role="source">
            <locale name="en-US"/>
            <file_name>09736156444-US-preview.mov</file_name>
            <size>9987212</size>
            <checksum type="md5">739b43b793a8b46037fe8aa29dd9911e
</checksum>

            <attribute name="crop.top">80</attribute>
            <attribute name="crop.bottom">80</attribute>
            <attribute name="crop.left">50</attribute>
            <attribute name="crop.right">50</attribute>
        </data_file>
    </asset>
```

```
<!-- Required. World Poster Art. Will be used where territory-specific poster art
has not been provided -->
    <asset type="artwork">
        <territories>
            <territory>WW</territory>
        </territories>
        <data_file>
            <file_name>09736156444.jpg</file_name>
            <size>6591649</size>
            <checksum type="md5">43e7dddfe4b8ab433ede429df86cabb2
</checksum>
        </data_file>
    </asset>
</assets>
<products>
    <product>
        <territory>US</territory>
        <cleared_for_sale>true</cleared_for_sale>
        <cleared_for_hd_sale>true</cleared_for_hd_sale>
        <wholesale_price_tier>3</wholesale_price_tier>
        <hd_wholesale_price_tier>1</hd_wholesale_price_tier>
        <preorder_sales_start_date>2011-02-10</preorder_sales_start_date>
        <sales_start_date>2011-03-12</sales_start_date>
        <cleared_for_vod>true</cleared_for_vod>
        <vod_type>New Release</vod_type>
        <available_for_vod_date>2012-11-12</available_for_vod_date>
        <unavailable_for_vod_date>20138-11-12</unavailable_for_vod_date>
        <physical_release_date>2007-08-01</physical_release_date>
        <cleared_for_hd_vod>>false</cleared_for_hd_vod>
    </product>
</products>
</video>
</package>
```

Basic Film Metadata Annotated

Package Metadata Fields

```
<?xml version="1.0" encoding="UTF-8"?>
```

XML Declaration *(required)*

The character encoding of your document must be defined.

iTunes only accepts UTF-8 encoding as it efficiently encodes non-Roman characters.

Important: The metadata.xml file must not contain a byte-order mark (BOM).

```
<package xmlns="http://apple.com/itunes/importer" version="film5.0">
```

XPath: `/package`

Package Container *(required)*

The `xmlns` (for XML namespace) attribute is required and is needed for schema validation. It is used to declare the namespace (and associated schema) to which the tags in the XML are expected to conform. The namespace must be `http://apple.com/itunes/importer`.

The version attribute is required and should refer to the version of the specification used to create the metadata.

Packages created to this specification must indicate `version="film5.0"`. The "film" portion of the attribute must be in lowercase letters.

```
<language>en-US</language>
```

XPath: `/package/language`

Language *(required)*

The language of the metadata for this package. Fields such as title and synopsis are expected to appear in this language.

As a best practice when specifying a language, use the "region" subtag (for example, the US of en-US) only when it supplies useful information, such as spelling variations between countries; otherwise provide only the "language" portion of the tag. For example, for Japanese, use `<language>ja</language>` instead of `<language>ja-JP</language>` because the Japanese language does not have any regional variations. To specify a region subtag, use a dash character to combine a language designator with a region designator. This identifies both the language and the specific location where the language is spoken. For example, the language code for English-language speakers in Great Britain is en-GB, while the language code for English-speaking residents of the United States is en-US.

The language codes are formatted according to the best practices recommended by the Internet Engineering Task Force (IETF) in a group of documents known collectively as BCP 47, and in particular, RFC 5646 (<http://tools.ietf.org/html/rfc5646>), which is part of BCP 47. An overview of these best practices is provided here: <http://www.w3.org/International/articles/language-tags/>. See "Examples of Common Language Codes" (page 199) for a list of common codes.

To provide metadata in multiple languages, see "Multiple Language Film Profile" (page 71).

Provider Metadata Fields

```
<provider>Paramount</provider>
```

XPath: `/package/provider`

Provider *(required, Apple-supplied)*

This value should be the Apple-defined label given for partner identification. The value must match the provider name used in Transporter (the value that is after -s in the Transporter command). Note that it is the value you pass as an argument to Transporter, not the value in the XML, that determines the account you are delivering to. Contact your iTunes Technical Representative for this value.

Video Metadata Fields

```
<video>
```

XPath: `/package/video`

Video *(required)*

Begins the video element. Only one video element can be defined per film XML.

```
<type>film</type>
```

XPath: `/package/video/type`

Video Type (*required*)

This value indicates how Apple should process this video. The only accepted value for video type is "film."

```
<subtype>feature</subtype>
```

XPath: `/package/video/subtype`

Video Subtype (*required; can be updated*)

This value indicates how Apple should represent this video in the iTunes Store. The accepted values are

- feature: This is to identify full-length films.
- short: This is to identify short films.

```
<vendor_offer_code>408CH98720X103</vendor_offer_code>
```

XPath: `/package/video/vendor_offer_code`

Vendor Offer Code (*optional, 1-100 bytes, see restrictions*)

An identifier which will be reported back through sales reporting channels.

Restrictions: The vendor offer code can only contain alphanumeric characters and underscore marks; it cannot contain spaces, dashes, ampersands, other punctuation, or symbols. The vendor offer code is case-sensitive and must not start with an underscore. Vendor offer codes can be numeric, but they are treated as strings, not numbers; a vendor offer code of '00000000012345' is not the same as '12345'.

```
<vendor_id>09736156444</vendor_id>
```

XPath: `/package/video/vendor_id`

Vendor Identifier (*required, 1-100 bytes, see restrictions*)

The permanent value that uniquely identifies this film separately from any other film given by the provider. This ID is used for tracking your assets and sales reporting.

Restrictions: The vendor identifier can only contain alphanumeric characters and underscore marks; it cannot contain spaces, dashes, ampersands, other punctuation, or symbols. The vendor identifier is case-sensitive and must not start with an underscore. If a Vendor ID is numeric, it is treated as a string, not numbers; a vendor identifier of '00000000012345' is not the same as '12345'. Vendor IDs must be at least six ASCII characters in length but have a limit of 100 ASCII characters.

```
<isan>0000-0000-03B6-0000-0-0000-0000-2</isan>
```

XPath: `/package/video/isan`

ISAN Identifier (*optional, 1-50 bytes*)

The International Standard Audiovisual Number (ISAN) for this film. ISAN is an emerging industry standard used to uniquely identify audiovisual works.

For more information on ISAN, see <http://www.isan.org/>.

ISAN values should contain dashes as defined by the ISAN specification. The optional version subcomponent is ignored.

```
<upc>09736156444</upc>
```

XPath: `/package/video/upc`

UPC (*optional*)

The Universal Product Code (UPC) for this film if the film is sold as physical media in stores.

```
<country>US</country>
```

XPath: `/package/video/country`

Country of Origin (*required, ISO-3166-1 country code*)

The ISO 3166-1 alpha 2 code of the country where the film was primarily produced.

For a list of ISO 3166-1 alpha 2 codes, see <http://www.iso.org/iso/en/prods-services/iso3166ma/02iso-3166-code-lists/index.html>.

For more information on ISO codes, see <http://www.davros.org/misc/iso3166.html>.

```
<original_spoken_locale>en-US</original_spoken_locale>
```

XPath: `/package/video/original_spoken_locale`

Original Spoken Locale (*required*)

Specifies the language spoken by the actors in the film. The value used for `locale` is case-insensitive, even though the example shows the value in the format `xx-XX`, such as `en-US`.

In this example, the language the actors' lips are moving in is English as spoken in the US, so `en-US` must be specified as the `<original_spoken_locale>`.

As a best practice when specifying a language, use the "region" subtag (for example, the US of `en-US`) only when it supplies useful information, such as spelling variations between countries; otherwise provide only the "language" portion of the tag. For example, for Japanese, use `<language>ja</language>` instead of `<language>ja-JP</language>` because the Japanese language does not have any regional variations. See "[Examples of Common Language Codes](#)" (page 199) for more information.

Note: This tag is different from the `<language>` tag. `<original_spoken_locale>` is the language the actors are seen speaking in. `<language>` is the language used for the metadata at the default level.

```
<title>Forrest Gump</title>
```

XPath: `/package/video/title`

Title (*required, 1-255 bytes; may be updated*)

The name of this film. The information sent with this tag can be updated unless Apple has reviewed and confirmed the quality of the metadata.

```
<synopsis>&quot;Stupid is as stupid does,&quot; says Forrest Gump (played by Tom Hanks in an Oscar-winning performance) as he discusses his relative level of intelligence with a stranger while waiting for a bus. Despite his sub-normal IQ, Gump leads a truly charmed life, with a ringside seat for many of the most memorable events of the second half of the 20th century. Featured alongside Tom Hanks are Sally Field as Forrest's mother; Gary Sinise as his commanding officer in Vietnam; Mykelti Williamson as his ill-fated Army buddy who is familiar with every recipe that involves shrimp; and the special effects artists whose digital magic place Forrest amidst a remarkable array of historical events and people.</synopsis>
```

XPath: `/package/video/synopsis`

Synopsis (required; 1-4000 bytes; may be updated)

A general summary of the film's content and story line. The information sent with this tag can be updated unless Apple has reviewed and confirmed the quality of the metadata.

Important: Size limits for string fields are expressed in bytes. For Roman alphabet characters, each character is one byte. For strings containing multi-byte characters (e.g., Japanese symbols), the number of allowed characters will be less than the byte limit, depending on the specific contents of the supplied string.

```
<production_company>Paramount Pictures</production_company>
```

XPath: `/package/video/production_company`

Production Company (required; 1-255 bytes; can be updated)

The customer-presentable name of the production company that created this film. Only one production company can be specified.

```
<copyright_cline>1994 Paramount Pictures</copyright_cline>
```

XPath: `/package/video/copyright_cline`

Copyright © Line (optional; 1-1,000 bytes; can be updated)

A specific copyright for this video. The format required is year followed by owner. The appropriate © symbol will automatically be added and should not be included in the data.

If omitted, a default calculated copyright will be used based on the film's theatrical release date and your customer-presentable provider name.

```
<theatrical_release_date>2007-05-04</theatrical_release_date>
```

XPath: `/package/video/theatrical_release_date`

Theatrical Release Date *(required; can be updated)*

This is the date the film was first released in theaters. If a film was not released theatrically, use the date it was first released physically.

The date must be in the format YYYY-MM-DD where YYYY is the 4-digit year, MM is the 2-digit month, and DD is the two-digit day.

This field does not impact date of release or “street date” for the iTunes Store.

Important: If you do not know the exact theatrical release date, you can specify just the year in YYYY-01-01 format. iTunes displays the date as YYYY.

<genres>

XPath: `/package/video/genres`

Genres *(optional)*

Films must specify at least one genre.

```
<genre>Comedy</genre>
<genre>Drama</genre>
</genres>
```

XPath: `/package/video/genres/genre`

Genre *(required, multiple allowed; may be updated)*

The genre element must be selected from the set of allowed genres that are defined in “[Table 3: Film Genres](#)” (page 197). The information sent with this tag can be updated unless Apple has reviewed and confirmed the quality of the metadata.

<ratings>

XPath: `/package/video/ratings`

Ratings *(required; can be updated)*

You must specify one or more ratings for your film content. For complete details, see the “[Rating Systems & Genres](#)” (page 179) section of this document.

```
<rating system="mpaa" reason="Rated PG-13 for drug content, some sensuality and war violence.">PG-13</rating>
```

XPath: `/package/video/ratings/rating`

Rating *(required; can be updated)*

A valid rating from an accepted ratings system. More than one rating can be specified, but only one rating per ratings system is allowed. If the film is not rated, choose the appropriate rating for Unrated or Not Rated. For countries that do not have an Unrated or Not Rated classification, you must choose another rating. The information sent with this tag can be updated.

A complete listing of valid systems and values is located in ["Table 1: Film Metadata Rating Systems Values"](#) (page 179).

```
</ratings>
```

```
<cast>
```

XPath: `/package/video/cast`

Cast *(required; may be updated)*

Film content must specify any cast who performed work in the production. iTunes can choose to display and cross-reference cast and crew for customer browsing. The information sent with this tag can be updated unless Apple has reviewed and confirmed the quality of the metadata.

```
<cast_member billing="top">
  <display_name>Tom Hanks</display_name>
  <character_name>Forrest Gump</character_name>
</cast_member>
```

XPath: `/package/video/cast/cast_member`

Cast Member (*required, multiple allowed; may be updated*)

A cast member in this film. List cast actors within the `<cast>` element block in the order in which you want them to appear in the iTunes Store. Be sure to designate actors who require top billing. The information sent with this tag can be updated unless Apple has reviewed and confirmed the quality of the metadata.

billing (*optional*)

If an actor requires top billing for this film, the attribute `billing` must have the value "top", otherwise you can omit this attribute. Note that only those actors with `billing="top"` are displayed on the iTunes Store.

Accepted values:

- "top": Actor must appear on iTunes Store top billing positions.
- "ordered" (*default*): Actor appears with all other actors listed, in order.

<display_name> (*required, text, 1-250 bytes*)

The actor's name presented as it would be naturally displayed when casually referring to an actor's real name.

<character_name> (*required, text, 1-250 bytes*)

The name of the character portrayed by the actor must be specified.

Important: If the `billing` attribute is blank and has no value, you must remove the attribute.

`</cast>`

`<crew>`

XPath: `/package/video/crew`

Crew (*required; may be updated*)

Film content must specify any crew who performed work in the production. iTunes can choose to display and cross-reference cast and crew for customer browsing. The information sent with this tag can be updated unless Apple has reviewed and confirmed the quality of the metadata.

```
<crew_member billing="top">
  <display_name>Robert Zemeckis</display_name>
  <roles>
    <role>Director</role>
  </roles>
</crew_member>
```

XPath: `/package/video/crew/crew_member`

Crew Member (required, multiple allowed; may be updated)

A crew member in this film. List crew members within the `<crew>` element block in the order in which you want them to appear in the iTunes Store. Be sure to designate crew who require top billing. The role performed by the crew member should be specified. The information sent with this tag can be updated unless Apple has reviewed and confirmed the quality of the metadata.

billing (optional) If a crew member requires top billing for this film, the attribute `billing` must have the value "top", otherwise you can omit this attribute. Note that only those crew members with `billing="top"` are displayed on the iTunes Store.

Accepted values:

- "top": Person must appear on iTunes Store top billing positions.
- "ordered" (default): Person appears with all other crew members listed, in order.

<display_name> (required, text, 1-250 bytes) The crew member's name presented as it would be naturally displayed when casually referring to his or her real name.

<role> The role performed by this person. Currently, only the following roles are displayed in the iTunes Store (the role names must be in English in order to be imported into the Store, but the names will be localized if needed when displayed in the Store):

- Director
- Producer
- Screenwriter

If a crew member has more than one role, specify each role in a separate `<role>` tag and place each role within the `<roles>` element block in the order it should appear in the credits. Do not combine a crew member's roles in one `<role>` tag, for example, do *not* use Producer/Screenwriter.

Important: If the `billing` attribute is blank and has no value, you must remove the attribute.

```
</crew>
```

```
<chapters>
```

XPath: `/package/video/chapters`

Chaptering *(required)*

Defines chapters within a video.

Note: Chapter titles and chapter artwork can be added or changed, however you must send all chapters, not just the ones being updated. See “[Chapter Update Examples](#)” (page 60) for an XML example for updating chapters.

```
<timecode_format>24/999 1000/nonDrop</timecode_format>
```

XPath: `/package/video/chapters/timecode_format`

Timecode format *(optional, but recommended)*

Defines the timecodes used for the chapters.

The format can be `qt_text` or one of the SMPTE formats illustrated in the “[Timecode Formats](#)” (page 204) appendix. If you omit the `<timecode_format>` tag, the format defaults to `qt_text`.

Important: The frame modes (for example, `nonDrop` and `dropNTSC`) are case-sensitive.

For more information on timecode formats, see “[Timecode Formats](#)” (page 204).

```
<chapter>
```

XPath: `/package/video/chapters/chapter`

Chapter *(optional)*

Defines the first chapter within the `<chapters>` tag.

There is no limit to the number of chapters you can define.

```
<start_time>00:00:00:00</start_time>
```

XPath: `/package/video/chapters/chapter/start_time`

Chapter Start Time *(required if using chapters)*

Specifies the start of each chapter as dictated by the `<timecode_format>` above. End time is inferred from the start time of the next defined chapter. Refer to “[Timecode Formats](#)” (page 204) for `<start_time>` examples.

The first chapter must start at `00:00:00:00` and the chapters must be listed in chronological order.

```
<title locale="en-US">Forrest's Story Begins</title>
```

XPath: `/package/video/chapters/chapter/title`

Chapter Title (*required if using chapters; 1-255 bytes; can be updated*)

The title of the chapter. There is a 255-byte limit strictly enforced for chapter titles. For Roman alphabet characters, each character is one byte. For strings containing multi-byte characters (e.g., Japanese symbols), the number of allowed characters will be less than the byte limit, depending on the specific contents of the supplied string.

Use the `locale` attribute to specify both the language and the optional region where the language is spoken. As a best practice when specifying a language, use the "region" subtag (for example, the US of `en-US`) only when it supplies useful information, such as spelling variations between countries; otherwise provide only the "language" portion of the tag. For example, for Japanese, use `<language>j</language>` instead of `<language>j</language>` because the Japanese language does not have any regional variations. See "[Examples of Common Language Codes](#)" (page 199) for more information.

Note: It is recommended that the chapters provided match what is on the DVD. In addition, include a chapter for film credits as the last chapter.

```
<artwork_file>  
  <file_name>chapter01.jpg</file_name>  
  <checksum type="md5">ed93d0f3224a353a4cc8d4175d645130</checksum>  
  <size>6591649</size>  
</artwork_file>
```

XPath: `/package/video/chapters/chapter/artwork_file`

Artwork (*required; can be updated*)

The filename of the image to be used to represent this chapter. Do not include a path. The artwork is required and you must provide the `<file_name>`, `<size>`, and `<checksum>`. Each chapter must have an associated image, and each image must have a unique filename.

Include the artwork files in the package directory along with the basic metadata file. Chapter images must be cropped (no letterbox, pillarbox, or windowbox).

```
</chapter>  
</chapters>
```

Asset Metadata Fields

<assets>

XPath: `/package/video/assets`

Assets (*required, multiple from a set; can be updated*)

Begins the assets block that references the assets being delivered.

New files update by overwriting the previous files. A data file not referenced in the asset block on a redelivery will be removed from iTunes.

<asset type="full">

XPath: `/package/video/assets/asset`

Asset (*required, multiple from a set*)

Describes the type of asset being delivered. You can specify `type="full"` to indicate that the asset is the feature asset or `type="preview"` to indicate that the asset is the preview file.

See the *iTunes Video and Audio Asset Guide* for more details.

<data_file role="source">

XPath: `/package/video/assets/asset/data_file`

Data File (*required*)

A data file element block must be included if the video source material is delivered electronically. A data file element specifies the electronically delivered media file describing the role of the associated file. Since the file sent is used as the source file for the iTunes Store encode, the role is "source."

In this block, the `<file_name>`, `<size>`, and `<checksum>` elements are required.

<locale name="en-US"/>

XPath: `/package/video/assets/asset/data_file/locale`

Locale Name (required for full source, preview source, and audio)

Identifies the language that is spoken in the audio on the source asset. The locale indicates the language and the optional region where the language is spoken.

As a best practice when specifying a language, use the "region" subtag (for example, the US of en-US) only when it supplies useful information, such as dialect variations between countries; otherwise provide only the "language" portion of the tag. For example, for Japanese, use `<language>ja</language>` instead of `<language>ja-JP</language>` because the Japanese language does not have any regional variations. To specify a language and region, use a dash character to combine a language designator with a region designator. This identifies both the language and the specific location where the language is spoken. For example, the language code for English-language speakers in Great Britain is en-GB, while the language code for English-speaking residents of the United States is en-US.

See ["Examples of Common Language Codes"](#) (page 199) for more details.

```
<file_name>09736156444-source.mov</file_name>
```

XPath: `/package/video/assets/asset/data_file/file_name`

File Name (required)

The name of the data file included in this electronic delivery package. The name should be relative to the package (containing no path reference "C:" or "/Macintosh HD/") and must contain the file name extension ("mov" in this example).

Important: File names are case-sensitive and spaces are not allowed.

```
<size>2595225600</size>
```

XPath: `/package/video/assets/asset/data_file/size`

File Size (required)

The size in bytes of the data file. Do not specify any commas nor period delimiters.

```
<checksum type="md5">2a793a8b46037fe48a29dd739b49911a</checksum>
```

XPath: `/package/video/assets/asset/data_file/checksum`

Checksum (required)

The MD5 checksum of the data file. See the ["Checksums"](#) (page 11) section for more information.

```
<attribute name="crop.top">80</attribute>
```

XPath: `/package/video/assets/asset/data_file/attribute`

Metadata-Based Cropping (*required*)

The crop rectangle for the full or preview video's QuickTime source file. If the video's QuickTime source file is delivered matted (letterbox, pillarbox, or windowbox), specify the crop rectangle to crop the inactive pixels. If the source file is not delivered matted or if there are no inactive pixels, we recommend setting all attributes to '0' (zero).

The name attribute specifies the side of the image to be cropped. Accepted values are:

- `crop.left`: The number of whole pixels from the left of the encoded image to remove.
- `crop.top`: The number of whole pixels from the top of the encoded image to remove.
- `crop.right`: The number of whole pixels from the right of the encoded image to remove.
- `crop.bottom`: The number of whole pixels from the bottom of the encoded image to remove.

The values must be integers that represent the number of whole pixels of the encoded image.

```
<attribute name="image.textless_master">true</attribute>
```

XPath: `/package/video/assets/asset/data_file/attribute`

Textless Master (*required if full source is textless*)

Specifies whether or not the film contains burned-in text, such as narratives burnt into the visual picture or burned-in subtitles. Narrative text is text that appears on screen to supplement the plot of the story without the use of a narrator, such as "Paris early morning, 1935." Opening title sequences, and credits are not considered "text" in this case; those are expected to be in the film.

The attribute is required for films that do *not* have any burned-in narrative or burned-in subtitles. Allowed values are `true` or `false`. In this example, the film does not have burned-in narrative or burned-in subtitles, so the attribute is set to `true`.

```
</data_file>  
</asset>
```

```
<asset type="preview">
  <territories>
    <territory>WW</territory>
  </territories>
```

XPath: `/package/video/assets/asset/territories`

Preview Asset Territory *(required)*

The territories in which the supplied preview file can be distributed. At least one territory must be specified and that territory must be WW (World Wide). Using WW ensures that all territories will have a preview. You can supply additional territories as needed for any territory-specific previews that are to be delivered. This is a territory and not language-specific asset.

Must be a valid ISO 3166 alpha-2 country code or WW. Note that some countries in the ISO 3166 alpha-2 country list contain other countries (for example, United States includes Puerto Rico). For a list for ISO 3166-1 alpha 2 codes, see <http://www.iso.org/iso/en/prods-services/iso3166ma/02iso-3166-code-lists/index.html>. For more information on ISO codes, see <http://www.davros.org/misc/iso3166.html>.

```
<data_file role="source">
  <locale name="en-US"/>
  <file_name>09736156444-US-preview.mov</file_name>
  <size>9987212</size>
  <checksum type="md5">739b43b793a8b46037fe8aa29dd9911e</checksum>
  <attribute name="crop.top">80</attribute>
  <attribute name="crop.bottom">80</attribute>
  <attribute name="crop.left">50</attribute>
  <attribute name="crop.right">50</attribute>
</data_file>
```

XPath: `/package/video/assets/asset/data_file`

Preview Asset Source *(required)*

One preview file can be provided for each territory. As noted above in the annotation for the full asset, the `<locale>` tag is required.

See the annotations on the Full Asset for tag specifics.

```
<asset type="artwork">
```

XPath: `/package/video/assets/asset`

Poster Image (*required; can be updated*)

A poster image is required, as is the `<file_name>`, `<size>`, and `<checksum>` for the provided file. Poster art size must be at least 1400 x 2100 pixels with a 2:3 aspect ratio. See the *iTunes Video and Audio Asset Guide* for complete file requirements.

```
<territories>
  <territory>WW</territory>
</territories>
```

XPath: `/package/video/assets/asset/territories`

Poster Image Territory (*required*)

The territories in which the supplied artwork file can be displayed. At least one territory must be specified and that territory must be WW (World Wide). Using WW ensures that all territories will have a poster image. You can supply additional territories as needed for any territory-specific poster art that is to be delivered. This is a territory and not language-specific asset.

Must be a valid ISO 3166 alpha-2 country code or WW. Note that some countries in the ISO 3166 alpha-2 country list contain other countries (for example, United States includes Puerto Rico). For a list for ISO 3166-1 alpha 2 codes, see <http://www.iso.org/iso/en/prods-services/iso3166ma/02iso-3166-code-lists/index.html>. For more information on ISO codes, see <http://www.davros.org/misc/iso3166.html>.

```
<data_file>
```

```
<file_name>09736156444.jpg</file_name>
```

XPath: `/package/video/assets/asset/data_file/file_name`

File Name (*required*)

The name of the poster image file included in this electronic delivery package. The name should be relative to the package (containing no path reference "C:" or "/Macintosh HD/") and must contain the file name extension ("jpg" in this example).

Important: File names are case-sensitive and spaces are not allowed.

```
<size>6591649</size>
```

XPath: `/package/video/assets/asset/data_file/size`

File Size (*required*)

The size in bytes of the poster image file. Do not specify any commas nor period delimiters.

```
<checksum type="md5">ddfe4b8ab433e43e7dde429df86cabb2</checksum>
```

XPath: `/package/video/assets/asset/data_file/checksum`

Checksum (*required*)

The MD5 checksum of the poster file. See the ["Checksums"](#) (page 11) section for more information.

```
  </data_file>  
</asset>  
</assets>
```

Film Products Metadata Fields

```
<products>
```

XPath: `/package/video/products`

Products (*required; can be updated*)

Begins the products block that references each product being delivered by territory.

For metadata updates, territory clearances can be added or modified.

```
<product>
```

XPath: `/package/video/products/product`

Product (*required*)

For each territory in which the film is to be sold for Electronic sell-through (EST) or rented, Video on Demand (VOD), a product must be defined.

```
<territory>US</territory>
```

XPath: `/package/video/products/product/territory`

Territory *(required)*

The territory in which this video product is cleared for sale or VOD. Must be a valid ISO 3166 alpha-2 country code. Note that some countries in the ISO 3166 alpha-2 country list contain other countries (for example, United States includes Puerto Rico).

Note: Using WW as a territory in the <product> block is not accepted. Because price tiers are different in each territory, we cannot accept WW pricing. You must send each territory that is cleared for sale in its own <product> block.

For a list of ISO 3166-1-alpha-2 codes, see <http://www.iso.org/iso/en/prods-services/iso3166ma/02iso-3166-code-lists/index.html>.

For more information on ISO codes, see <http://www.davros.org/misc/iso3166.html>.

```
<cleared_for_sale>true</cleared_for_sale>
```

XPath: `/package/video/products/product/cleared_for_sale`

Cleared For Sale *(required)*

Specifies whether or not this video can be sold for EST sale in the product's territory. Accepted values are true and false.

Important: For a video to be available only for rent in the iTunes Store, this element must be set to false.

To remove content from the Store, set <cleared_for_sale> to false for the specified <territory>. Send the <product> block with the <cleared_for_sale> and <territory> tags only; you do not need to supply any other tags within the <product> block.

```
<cleared_for_hd_sale>true</cleared_for_hd_sale>
```

XPath: `/package/video/products/product/cleared_for_hd_sale`

Cleared for HD Sale *(optional)*

Specifies whether or not the video is cleared for HD EST sale in the product's territory. Accepted values are true and false. This defaults to true, however as a best practice we strongly recommend that you explicitly send this tag to indicate true or false.

Note: Sale of HD EST is dependent on contracts. If you are unsure if you have a contract in place for sale of HD EST, contact your iTunes Technical Representative.

```
<wholesale_price_tier>3</wholesale_price_tier>
```

XPath: `/package/video/products/product/wholesale_price_tier`

Wholesale Price Tier (*required for EST; otherwise optional*)

The wholesale price tier for the film. Must be a wholesale price tier number as specified in the contract with Apple.

```
<hd_wholesale_price_tier>1</hd_wholesale_price_tier>
```

XPath: `/package/video/products/product/hd_wholesale_price_tier`

HD Wholesale Price Tier (*optional*)

The wholesale price tier for an HD film. Must be a wholesale price tier number as specified in the contract with Apple.

Note: This tag is not available to all providers or in all countries. Refer to your contract to see if you may send this tag.

```
<preorder_sales_start_date>2011-02-10</preorder_sales_start_date>
```

XPath: `/package/video/products/product/preorder_sales_start_date`

Pre-Order Sales Start Date (*optional*)

Indicates the date when pre-orders are available in the film's product territories.

The pre-order ends (and fulfills) on the regular sales start date of the product. If included, the pre-order date must be before the sales start date.

If a pre-order sales start date is not specified for a given territory, the pre-order will not be available in that territory. This element implicitly enables pre-ordering on a per-territory/product basis.

```
<sales_start_date>2011-03-12</sales_start_date>
```

XPath: `/package/video/products/product/sales_start_date`

Sales Start Date (*optional*)

The date this film is available for EST sale to customers in the specified iTunes Store territory only. This is also known as the "street date" of the video. This field must be in YYYY-MM-DD format.

In this example, the start date of 2011-03-12 results with the film being available for sale at midnight March 12, 2011.

Important: If a sales start date is not provided, the package will successfully upload but will immediately become available on the iTunes Store.

```
<sales_end_date></sales_end_date>
```

XPath: `/package/video/products/product/sales_end_date`

Sales End Date (*optional*)

This field should not be included in most cases. It is not used to indicate your contract end date; if your contract expires, your content will come down from the store automatically, regardless of whether this field is set or not.

Use this field only if this content will be available for a limited window of time. If used, the date must be in YYYY-MM-DD format.

```
<cleared_for_vod>true</cleared_for_vod>
```

XPath: `/package/video/products/product/cleared_for_vod`

Cleared for Video on Demand Sale (*required for VOD; otherwise optional*)

Specifies whether or not the video is cleared for rent, VOD sale, in the product's territory. Accepted values are true and false.

Important: If this element is not specified, or is set to false, this video will not be available for rent in the iTunes Store.

```
<vod_type>New Release</vod_type>
```

XPath: `/package/video/products/product/vod_type`

Video on Demand Type (*required for VOD; otherwise optional*)

Specifies whether the film is a new release or a library title.

Accepted values are as follows:

- **New Release.** A new release title is a feature-length film that appeared in theaters.
- **Library.** A library title is a feature-length film that is not a new release.

Important: Provide this value as specified by your contract. This element is required if `<cleared_for_vod>` is true.

```
<available_for_vod_date>2012-11-12</available_for_vod_date>
```

XPath: `/package/video/products/product/available_for_vod_date`

Available for Video on Demand Date (*optional*)

The date this film is available for video on demand rental in the specified iTunes Store territory only. This field must be in YYYY-MM-DD format.

Important: Omitting this element will make the film available for rental immediately.

Important: This element is required for new releases (<vod_type>New Release</vod_type>).

```
<unavailable_for_vod_date>2008-11-12</unavailable_for_vod_date>
```

XPath: `/package/video/products/product/unavailable_for_vod_date`

Unavailable for Video on Demand Date (*optional*)

The date the film is no longer available for VOD rental in the specified iTunes Store territory only. This field must be in YYYY-MM-DD format.

Important: Do not use your iTunes contract end date as the VOD end date. Enter the date when you are no longer able to offer this film.

```
<physical_release_date>2007-08-01</physical_release_date>
```

XPath: `/package/video/products/product/physical_release_date`

Physical Release Date (*optional*)

The release date of the first physical product (i.e. VHS, Beta, laserdisc, and DVD). This field must be in YYYY-MM-DD format.

Important: This element is required for new releases (<vod_type>New Release</vod_type>).

```
<cleared_for_hd_vod>true</cleared_for_hd_vod>
```

XPath: `/package/video/products/product/cleared_for_hd_vod`

Cleared For HD Video on Demand (*optional; can be updated*)

Specifies whether or not this video is cleared for VOD in HD in the product's territory. Accepted values are true and false.

```
    </product>  
  </products>  
</video>  
</package>
```

Japanese Language Support

iTunes provides support for our Japanese customers with phonetic title fields in the metadata. Only Japanese films or non-Japanese films for sale in the Japanese iTunes Store can include phonetic title information.

Japanese Language Metadata Example

This example shows the optional additions to metadata for a film whose native language is Japanese that are for sale in English-speaking countries.

```
<?xml version="1.0" encoding="UTF-8"?>
<package xmlns="http://apple.com/itunes/importer" version="film5.0">
  <language>ja</language>
  <provider>Toho</provider>
  <video>
    <title>千と千尋の神隠し</title>
    <phonetic_title>セント チヒロ ノ カミカクシ</phonetic_title>
    ...
  </video>
</package>
```

Japanese Language Metadata Annotated

Only the additions for Japanese language support are described.

```
<video>
```

```
<title>千と千尋の神隠し</title>
```

XPath: `/package/video/title`

Title (*required, 1-255 bytes; may be updated*)

The name of this film for the <language> specified. This field stores the title in the native language (English for US, Japanese for Japan). For Japanese, this value can use a mixture of kanji, hiragana, katakana and other symbols. There is a 255-byte limit strictly enforced for titles. For Roman alphabet characters, each character is one byte. For strings containing multi-byte characters (e.g., Japanese symbols), the number of allowed characters will be less than the byte limit, depending on the specific contents of the supplied string.

```
<phonetic_title>セント チヒロ ノ カミカクシ</phonetic_title>
```

XPath: `/package/video/phonetic_title`

Phonetic Film Title (*optional*)

The phonetic title tag (*optional*) provides the reading (furigana) of the film title in full-width katakana. If any meaningful separation units exist, they should be delimited using a space character. This phonetic information provides a better search experience for the user.

Note: This tag is for Japanese phonetic titles only. Use this tag within the `<video>` tag when `ja` is the specified `<language>` for the package. For example, use `<phonetic_title>` within the `<video>` tag to specify the phonetic title for Japanese native language films.

There is a 255-byte limit strictly enforced. This is 255 7-bit characters (Roman alphabet) and as few as 71 characters if Unicode (e.g., Japanese) characters are used.

Non-Japanese Language Metadata Example

This example shows the optional additions to metadata for non-Japanese language films that are for sale in the Japanese iTunes Store. The only difference between this and the previous example is that the "native" `<language>` is English and the phonetic title tag provides the translation of the English title in Katakana. Also, the `<phonetic_title>` tag is placed within a `<locale>` tag instead of directly under the `<video>` tag.

```
<?xml version="1.0" encoding="UTF-8"?>
<package xmlns="http://apple.com/itunes/importer" version="film5.0">
  <language>en-US</language>
  <provider>Miramax</provider>
  <video>
    <original_spoken_locale>en-US</original_spoken_locale>
    <title>Bridget Jones's Diary</title>
    ...
    <locales>
      <locale name="ja">
        <title>ブリジット・ジョーンズの日記</title>
        <phonetic_title>ブリジット ジョーンズ ノ ニッキ</phonetic_title>
      </locale>
    </locales>
    ...
  </video>
</package>
```

Non-Japanese Language Metadata Example Annotated

```
<video>
```

```
<locales>
```

XPath: `/package/video/locales`

Locales (*optional*)

Provides a mechanism to specify both regional and language variation for film title and synopsis.

```
<locale name="ja">
```

XPath: `/package/video/locales/locale`

Locale Name (*required within the <locales> tag*)

Identifies a language and an optional region where the language is spoken.

As a best practice when specifying a language, use the "region" subtag (for example, the US of en-US) only when it supplies useful information, such as spelling variations between countries; otherwise provide only the "language" portion of the tag. For example, for Japanese, use `<language>ja</language>` instead of `<language>ja-JP</language>` because the Japanese language does not have any regional variations. To specify a language and region, use a dash character to combine a language designator with a region designator. This identifies both the language and the specific location where the language is spoken. For example, the language code for English-language speakers in Great Britain is en-GB, while the language code for English-speaking residents of the United States is en-US.

See ["Examples of Common Language Codes"](#) (page 199) for more details.

```
<title>ブリジット・ジョーンズの日記</title>
```

XPath: `/package/video/locales/locale/title`

Title (*required, 1-255 bytes; may be updated*)

The localized name of this film for the locale specified.

```
<phonetic_title>ブリジット ジョーンズ ノ ニッキ</phonetic_title>
```

XPath: `/package/video/locales/locale/phonetic_title`

Phonetic Film Title *(optional)*

The phonetic title tag (optional) provides the reading (furigana) of the film title in full-width katakana. If any meaningful separation units exist, they should be delimited using a space character. This phonetic information provides a better search experience for the user.

Note: This tag is for Japanese phonetic titles only. Use this tag within the `<video>` tag when `ja` is the specified `<language>` for the package. For example, use `<phonetic_title>` within the `<video>` tag to specify the phonetic title for Japanese native language films.

There is a 255-byte limit strictly enforced. This is 255 7-bit characters (Roman alphabet) and as few as 71 characters if Unicode (e.g., Japanese) characters are used.

```
</locale>
</locales>
</video>
```

Film Metadata-Only New Delivery

Metadata-only delivery is delivery of metadata with product information, but without inclusion of the video assets. Do not include any asset files with metadata-only deliveries and omit all `<assets>` metadata in the `metadata.xml` file.

This example shows how to deliver only the metadata for new content (content that does not already exist on iTunes). For complete details on updatable information, see [“Metadata and Asset Updates”](#) (page 16).

Film Metadata-Only New Delivery Package

Metadata-only deliveries need to be in an iTunes package, consisting only of the `metadata.xml` file. For example, a package for film with a Vendor Identifier 09736156444 would be delivered in a package directory titled `"09736156444.itmsp"` with only `metadata.xml` enclosed.

You can also deliver chapter images in the same package if you include the `<chapters>` block and if you include the chapter image files (all chapter images should be included). In the following example, the package would include the `metadata.xml` file, `chapter01.jpg`, and `chapter02.jpg`.

Film Metadata-Only New Delivery Example

Below is an example metadata.xml file for a new metadata-only delivery of the feature film *Forrest Gump*.

```
<?xml version="1.0" encoding="UTF-8"?>
<package xmlns="http://apple.com/itunes/importer" version="film5.0">
  <provider>Paramount</provider>
  <language>en-US</language>
  <video>
    <type>film</type>
    <subtype>feature</subtype>
    <production_company>Paramount Pictures</production_company>
    <vendor_id>09736156444</vendor_id>
    <isan>0000-0000-03B6-0000-0-0000-0000-2</isan>
    <upc>09736156444</upc>
    <country>US</country>
    <original_spoken_locale>en-US</original_spoken_locale>
    <copyright_cline>1994 Paramount Pictures</copyright_cline>
    <theatrical_release_date>2007-05-04</theatrical_release_date>
    <title>Forrest Gump</title>
    <synopsis>&quot;Stupid is as stupid does,&quot; says Forrest Gump (played
  by Tom Hanks in an Oscar-winning performance) as he discusses his relative level
  of intelligence with a stranger while waiting for a bus. Despite his sub-normal
  IQ, Gump leads a truly charmed life, with a ringside seat for many of the most
  memorable events of the second half of the 20th century. Entirely without trying,
  Forrest teaches Elvis Presley to dance, becomes a football star, meets John F.
  Kennedy, serves with honor in Vietnam, meets Lyndon Johnson, speaks at an anti-war
  rally at the Washington Monument, hangs out with the Yippies, defeats the Chinese
  national team in table tennis, meets Richard Nixon, discovers the break-in at the
  Watergate, opens a profitable shrimping business, becomes an original investor in
  Apple Computers, and decides to run back and forth across the country for several
  years. Meanwhile, as the remarkable parade of his life goes by, Forrest never
  forgets Jenny (Robin Wright Penn), the girl he loved as a boy, who makes her own
  journey through the turbulence of the 1960s and 1970s that is far more troubled
  than the path Forrest happens upon. Featured alongside Tom Hanks are Sally Field
  as Forrest's mother; Gary Sinise as his commanding officer in Vietnam; Mykelti
  Williamson as his ill-fated Army buddy who is familiar with every recipe that
  involves shrimp; and the special effects artists whose digital magic place Forrest
  amidst a remarkable array of historical events and people.</synopsis>
    <country>US</country>
    <genres>
      <genre>Comedy</genre>
```

```
    <genre>Drama</genre>
</genres>
<ratings>
    <rating system="mpaa" reason="Rated PG-13 for drug content, some
sensuality and war violence.">PG-13</rating>
</ratings>
<cast>
    <cast_member billing="top">
        <display_name>Tom Hanks</display_name>
        <character_name>Forrest Gump</character_name>
    </cast_member>
    <cast_member billing="top">
        <display_name>Robin Wright Penn</display_name>
        <character_name>Jenny Curran</character_name>
    </cast_member>
    <!-- Additional cast members here -->
</cast>
<crew>
    <crew_member billing="top">
        <display_name>Robert Zemeckis</display_name>
        <roles>
            <role>Director</role>
        </roles>
    </crew_member>
    <crew_member billing="top">
        <display_name>Steve Starkey</display_name>
        <roles>
            <role>Producer</role>
        </roles>
    </crew_member>
    <!-- Additional crew members here -->
</crew>
<chapters>
    <timecode_format>24/999 1000/nonDrop</timecode_format>
    <chapter>
```

```
<start_time>00:00:00:00</start_time>
<title locale="en-US">Forrest's Story Begins</title>
<artwork_file>
  <file_name>chapter01.jpg</file_name>
  <checksum type="md5">ed93d0f3224a353a4cc8d4175d645130
</checksum>
  <size>6591649</size>
</artwork_file>
</chapter>
<chapter>
  <start_time>00:07:45:23</start_time>
  <title locale="en-US">Football at Alabama</title>
  <artwork_file>
    <file_name>chapter02.jpg</file_name>
    <checksum type="md5">86bed7ef05c34c1e85345f40d11137a9
</checksum>
    <size>6591649</size>
  </artwork_file>
</chapter>
<!-- Additional chapters here. -->
</chapters>
<products>
  <product>
    <territory>US</territory>
    <cleared_for_sale>true</cleared_for_sale>
    <cleared_for_hd_sale>true</cleared_for_hd_sale>
    <wholesale_price_tier>3</wholesale_price_tier>
    <preorder_sales_start_date>2006-02-10</preorder_sales_start_date>
    <sales_start_date>2006-03-12</sales_start_date>
    <cleared_for_vod>true</cleared_for_vod>
    <vod_type>New Release</vod_type>
    <available_for_vod_date>2007-11-12</available_for_vod_date>
    <unavailable_for_vod_date>2008-11-12</unavailable_for_vod_date>
    <physical_release_date>2007-08-01</physical_release_date>
    <cleared_for_hd_vod>false</cleared_for_hd_vod>
```

```
        </product>  
    </products>  
</video>  
</package>
```

Film Asset-Only New Delivery

Video, audio, and artwork assets can be delivered independently of metadata. Assets cannot be delivered unless the metadata has already been sent and imported. If the assets are sent without previous metadata delivery, the asset delivery will fail.

Important In order to deliver assets separately from the film's metadata, the correct vendor ID that references the already delivered metadata must be supplied in the metadata.xml file.

For any questions regarding asset-only delivery, please contact your iTunes Technical Representative.

Film Asset-Only New Delivery Package

Asset-only deliveries still need to be in an iTunes package, but only consist of a short metadata file, the video assets, and the artwork. For example, a package for a film with a Vendor Identifier 09736156444 would be delivered in a package directory titled "09736156444.itmsp" and might look like this:

- metadata.xml
- 09736156444-source.mov
- 09736156444-US-preview.mov
- 09736156444.jpg
- 09736156444-english.scc

Film Asset-Only New Delivery Example

```
<?xml version="1.0" encoding="UTF-8"?>  
<package xmlns="http://apple.com/itunes/importer" version="film5.0">  
    <provider>Paramount</provider>  
    <assets media_type="video" vendor_id="09736156444">  
        <asset type="full">
```

```
    <data_file role="source">
      <locale name="en-US"/>
      <file_name>09736156444-source.mov</file_name>
      <size>2595225600</size>
      <checksum type="md5">2a793a8b46037fe8aa29dd739b49911a
</checksum>

      <attribute name="crop.top">80</attribute>
      <attribute name="crop.bottom">80</attribute>
      <attribute name="crop.left">50</attribute>
      <attribute name="crop.right">50</attribute>
      <attribute name="image.textless_master">true</attribute>
    </data_file>
    <data_file role="captions">
      <file_name>09736156444-english.scc</file_name>
      <size>9511</size>
      <checksum type="md5">5a793a8b46037fe8aa2bdd739b49911a
</checksum>
  </data_file>
</asset>
<asset type="preview">
  <territories>
    <territory>WW</territory>
  </territories>
  <data_file role="source">
    <locale name="en-US"/>
    <file_name>09736156444-US-preview.mov</file_name>
    <size>9987212</size>
    <checksum type="md5">739b43b793a8b46037fe8aa29dd9911e
</checksum>

    <attribute name="crop.top">80</attribute>
    <attribute name="crop.bottom">80</attribute>
    <attribute name="crop.left">50</attribute>
    <attribute name="crop.right">50</attribute>
  </data_file>
</asset>
```

```
<asset type="artwork">
  <territories>
    <territory>WW</territory>
  </territories>
  <data_file>
    <file_name>09736156444_US.jpg</file_name>
    <size>6591649</size>
    <checksum type="md5">43e7dddfe4b8ab433ede429df86cabb
</checksum>
  </data_file>
</asset>
</assets>
</package>
```

Film Metadata-Only Update

If product offerings change at any point, an update can be sent through the feed. The newly sent package is compared against the current offering and changes are automatically applied. An update can be XML-only (as in the examples below), or can be a redelivery of the entire package; however, all delivered metadata XML must always be correct and complete. If it is not, the update will not be processed correctly.

Metadata-only updates do not need to include any asset files. If asset files are not provided, then the files should not be mentioned in the provided metadata, otherwise the update will be refused. If asset files are included and properly referenced in the metadata, then the corresponding checksums will be compared to the checksums of the assets currently on file at iTunes, and the assets will be added or replaced as necessary.

Assets can be removed through an asset-only update or metadata-plus-assets update. In this case, you would include the `<asset>` block to specify which asset should be removed. See [“Asset Removal Examples”](#) (page 65).

For complete details on what can be updated, see [“Metadata and Asset Updates”](#) (page 16).

Film Metadata-Only Update Example

Below is an example metadata.xml update file for the Basic Film Metadata Example. In this example, the update will replace the Store's currently displayed `<copyright_cline>` for US, add a UK rating, and a US sales start date. It also removes the clearance for HD sale. In the following example, only metadata changes are made (in bold), therefore all asset references have been removed. Asset files should not be included in the package delivered to iTunes.

You can also update chapter titles and images in the same package if you include the `<chapters>` block and if you include the chapter image files. You must include all chapters, not just the one you are updating. In the following example, the package would include the metadata.xml file, chapter01.jpg, and chapter02.jpg. If you include the `<chapters>` block, but do not include the image files in the package, the images will not be replaced.

```
<?xml version="1.0" encoding="UTF-8"?>
<package xmlns="http://apple.com/itunes/importer" version="film5.0">
  <provider>Paramount</provider>
  <language>en-US</language>
  <video>
    <type>film</type>
    <subtype>feature</subtype>
    <production_company>Paramount Pictures</production_company>
    <vendor_id>09736156444</vendor_id>
    <isan>0000-0000-03B6-0000-0-0000-0000-2</isan>
    <upc>09736156444</upc>
    <country>US</country>
    <original_spoken_locale>en-US</original_spoken_locale>
    <copyright_cline>1995 Paramount Pictures</copyright_cline>
    <theatrical_release_date>2007-05-04</theatrical_release_date>
    <title>Forrest Gump</title>
    <synopsis>&quot;Stupid is as stupid does,&quot; says Forrest Gump (played
  by Tom Hanks in an Oscar-winning performance) as he discusses his relative level
  of intelligence with a stranger while waiting for a bus. Despite his sub-normal
  IQ, Gump leads a truly charmed life, with a ringside seat for many of the most
  memorable events of the second half of the 20th century. Entirely without trying,
  Forrest teaches Elvis Presley to dance, becomes a football star, meets John F.
  Kennedy, serves with honor in Vietnam, meets Lyndon Johnson, speaks at an anti-war
  rally at the Washington Monument, hangs out with the Yippies, defeats the Chinese
  national team in table tennis, meets Richard Nixon, discovers the break-in at the
  Watergate, opens a profitable shrimping business, becomes an original investor in
  Apple Computers, and decides to run back and forth across the country for several
```

years. Meanwhile, as the remarkable parade of his life goes by, Forrest never forgets Jenny (Robin Wright Penn), the girl he loved as a boy, who makes her own journey through the turbulence of the 1960s and 1970s that is far more troubled than the path Forrest happens upon. Featured alongside Tom Hanks are Sally Field as Forrest's mother; Gary Sinise as his commanding officer in Vietnam; Mykelti Williamson as his ill-fated Army buddy who is familiar with every recipe that involves shrimp; and the special effects artists whose digital magic place Forrest amidst a remarkable array of historical events and people.</synopsis>

<country>US</country>

<genres>

<genre>Comedy</genre>

<genre>Drama</genre>

</genres>

<ratings>

<rating system="mpaa" reason="Rated PG-13 for drug content, some sensuality and war violence.">PG-13</rating>

<rating system="bbfc">12A</rating>

</ratings>

<cast>

<cast_member billing="top">

<display_name>Tom Hanks</display_name>

<character_name>Forrest Gump</character_name>

</cast_member>

<cast_member billing="top">

<display_name>Robin Wright Penn</display_name>

<character_name>Jenny Curran</character_name>

</cast_member>

<!-- Additional cast members here -->

</cast>

<crew>

<crew_member billing="top">

<display_name>Robert Zemeckis</display_name>

<roles>

<role>Director</role>

</roles>

</crew_member>

<crew_member billing="top">

```
        <display_name>Steve Starkey</display_name>
        <roles>
            <role>Producer</role>
        </roles>
    </crew_member>
    <!-- Additional crew members here -->
</crew>
<chapters>
    <timecode_format>24/999 1000/nonDrop</timecode_format>
    <chapter>
        <start_time>00:00:00:00</start_time>
        <title locale="en-US">Forrest's Story Begins</title>
        <artwork_file>
            <file_name>chapter01.jpg</file_name>
            <checksum type="md5">ed93d0f3224a353a4cc8d4175d645130
        </checksum>
            <size>6591649</size>
        </artwork_file>
    </chapter>
    <chapter>
        <start_time>00:07:45:23</start_time>
        <title locale="en-US">Football at Alabama</title>
        <artwork_file>
            <file_name>chapter02.jpg</file_name>
            <checksum type="md5">86bed7ef05c34c1e85345f40d11137a9
        </checksum>
            <size>6591649</size>
        </artwork_file>
    </chapter>
    <!-- Additional chapters here. -->
</chapters>
<products>
    <product>
        <territory>US</territory>
```

```
<cleared_for_sale>true</cleared_for_sale>
<cleared_for_hd_sale>true</cleared_for_hd_sale>
<wholesale_price_tier>3</wholesale_price_tier>
<preorder_sales_start_date>2006-02-10</preorder_sales_start_date>
<sales_start_date>2006-04-11</sales_start_date>
<cleared_for_vod>true</cleared_for_vod>
<vod_type>New Release</vod_type>
<available_for_vod_date>2007-11-12</available_for_vod_date>
<unavailable_for_vod_date>2008-11-12</unavailable_for_vod_date>
<physical_release_date>2007-08-01</physical_release_date>
<cleared_for_hd_vod>false</cleared_for_hd_vod>
</product>
</products>
</video>
</package>
```

Chapter Update Examples

Chapter titles and chapter artwork can be added or changed, however you must send all chapters on redelivery, not just the ones being updated. Two examples appear below: one where the previously-delivered artwork was incorrect, and the other that had a missing title locale.

In the following example, the second chapter was originally sent with the incorrect artwork. Even though the error affects only one chapter, all chapters must be redelivered. Portions of the XML have been omitted for the sake of brevity.

```
<?xml version="1.0" encoding="UTF-8"?>
<package xmlns="http://apple.com/itunes/importer" version="film5.0">
  <provider>Paramount</provider>
  <language>en-US</language>
  <video>
    . . .
    <!-- The second chapter has an updated artwork file; however, all chapters
    must be redelivered, not just the chapter with the incorrect artwork. -->
    <chapters>
      <timecode_format>24/999 1000/nonDrop</timecode_format>
```

```
    <chapter>
      <start_time>00:00:00:00</start_time>
      <title locale="en-US">Forrest's Story Begins</title>
      <artwork_file>
        <file_name>chapter01.jpg</file_name>
        <checksum type="md5">ed93d0f3224a353a4cc8d4175d645130
</checksum>
        <size>6591649</size>
      </artwork_file>
    </chapter>
    <chapter>
      <start_time>00:07:45:23</start_time>
      <title locale="en-US">Football at Alabama</title>
      <artwork_file>
        <file_name>chapter02_corrected.jpg</file_name>
        <checksum type="md5">86bed7ef05c34c1e85345f40d11137a9
</checksum>
        <size>6591649</size>
      </artwork_file>
    </chapter>
    <!-- Remaining chapters here. -->
  </chapters>
  . . .
</video>
</package>
```

In the following multiple language example, the second chapter was missing a locale for the title. Even though the error affects only one chapter, all chapters must be redelivered. Portions of the XML have been omitted for the sake of brevity.

```
<?xml version="1.0" encoding="UTF-8"?>
<package xmlns="http://apple.com/itunes/importer" version="film5.0">
  <provider>Paramount</provider>
  <language>en-US</language>
  <video>
```

```
. . .
<!-- The second chapter was missing a French title; however, all chapters
must be redelivered, not just the chapter with the missing locale. -->
<chapters>
  <timecode_format>24/999 1000/nonDrop</timecode_format>
  <chapter>
    <start_time>00:00:00:00</start_time>
    <titles>
      <title locale="en-US">Forrest's Story Begins</title>
      <title locale="de-DE">Die Geschichte von Forrest beginnt</title>
      <title locale="fr-FR">L'Histoire de Forest Commence</title>
    </titles>
    <artwork_file>
      <file_name>chapter01.jpg</file_name>
      <checksum type="md5">ed93d0f3224a353a4cc8d4175d645130
</checksum>
      <size>6748922</size>
    </artwork_file>
  </chapter>
  <chapter>
    <start_time>00:07:45:23</start_time>
    <titles>
      <title locale="en-US">Football at Alabama</title>
      <title locale="de-DE">Fußball an Alabama</title>
      <title locale="fr-FR">Football en Alabama</title>
    </titles>
    <artwork_file>
      <file_name>chapter02.jpg</file_name>
      <checksum type="md5">86bed7ef05c34c1e85345f40d11137a9
</checksum>
      <size>7848946</size>
    </artwork_file>
  </chapter>
  <!-- Additional chapters here. -->
</chapters>
```

```
    . . .  
  </video>  
</package>
```

Film Asset-Only Update

Assets (i.e., video, audio, artwork, etc.) can be delivered independently of metadata for asset-only updates. This is especially helpful if these assets need to be replaced in the store due to encoding or other issues. Assets cannot be delivered unless the metadata has already been sent and imported. If the assets are sent without metadata to which it can be attached, delivery will fail.

Important In order to deliver assets separately from the film's metadata, the correct vendor ID that references the already delivered metadata must be supplied in the metadata.xml file for asset-only updates.

Below are examples of asset-only updates to replace closed captions, a preview, and an alternate audio file.

For any questions regarding asset-only delivery, please contact your iTunes Technical Representative.

Film Asset-Only Update Package

An asset-only update or a metadata-plus-assets update still need to be in an iTunes package, but should only consist of a short metadata file along with the assets. All metadata must be correct and complete, and the `<assets>` block should be included referencing any assets to be added, replaced, or removed.

Closed Captions Asset-Only Update Example

Below is an example metadata.xml file to update closed captions for the Basic Film Metadata Example. Note that only the asset being replaced is referenced in the metadata. Only the metadata.xml and 09736156444-corrected-english.scc files should be included in the iTunes Package.

```
<?xml version="1.0" encoding="UTF-8"?>  
<package xmlns="http://apple.com/itunes/importer" version="film5.0">  
  <provider>Paramount</provider>  
  <assets media_type="video" vendor_id="09736156444">  
    <asset type="full">  
      <data_file role="captions">  
        <file_name>09736156444-corrected-english.scc</file_name>
```

```
        <size>9613</size>
        <checksum type="md5">3a80375a79fe8aa2bb49911add739b46
</checksum>
    </data_file>
</asset>
</assets>
</package>
```

Preview Asset-Only Update Example

Below is an example metadata.xml file to update the preview trailer for Basic Film Metadata Example. Only the preview asset along with associated data files should be referenced in the metadata. Only the metadata.xml and 03615649744-US-preview.mov file should be included in the iTunes Package.

```
<?xml version="1.0" encoding="UTF-8"?>
<package xmlns="http://apple.com/itunes/importer" version="film5.0">
  <provider>Paramount</provider>
  <assets media_type="video" vendor_id="09736156444">
    <asset type="preview">
      <territories>
        <territory>WW</territory>
      </territories>
      <data_file role="source">
        <locale name="en-US"/>
        <file_name>03615649744-US-preview.mov</file_name>
        <size>9981365</size>
        <checksum type="md5">3a8b4608aa29dd9911e739b37fe43b79
</checksum>
        <attribute name="crop.top">80</attribute>
        <attribute name="crop.bottom">80</attribute>
        <attribute name="crop.left">50</attribute>
        <attribute name="crop.right">50</attribute>
      </data_file>
    </asset>
```

```
</assets>  
</package>
```

Alternate Audio Asset-Only Update Example

Below is an example metadata.xml file to update the German alternate audio for Multiple-Language Film Metadata Example. Only the audio asset along with associated data files should be referenced in the metadata. Only the metadata.xml and audio_DE.mov file should be included in the iTunes Package.

```
<?xml version="1.0" encoding="UTF-8"?>  
<package xmlns="http://apple.com/itunes/importer" version="film5.0">  
  <provider>Paramount</provider>  
  <assets media_type="video" vendor_id="09736156444">  
    <asset type="full">  
      <data_file role="audio">  
        <locale name="en-US"/>  
        <file_name>audio_DE.mov</file_name>  
        <size>4916659</size>  
        <checksum type="md5">9df86c3e43e7b43ddeabb2ddfe4b8a42  
</checksum>  
      </data_file>  
    </asset>  
  </assets>  
</package>
```

Asset Removal Examples

Below are examples of asset-only updates to remove an alternate audio asset and to change the <locale>. The correct vendor ID that references the already delivered metadata must be supplied in the metadata.xml file for asset removal updates

Remove Alternate Audio

This example shows how to remove the alternate German audio from the Multiple-Language Film Metadata Example. Only the audio asset along with associated data files is referenced in the XML. Only the metadata.xml need be included in the iTunes Package. The `role`, `filename`, `checksum`, and `size` provided will be compared to the asset currently on file at iTunes, and if the `role`, `filename`, `checksum`, and `size` match, the asset will be removed. Note that the asset could also be removed in a metadata-plus-asset update.

```
<?xml version="1.0" encoding="UTF-8"?>
<package xmlns="http://apple.com/itunes/importer" version="film5.0">
  <provider>Paramount</provider>
  <assets media_type="video" vendor_id="09736156444">
    <asset type="full">
      <data_file role="audio" remove="true">
        <locale name="en-US"/>
        <file_name>audio_DE.mov</file_name>
        <size>4916659</size>
        <checksum type="md5">9df86c3e43e7b43ddeabb2ddfe4b8a42
      </checksum>
    </data_file>
  </asset>
</assets>
</package>
```

```
<data_file role="audio" remove="true">
```

XPath: `/package/video/assets/asset/data_file`

Data File (required)

A data file element block must be included if the asset is to be removed. For the audio data file, set the attribute `remove` to "true."

In this block, the `role`, `filename`, `size`, and `checksum` elements are required. Additionally, `locale` is required if sent previously.

Change Locale

The following example shows how to change the `<locale>` on a source video. In this case, when the package was first delivered, the `<locale>` tag was incorrect. To correct the `<locale>`, the old source asset must be removed and redelivered with the correct `<locale>`. Only the source asset along with the associated data file need be referenced in the XML. The `role`, `filename`, `locale`, `checksum`, and `size` provided will be compared to the asset currently on file at iTunes, and if the `role`, `filename`, `locale`, `checksum`, and `size` match, the asset will be removed. To add the source with the correct `locale`, include another `<data_file>` block within the same `<asset>` block as shown in the example below. Both the `metadata.xml` and the redelivered source asset must be included in the iTunes Package.

Important There should be only one `<asset>` block for the same upload of the same video with the same type and territories. For example, the only way to change the locale of a source is to remove the existing source and add the new source; the `<data_file>` elements used to remove the source (`remove="true"`) and the `<data_file>` elements used to add the source should go under the same `<asset type="full">` block.

```
<?xml version="1.0" encoding="UTF-8"?>
<package xmlns="http://apple.com/itunes/importer" version="film5.0">
  <provider>Paramount</provider>
  <assets media_type="video" vendor_id="09736156444">
    <asset type="full">
      <data_file role="source" remove="true">
        <locale name="en-US"/>
        <file_name>09736156444-source.mov</file_name>
        <size>4916659</size>
        <checksum type="md5">9df86c3eabb2ddfe43e7b43dde4b8a42
      </checksum>
    </data_file>
    <data_file role="source">
      <locale name="en-GB"/>
      <file_name>09736156444-source.mov</file_name>
      <size>4916659</size>
      <checksum type="md5">9df86c3eabb2ddfe43e7b43dde4b8a42
    </checksum>
  </data_file>
</asset>
```

```
</assets>  
</package>
```

```
<data_file role="source" remove="true">
```

XPath: `/package/video/assets/asset/data_file`

Data File (required)

To change the locale, remove the asset with the incorrect locale. Include a data file element block for the asset to be removed. For the source data file, set the attribute `remove` to "true."

Include another data file element block to re-deliver the asset with the correct locale.

In both blocks, the `locale`, `role`, `filename`, `size`, and `checksum` elements are required.

Film QC Notes Delivery

The following examples show how to deliver and remove QC Notes for a full source video. QC Notes can also be delivered with a preview source video. The file must be in PDF format and there are no limitations on size of the file. Multiple QC notes can be delivered for the same "full" or "preview" video source, but the names must be different. To deliver multiple notes for an asset, each one must be in its own `<data_file>` block, and each `<data_file>` block should go under the same `<asset>` block. To replace a file, first remove it (see "Remove QC Notes" (page 69)) and then redeliver it.

Deliver QC Notes

```
<?xml version="1.0" encoding="UTF-8"?>  
<package xmlns="http://apple.com/itunes/importer" version="film5.0">  
  <provider>Paramount</provider>  
  <assets media_type="video" vendor_id="09736156444">  
    <asset type="full">  
      <data_file role="notes">  
        <file_name>09736156444-source-notes.pdf</file_name>  
        <size>12582912</size>  
        <checksum type="md5">e5649a015c941c0f9d42f5c2054a25ab
```

```
</checksum>
```

```
</data_file>
```

```
</asset>
```

```
</assets>
```

```
</package>
```

```
<data_file role="notes">  
  <file_name>09736156444-source-notes.pdf</file_name>  
  <size>12582912</size>  
  <checksum type="md5">e5649a015c941c0f9d42f5c2054a25ab</checksum>  
</data_file>
```

XPath: `/package/video/assets/asset/data_file`

Data File(*required*)

A data file element block must be included to deliver notes. The vendor ID of the full or preview source must be referenced.

In this block, the `role`, `filename`, `size`, and `checksum` elements are required.

Remove QC Notes

```
<?xml version="1.0" encoding="UTF-8"?>  
<package xmlns="http://apple.com/itunes/importer" version="film5.0">  
  <provider>Paramount</provider>  
  <assets media_type="video" vendor_id="09736156444">  
    <asset type="full">  
      <data_file role="notes" remove="true">  
        <file_name>09736156444-source-notes.pdf</file_name>  
        <size>12582912</size>  
        <checksum type="md5">e5649a015c941c0f9d42f5c2054a25ab  
</checksum>  
      </data_file>  
    </asset>  
  </assets>  
</package>
```

```
<data_file role="notes" remove="true">  
  <file_name>09736156444-source-notes.pdf</file_name>  
  <size>12582912</size>  
  <checksum type="md5">e5649a015c941c0f9d42f5c2054a25ab</checksum>  
</data_file>
```

XPath: `/package/video/assets/asset/data_file`

Data File*(required)*

A data file element block must be included to remove notes. The vendor ID of the full or preview source must be referenced. For the notes data file, set the attribute `remove` to "true."

In this block, the `role`, `filename`, `size`, and `checksum` elements are required.

Multiple Language Film Profile

Multiple Language Films

This chapter describes the language support for the iTunes Store film product. iTunes accepts films with multiple language audio, subtitles, forced subtitles, and dub card videos. In addition, you can supply localizations for title, synopsis, cast, crew, and chapter titles. For example, you can deliver the film asset, audio assets in multiple languages, subtitles and forced subtitles in multiple languages, and multiple language localizations in one XML file for the film. You must also deliver a worldwide trailer and worldwide poster art. The iTunes video processing workflow arranges the components into bundles—each bundle is a sellable product, which means that there could be multiple bundles produced for the same vendor ID. Each bundle is composed of various combinations of the assets included in the package and is similar to a physical product SKU.

Assets Delivered in a Multiple Language Package

The following table describes the assets accepted for multiple language films.

Asset	Description
Film source	The film's ProRes source file should meet all the requirements defined in the <i>iTunes Video and Audio Asset Specification</i> . It is preferred that it contain the film's audio in the language used at the time of the film's creation (the language specified in the <code><original_spoken_locale></code> tag), though dubbed audio is accepted. The file should be textless or partially textless, depending on the master.
Alternate audio	Separate QuickTime movie file which contains audio only. Intended to supply dubbed audio. Allows customers to view the film with audio other than the language specified in the <code><original_spoken_locale></code> tag. iTunes accepts various audio languages and can combine them into bundles. See "About iTunes Bundles" (page 73) for more information.
Closed captions	Text that describes all audio content in the video for deaf or hard of hearing customers. Closed captions include dialog, indications of who is speaking, and notations of music or sound effects. iTunes currently accepts closed captions in .SCC format. The only supported language at this time is English. Other formats may exist but they are not used by iTunes at this time.

Asset	Description
Full subtitles	<p>A full translation of all the words spoken in the film. Full subtitles can be turned on or off by the customer and can be used in any territory.</p> <p>Subtitles are delivered to iTunes as an iTunes Timed Text (iTT) file. iTunes currently supports subtitles in 13 languages: Danish, Dutch, English, Finnish, French, German, Greek, Italian, Norwegian, Polish, Portuguese, Spanish, and Swedish.</p>
Forced subtitles	<p>A partial translation of the words spoken in a film, or informative text that supplements the plot of the story or describes the setting without using a narrator. These subtitles cannot be turned on or off by the customer. The language of the forced subtitles will always match the audio language the customer has selected for playback.</p> <p>Forced subtitles are tied to audio and will automatically display in a player if that audio is selected for playback. Therefore, the locale value of any delivered forced subtitle file must be the same as its corresponding audio. For example, if the film's audio is German, the German forced subtitle file must have a locale value of de-DE.</p> <p>Forced subtitle files delivered for audio languages which are not in the package will not be included in the bundle produced by the iTunes video processing system.</p>
Dub card video	<p>An optional data file containing the credits associated with an audio track.</p> <p>A video-only sequence containing one or more still credits specific to the locale-matched audio. Dub credit sequences will be included at the end of the main program video for movies that include the associated audio. The locale value for the dubbed audio asset and the dubbing cards must match.</p> <p>Refer to the <i>iTunes Video and Audio Asset Guide</i> for file requirements.</p>

About Previews

Previews are required for all films in the iTunes store and must be representative of the film. This ensures customers have the same expectation of the film after viewing the preview. iTunes accepts two basic categories of territory designations for previews:

- World (default)
- Localized

A default (World) preview for every film is required. The World territory designation (WW) allows this preview to be available to any territory and therefore serve as a default. When a film is cleared in a new territory, the World preview will be used in the Store unless a localized preview has been provided.

A localized preview is intended to serve only specific territories. When a film has been delivered to iTunes with a World preview and a localized preview, the localized preview will take priority in the designated territory.

For example, a film is delivered to iTunes with a World preview and a localized preview for the UK. The film is cleared for sale in the UK and the US. When the film appears in the Store, iTunes will use the UK preview in the UK store and the World preview in the US store.

When working with Multiple Audio Language Worldwide films, use the following rules to determine the language of the preview:

- The World preview should use the film's `<original_spoken_locale>` audio
- Localized previews may be tailored for specific territories but they must be representative of the attributes of the film. For example, a localized preview should only use Spanish audio if the movie has Spanish as a language option. Likewise, it should only use French subtitles if the film has French subtitles as a viewing option.

Restrictions

In a film package delivered to iTunes, only one dialect of the audio and subtitle languages is supported. If two or more dialects of the same language are included in the package, only one will be included in the product provided to the customer. For example, do not include both Castilian Spanish (es-ES) and Latin American Spanish (es-419) in the same package; Parisian French (fr-FR) and Canadian French (fr-CA) should also not be delivered in the same package.

If audio and subtitles in the same language are included in a package, they must both have the same locale value. For example, if English audio and English subtitles are to be provided to the customer, both must be the same dialect of English, ie both UK English (en-GB) or both US English (en-US).

When a forced subtitles file and a full subtitles file are delivered in the same language, the `<body>` element in the forced subtitles file must be an exact subset of the `<body>` element in the full subtitles file. To be an exact subset, every `<p>` element must have the same time codes, grammar, spelling, styling, spacing, etc as the corresponding `<p>` element in the full subtitles file.

About iTunes Bundles

Files delivered to iTunes in a film package are automatically configured into bundles by the iTunes video processing workflow. Currently, three bundles (Worldwide, German, and French) are produced through either new deliveries or asset updates. iTunes determines which bundles are produced using the values delivered in the metadata for:

- `<original_spoken_locale>` This is the language used at the time of the film's creation (also referred to as Original Version (OV) audio).
- `locale` of the film source
- `locale(s)` of included alternate audio language files

- `locale(s)` of included subtitle files

The `<original_spoken_locale>` xml tag specifies the film's original language. When additional audio is present in the film's delivery package, the `<original_spoken_locale>` value determines which bundles will be produced by the iTunes video processing system.

For example, if a film's `<original_spoken_locale>` is English but it is delivered to iTunes with German audio embedded in the film's source file and a French alternate audio language file, the film's `<original_spoken_locale>` audio is not present in the package. The iTunes video processing system will not create a multiple language bundle. Instead, the system will create a single audio language bundle using the audio language embedded in the film's source file.

Note To produce any of the multiple language bundles, the film's `<original_spoken_locale>` audio must be present either embedded in the film's source file or as an alternate audio language file.

Worldwide Bundle

The Worldwide (WW) bundle is created for every film and is the default configuration, which may be used in any territory in which the film is cleared for EST or VOD. Its composition depends on the files delivered. A WW bundle can be a Single Audio Language bundle or a Multiple Audio Language bundle.

- A **Single Audio Language Worldwide Bundle** is created when a film is delivered with one audio language, either the `<original_spoken_locale>` audio or dubbed audio. It is also created when a film is delivered with multiple audio language files, but without the `<original_spoken_locale>` audio in the package.
- A **Multiple Audio Language Worldwide Bundle** is created when `<original_spoken_locale>` audio is delivered with French audio and/or Spanish audio or when subtitles in any of the 13 supported languages are delivered. The `<original_spoken_locale>` audio must either be embedded in the film's source file or as an alternate audio language file. Films in this configuration have 5.1 audio for the primary audio only. The additional audio files are encoded 2.0 stereo.

Both bundles support closed captions, forced subtitles (`locale` value must match the `locale` language of the audio), and full subtitles in any of the 13 supported languages.

German Language Bundle

The German Language bundle is a special multiple language product. It is automatically produced when a film is delivered to iTunes with `<original_spoken_locale>` audio and German audio. The only dialect of German supported for this bundle is German as spoken in Germany (de-DE). This bundle may also include forced subtitle files matching either or both of the audio languages. Full subtitles are not supported. This bundle supports

only two audio languages. The German language bundle is not a worldwide product. It is available as a product offering to Germany, Austria and Switzerland only. This bundle takes precedence over the Worldwide bundle and is what the customer will receive in those territories. In this bundle, 5.1 audio is supported for both audio languages.

The following table shows a sample configuration that will produce a German Language bundle:

<original_spoken_locale> audio film source, German alternate audio language file, full German subtitles, and forced subtitles in the <original_spoken_locale> language and German (to match both audio languages).

Assets and Metadata	Language	Worldwide Bundle	German Bundle
<original_spoken_locale>	English		
Film Source Audio	English	√	√
Alternate Audio Language	German		√
Forced Subtitle File	English	√	√
Forced Subtitle File	German		√
Full Subtitle File	German		√

The following table shows a sample configuration that will produce a German Language bundle: German <original_spoken_locale> audio film source, alternate audio of any language that has a valid language code.

Assets and Metadata	Language	Worldwide Bundle	German Bundle
<original_spoken_locale>	German		
Film Source Audio	German	√	√
Alternate Audio Language	Italian		√
Forced Subtitle File	German	√	√
Forced Subtitle File	Italian		√

French Language Bundle

The French Language bundle is a legacy multiple audio language product. This bundle, available only in France, is automatically produced when a film is delivered to iTunes with `<original_spoken_locale>` audio and Parisian French audio. Because the features of this bundle are often the same as those in the Multiple Audio Language WW bundle, the French Language bundle is no longer used for most deliveries.

There may be conditions in which the French Audio Language bundle is preferred, for example, if the film's `<original_spoken_locale>` audio is being combined with a language other than Spanish.

Assets and Metadata	Language	Worldwide Bundle	French Bundle
<code><original_spoken_locale></code>	French		
Film Source Audio	French	√	√
Alternate Audio Language	Japanese		√

Multiple-Language Film Metadata Example

In the Forrest Gump example below, the feature film source will be used to create EST and VOD products for three territories: United States, Brazil, and France. The copyright cline and theatrical release date are territory specific. For each territory, title, synopsis, cast, crew, and chapter titles have been localized and ratings have been supplied. In addition, a worldwide (WW territory) poster art file and trailer are delivered with the package, which will be used for all three territories. The package also includes both a French and Latin American Spanish audio files. Subtitles and forced subtitles for multiple languages are included.

```
<?xml version="1.0" encoding="UTF-8"?>
<package xmlns="http://apple.com/itunes/importer" version="film5.0">
  <provider>Paramount</provider>
  <language>en-US</language>
  <video>
    <type>film</type>
    <subtype>feature</subtype>
    <vendor_id>09736156444</vendor_id>
    <isan>0000-0000-03B6-0000-0-0000-0000-2</isan>
    <upc>09736156444</upc>
    <country>US</country>
    <original_spoken_locale>en-US</original_spoken_locale>
```

<title>Forrest Gump</title>

<synopsis>"Stupid is as stupid does." says Forrest Gump (played by Tom Hanks in an Oscar-winning performance) as he discusses his relative level of intelligence with a stranger while waiting for a bus. Despite his sub-normal IQ, Gump leads a truly charmed life, with a ringside seat for many of the most memorable events of the second half of the 20th century. Featured alongside Tom Hanks are Sally Field as Forrest's mother; Gary Sinise as his commanding officer in Vietnam; Mykelti Williamson as his ill-fated Army buddy who is familiar with every recipe that involves shrimp; and the special effects artists whose digital magic place Forrest amidst a remarkable array of historical events and people.</synopsis>

<locales>

<locale name="pt-BR">

<title>Forrest Gump, o Contador de Histórias (Legendado)</title>

<synopsis>(Legendado) "A vida é como uma caixa de bombons. você nunca sabe o que vai encontrar." Forrest Gump é um triunfo cinematográfico que se tornou um fenômeno. Tom Hanks apresenta uma impressionante interpretação como Forrest, um homem comum cuja simplicidade e inocência vão influenciar uma geração. Vencedor de seis prêmios da Academia®, incluindo Melhor Filme, Melhor Diretor (Robert Zemeckis) e Melhor Ator (Tom Hanks).</synopsis>

</locale>

<locale name="fr-FR">

<title>Forrest Gump (VOST)</title>

<synopsis>"La vie, c'est comme une boîte de chocolats...On ne sait jamais sur quoi on va tomber." Tom Hanks est merveilleux dans ce film culte qui a touché le coeur de milliers de spectateurs. Forrest Gump est le symbole d'une époque, un candide dans une Amérique qui a perdu son innocence. Ce film a remporté 6 Oscars® dont celui du meilleur film, du meilleur réalisateur (Robert Zemeckis) et du meilleur acteur (Tom Hanks).</synopsis>

</locale>

</locales>

<production_company>Paramount Pictures</production_company>

<copyright_cline>1994 Paramount Pictures</copyright_cline>

<theatrical_release_date>2007-05-04</theatrical_release_date>

<regions>

<region>

<territory>BR</territory>

<copyright_cline>1994 Paramount Pictures</copyright_cline>

<theatrical_release_date>2007-06-04</theatrical_release_date>

</region>

<region>

```
        <territory>FR</territory>
        <copyright_cline>1994 Paramount Pictures</copyright_cline>
        <theatrical_release_date>2007-06-04</theatrical_release_date>
    </region>
</regions>
<genres>
    <genre>Comedy</genre>
    <genre>Drama</genre>
</genres>
<ratings>
    <rating system="mpaa" reason="Rated PG-13 for drug content, some
sensuality and war violence.">PG-13</rating>
    <rating system="br-movies">14</rating>
    <rating system="fr-cnc">-12</rating>
</ratings>
<cast>
    <cast_member billing="top">
        <display_name>Tom Hanks</display_name>
        <character_name>Forrest Gump</character_name>
        <locales>
            <locale name="pt-BR">
                <display_name>Tom Hanks</display_name>
                <character_name>Forrest Gump</character_name>
            </locale>
            <locale name="fr-FR">
                <display_name>Tom Hanks</display_name>
                <character_name>Forrest Gump</character_name>
            </locale>
        </locales>
    </cast_member>
    <cast_member billing="top">
        <display_name>Robin Wright Penn</display_name>
        <character_name>Jenny Curran</character_name>
        <locales>
            <locale name="pt-BR">
```

```
        <display_name>Robin Wright Penn</display_name>
        <character_name>Jenny Curran</character_name>
    </locale>
    <locale name="fr-FR">
        <display_name>Robin Wright Penn</display_name>
        <character_name>Jenny Curran</character_name>
    </locale>
</locales>
</cast_member>
<!-- Additional cast members here -->
</cast>
<crew>
    <crew_member billing="top">
        <display_name>Robert Zemeckis</display_name>
        <locales>
            <locale name="pt-BR">
                <display_name>Robert Zemeckis</display_name>
            </locale>
            <locale name="fr-FR">
                <display_name>Robert Zemeckis</display_name>
            </locale>
        </locales>
        <roles>
            <role>Director</role>
        </roles>
    </crew_member>
    <crew_member billing="top">
        <display_name>Claude Motta</display_name>
        <locales>
            <locale name="pt-BR">
                <display_name>Claude Motta</display_name>
            </locale>
            <locale name="fr-FR">
                <display_name>Claude Motta</display_name>
            </locale>
        </locales>
    </crew_member>
</crew>
```

```
        </locales>
        <roles>
            <role>Dub Artist</role>
        </roles>
    </crew_member>
    <!-- Additional crew members here -->
</crew>
<!-- English, Portuguese, and French Inline Chaptering -->
<chapters>
    <timecode_format>24/999 1000/nonDrop</timecode_format>
    <chapter>
        <start_time>00:00:00:00</start_time>
        <titles>
            <title locale="en-US">Forrest's Story Begins</title>
            <title locale="pt-BR">História Forrest começa</title>
            <title locale="fr-FR">L'Histoire de Forest Commence</title>
        </titles>
        <artwork_file>
            <file_name>chapter01.jpg</file_name>
            <checksum type="md5">ed93d0f3224a353a4cc8d4175d645130
</checksum>
            <size>6748922</size>
        </artwork_file>
    </chapter>
    <chapter>
        <start_time>00:07:45:23</start_time>
        <titles>
            <title locale="en-US">Football at Alabama</title>
            <title locale="pt-BR">Futebol em Alabama</title>
            <title locale="fr-FR">Football en Alabama</title>
        </titles>
        <artwork_file>
            <file_name>chapter02.jpg</file_name>
            <checksum type="md5">86bed7ef05c34c1e85345f40d11137a9
```

```
</checksum>
    <size>7848946</size>
    </artwork_file>
</chapter>
<!-- Additional chapters here. -->
</chapters>
<!-- Assets -->
<assets>
    <!-- Source Video -->
    <asset type="full">
        <data_file role="source">
            <locale name="en-US"/>
            <file_name>09736156444-source.mov</file_name>
            <size>2595225600</size>
            <checksum type="md5">2a793a8b46037fe8aa29dd739b49911a
</checksum>

        <attribute name="crop.top">80</attribute>
        <attribute name="crop.bottom">80</attribute>
        <attribute name="crop.left">50</attribute>
        <attribute name="crop.right">50</attribute>
        <attribute name="image.textless_master">true</attribute>
    </data_file>
    <!-- Dubbed Latin American Spanish Audio -->
    <data_file role="audio">
        <locale name="es-419"/>
        <file_name>audio_ES_419.mov</file_name>
        <checksum type="md5">9df86c3e43e7b43ddeabb2ddfe4b8a42
</checksum>

        <size>4916659</size>
    </data_file>
    <!-- Dubbed French Audio -->
    <data_file role="audio">
        <locale name="fr-FR"/>
        <file_name>audio_FR_FR.mov</file_name>
        <checksum type="md5">bdeea426ac79543b691a45507e9956c8
```

```
</checksum>
    <size>5820197005</size>
</data_file>
<data_file role="captions">
    <file_name>09736156444-english.scc</file_name>
    <size>9511</size>
    <checksum type="md5">5a793a8b46037fe8aa2bdd739b49911a
</checksum>
</data_file>
<!-- Dub Card Video Latin American Spanish and French -->
<data_file role="video.end.dub_credits">
    <locale name="es-419"/>
    <file_name>dub_card_ES419.mov</file_name>
    <size>16201736340</size>
    <checksum type="md5">c5f39f1af9f2d3de4e85c06dec751f92
</checksum>
</data_file>
<data_file role="video.end.dub_credits">
    <locale name="fr-FR"/>
    <file_name>dub_card_FR.mov</file_name>
    <size>134071620361</size>
    <checksum type="md5">39f1af9f2d3dec5f4e85c06dec751f92
</checksum>
</data_file>
<!-- Subtitles -->
<data_file role="subtitles">
    <locale name="da"/>
    <file_name>Subtitles_DA_DK.it</file_name>
    <size>100259</size>
    <checksum type="md5">9df86c3e43e7b43ddeabb2ddfe4b8a42
</checksum>
</data_file>
<data_file role="subtitles">
    <locale name="pt-BR"/>
```

```
        <file_name>Subtitles_PT_BR.ittt</file_name>
        <size>88474</size>
        <checksum type="md5">c123e860384b8b954f169c9af0cbe4df
</checksum>
    </data_file>
</asset>
    <!-- Additional Subtitles here-->
    <!-- Forced Subtitles -->
    <data_file role="forced_subtitles">
        <locale name="fr-FR"/>
        <file_name>Subtitles_FR_FR_Forced.itt</file_name>
        <size>1800</size>
        <checksum type="md5">a02809135b44f74015f775b3fcfe4120
</checksum>
    </data_file>
    <data_file role="forced_subtitles">
        <locale name="es-419"/>
        <file_name>Subtitles_ES_419_Forced.itt</file_name>
        <size>1738</size>
        <checksum type="md5">3dff0aa59b46b89e770f4614a70909f8
</checksum>
    </data_file>
    <data_file role="forced_subtitles">
        <locale name="en-US"/>
        <file_name>Subtitles_EN_US_Forced.itt</file_name>
        <size>1738</size>
        <checksum type="md5">b89e770f461xa59b464a7b89e770f4610909f8
</checksum>
    </data_file>
</asset>
    <!-- End Forced Subtitles-->
    <!-- Required. World Trailer. Will be used for all territories where
a territory-specific trailer has not been specified. -->
    <asset type="preview">
        <territories>
```

```
        <territory>WW</territory>
    </territories>
    <data_file role="source">
        <locale name="en-US"/>
        <file_name>09736156444-preview.mov</file_name>
        <size>9987212</size>
        <checksum type="md5">739b43b793a8b46037fe8aa29dd9911e
</checksum>

        <attribute name="crop.top">80</attribute>
        <attribute name="crop.bottom">80</attribute>
        <attribute name="crop.left">50</attribute>
        <attribute name="crop.right">50</attribute>
    </data_file>
</asset>
</asset>
<!-- Required. World Poster Art. Will be used for all territories where
a territory-specific poster art has not been specified -->
    <asset type="artwork">
        <territories>
            <territory>WW</territory>
        </territories>
        <data_file>
            <file_name>09736156444.jpg</file_name>
            <checksum type="md5">43e7dddfe4b8ab433ede429df86cabb2
</checksum>

            <size>6591649</size>
        </data_file>
    </asset>
</assets>
<products>
    <product>
        <territory>US</territory>
        <cleared_for_sale>true</cleared_for_sale>
        <wholesale_price_tier>3</wholesale_price_tier>
        <sales_start_date>2006-03-12</sales_start_date>
```

```
        <cleared_for_vod>false</cleared_for_vod>
    </product>
    <product>
        <territory>FR</territory>
        <cleared_for_sale>true</cleared_for_sale>
        <wholesale_price_tier>3</wholesale_price_tier>
        <sales_start_date>2006-04-12</sales_start_date>
        <cleared_for_vod>false</cleared_for_vod>
    </product>
    <product>
        <territory>BR</territory>
        <cleared_for_sale>true</cleared_for_sale>
        <wholesale_price_tier>3</wholesale_price_tier>
        <sales_start_date>2006-04-12</sales_start_date>
        <cleared_for_vod>false</cleared_for_vod>
    </product>
<!-- Additional territories as needed -->
    </products>
</video>
</package>
```

Multiple-Language Film Metadata Annotated

Only annotations for items added or changed for multiple-language films are included. For complete annotations, see the ["Basic Film Metadata Annotated"](#) (page 24).

```
<?xml version="1.0" encoding="UTF-8"?>
<package xmlns="http://apple.com/itunes/importer" version="film5.0">
<provider>Paramount</provider>
```

```
<language>en-US</language>
```

XPath: `/package/language`

Language *(required)*

The language of the metadata at the default level; that is, under the `<video>` tag level as opposed to under a `<locale>` tag. Fields such as title and synopsis are expected to appear in this language.

As a best practice when specifying a language, use the "region" subtag (for example, the US of `en-US`) only when it supplies useful information, such as spelling variations between countries; otherwise provide only the "language" portion of the tag. For example, for Japanese, use `<language>ja</language>` instead of `<language>ja-JP</language>` because the Japanese language does not have any regional variations. To specify a region subtag, use a dash character to combine a language designator with a region designator. This identifies both the language and the specific location where the language is spoken. For example, the language code for English-language speakers in Great Britain is `en-GB`, while the language code for English-speaking residents of the United States is `en-US`.

See ["Examples of Common Language Codes"](#) (page 199) for more information.

```
<video>
```

```
<original_spoken_locale>en-US</original_spoken_locale>
```

XPath: `/package/video/original_spoken_locale`

Original Spoken Locale *(required)*

Specifies the language spoken by the actors in the film. The value used for `locale` is case-insensitive, even though the example shows the value in the format `xx-XX`, such as `en-US`.

In this example, dubbed French and Spanish alternate audio tracks are supplied, but the language the actors' lips are moving in is English, so `en-US` must be specified as the `<original_spoken_locale>`. The movements of the actors' lips do not match the supplied alternate audio.

Note: This tag is different from the `<language>` tag. `<original_spoken_locale>` is the language the actors are seen speaking in. `<language>` is the language used for the metadata at the default level.

```
<title>Forrest Gump</title>
```

```
<synopsis>&quot;Stupid is as stupid does,&quot; says Forrest Gump (played by Tom Hanks in an Oscar-winning performance) as he discusses his relative level of intelligence with a stranger while waiting for a bus. Despite his sub-normal IQ, Gump leads a truly charmed life, with a ringside seat for many of the most memorable events of the second half of the 20th century. Featured alongside Tom Hanks are Sally Field as Forrest's mother; Gary Sinise as his commanding officer in Vietnam; Mykelti Williamson as his ill-fated Army buddy who is familiar with every recipe that involves shrimp; and the special effects artists whose digital magic place Forrest amidst a remarkable array of historical events and people.</synopsis>
```

```
<locales>
```

XPath: `/package/video/locales`

Locales *(optional)*

Provides a mechanism to specify localizations for film title and synopsis.

See [“Examples of Common Language Codes”](#) (page 199) for a list of common codes.

```
<locale name="pt-BR">
```

XPath: `/package/video/locales/locale`

Locale Name *(required within the <locales> tag)*

Identifies the language (and optional region where the language is spoken) for localizing the title and synopsis.

As a best practice when specifying a language, use the "region" subtag (for example, the US of en-US) only when it supplies useful information, such as spelling variations between countries; otherwise provide only the "language" portion of the tag. For example, for Japanese, use `<language>j</language>` instead of `<language>j</language>` because the Japanese language does not have any regional variations. To specify a language and region, use a dash character to combine a language designator with a region designator. This identifies both the language and the specific location where the language is spoken. For example, the language code for English-language speakers in Great Britain is en-GB, while the language code for English-speaking residents of the United States is en-US.

See [“Examples of Common Language Codes”](#) (page 199) for more details.

```
<title>Forrest Gump, o Contador de Histórias (Legendado)</title>
```

XPath: `/package/video/locales/locale/title`

Title (*required, 1-255 bytes; may be updated*)

The localized name of this film for the locale specified. The information sent with this tag can be updated unless Apple has reviewed and confirmed the quality of the metadata.

```
<synopsis>(Legendado) &quot;A vida é como uma caixa de bombons. você nunca sabe o que vai encontrar.&quot; Forrest Gump é um triunfo cinematográfico que se tornou um fenômeno. Tom Hanks apresenta uma impressionante interpretação como Forrest, um homem comum cuja simplicidade e inocência vão influenciar uma geração. Vencedor de seis prêmios da Academia®, incluindo Melhor Filme, Melhor Diretor (Robert Zemeckis) e Melhor Ator (Tom Hanks).</synopsis>
```

XPath: `/package/video/locales/locale/synopsis`

Synopsis (*required, 1-4000 bytes; may be updated*)

The localized general summary of the film's content and story line for the locale specified. The information sent with this tag can be updated unless Apple has reviewed and confirmed the quality of the metadata.

Important: Size limits for string fields are expressed in bytes. For Roman alphabet characters, each character is one byte. For strings containing multi-byte characters (e.g., Japanese symbols), the number of allowed characters will be less than the byte limit, depending on the specific contents of the supplied string.

```
</locale>  
</locales>
```

```
...  
<theatrical_release_date>2007-05-04</theatrical_release_date>
```

```
<regions>
```

XPath: `/package/video/regions`

Regions (*optional*)

Regional variation in theatrical release dates (as displayed in the Store, this does not affect actual date of sale) and copyright can be specified using this mechanism.

<region>

XPath: [/package/video/regions/region](#)

Region *(required)*

A region must be specified for each territory (country) that requires localized copyright or theatrical release date information.

<territory>BR</territory>

XPath: [/package/video/regions/region/territory](#)

Territory *(required)*

The territory for the corresponding copyright cline and theatrical release date provided for this film. Must be specified as an ISO 3166 alpha-2 country code. Note that some countries in the ISO 3166 alpha-2 country list contain other countries (for example, United States includes Puerto Rico).

For a list for ISO 3166-1 alpha 2 codes, see <http://www.iso.org/iso/en/prods-services/iso3166ma/02iso-3166-code-lists/index.html>.

For more information on ISO codes, see <http://www.davros.org/misc/iso3166.html>.

<copyright_cline>1994 Paramount Pictures</copyright_cline>

XPath: [/package/video/regions/region/copyright_cline](#)

Copyright © Line *(optional, 1-1,000 bytes; can be updated)*

A specific copyright for this video. The format required is year followed by owner. The appropriate © symbol will automatically be added and should not be included in the data.

If omitted, a default calculated copyright will be used based on the film's theatrical release date and your customer presentable provider name.

<theatrical_release_date>2007-06-04</theatrical_release_date>

XPath: `/package/video/regions/region/theatrical_release_date`

Theatrical Release Date *(required; can be updated)*

This is the date the film was first released in theaters for the specified territory. If a film was not released theatrically, use the date it was first released physically.

The date must be in the format YYYY-MM-DD where YYYY is the 4-digit year, MM is the 2-digit month, and DD is the 2-digit day.

This field does not impact date of release or “street date” for the iTunes Store.

Important: If you do not know the exact theatrical release date, you can specify just the year in YYYY-01-01 format. iTunes displays the date as YYYY.

```
</region>  
</regions>
```

```
<ratings>
```

XPath: `/package/video/ratings`

Ratings *(required; can be updated)*

You must specify one or more ratings for your film content. The information sent with this tag can be updated. For complete details, see the “[Film Ratings](#)” (page 12) section of this document.

```
<rating system="mpaa" reason="Rated PG-13 for drug content, some sensuality and war violence.">PG-13</rating>  
<rating system="br-movies">14</rating>  
<rating system="fr-cnc">-12</rating>
```

XPath: `/package/video/ratings/rating`

Rating *(required; can be updated)*

A valid rating from an accepted ratings system. More than one rating can be specified, but only one rating per ratings system is allowed. If the film is not rated, choose the appropriate rating for Unrated or Not Rated. For countries that do not have an Unrated or Not Rated classification, you must choose another rating. The information sent with this tag can be updated.

A complete listing of valid systems and values is located in “[Table 1: Film Metadata Rating Systems Values](#)” (page 179).

</ratings>

<cast>

XPath: `/package/video/cast`

Cast (*required; may be updated*)

Film content must specify any cast who performed work in the production. iTunes can choose to display and cross-reference cast and crew for customer browsing. The information sent with this tag can be updated unless Apple has reviewed and confirmed the quality of the metadata.

```
<cast_member billing="top">  
<display_name>Tom Hanks</display_name>  
<character_name>Forrest Gump</character_name>
```

XPath: `/package/video/cast/cast_member`

Cast Member (*required, multiple allowed; may be updated*)

A cast member in this film. List cast actors within the <cast> element block in the order in which you want them to appear in the iTunes Store. Be sure to designate actors who require top billing. The information sent with this tag can be updated unless Apple has reviewed and confirmed the quality of the metadata.

billing (*optional*)

If an actor requires top billing for this film, the attribute `billing` must have the value "top", otherwise you can omit this attribute. Note that only those actors with `billing="top"` are displayed on the iTunes Store.

Accepted values:

- "top": Actor must appear on iTunes Store top billing positions.
- "ordered" (*default*): Actor appears with all other actors listed, in order.

<display_name> (*required, text, 1-250 bytes*)

The actor's name presented as it would be naturally displayed when casually referring to an actor's real name.

<character_name> (*required, text, 1-250 bytes*)

The name of the character portrayed by the actor must be specified.

Important: If the `billing` attribute is blank and has no value, you must remove the attribute.

```
<locales>
  <locale name="pt-BR">
    <display_name>Tom Hanks</display_name>
    <character_name>Forrest Gump</character_name>
  </locale>
  <locale name="fr-FR">
    <display_name>Tom Hanks</display_name>
    <character_name>Forrest Gump</character_name>
  </locale>
</locales>
```

XPath: `/package/video/cast/cast_member/locales/locale`

Localized Cast Members (optional; 1-250 bytes; can be updated)

Provide the display name and character name for each cast member for each locale. The `<locale name>` tag is required within the `<locales>` tag and identifies the language (and optional region where the language is spoken) for localizing the cast members.

As a best practice when specifying a locale, use the "region" subtag (for example, the FR of `fr-FR`) only when it supplies useful information, such as spelling variations between countries; otherwise provide only the "language" portion of the tag. For example, for Japanese, use `<language>ja</language>` instead of `<language>ja-JP</language>` because the Japanese language does not have any regional variations. To specify a language and region, use a dash character to combine a language designator with a region designator. This identifies both the language and the specific location where the language is spoken. For example, the language code for English-language speakers in Great Britain is `en-GB`, while the language code for English-speaking residents of the United States is `en-US`.

<display_name> (required, text, 1-250 bytes)

For each locale, provide the actor's name presented as it would be naturally displayed when casually referring to an actor's real name.

<character_name> (required, text, 1-250 bytes)

For each locale, provide the name of the character portrayed by the actor.

See ["Examples of Common Language Codes"](#) (page 199) for more details on languages and codes.

```
</cast_member>
</cast>
```

```
<crew>
```

XPath: `/package/video/crew`

Crew (required; may be updated)

Film content must specify any crew who performed work in the production. iTunes can choose to display and cross-reference cast and crew for customer browsing. The information sent with this tag can be updated unless Apple has reviewed and confirmed the quality of the metadata.

```
<crew_member billing="top">  
<display_name>Robert Zemeckis</display_name>
```

XPath: `/package/video/crew/crew_member`

Crew Member (required, multiple allowed; may be updated)

A crew member in this film. List crew members within the `<crew>` element block in the order in which you want them to appear in the iTunes Store. Be sure to designate crew who require top billing. The role performed by the crew member should be specified. The information sent with this tag can be updated unless Apple has reviewed and confirmed the quality of the metadata.

billing (optional) If a crew member requires top billing for this film, the attribute `billing` must have the value "top", otherwise you can omit this attribute. Note that only those crew members with `billing="top"` are displayed on the iTunes Store.

Accepted values:

- "top": Person must appear on iTunes Store top billing positions.
- "ordered" (default): Person appears with all other crew members listed, in order.

<display_name> (required, text, 1-250 bytes) The crew member's name presented as it would be naturally displayed when casually referring to his or her real name.

<role> The role performed by this person. Currently, only the following roles are displayed in the iTunes Store (the role names must be in English in order to be imported into the Store, but the names will be localized if needed when displayed in the Store):

- Director
- Producer
- Screenwriter
- Dub Artist

If a crew member has more than one role, specify each role in a separate `<role>` tag and place each role within the `<roles>` element block in the order it should appear in the credits. Do not combine a crew member's roles in one `<role>` tag, for example, do *not* use Producer/Screenwriter.

Important: If the `billing` attribute is blank and has no value, you must remove the attribute.

```
<locales>
  <locale name="pt-BR">
    <display_name>Robert Zemeckis</display_name>
  </locale>
  <locale name="fr-FR">
    <display_name>Robert Zemeckis</display_name>
  </locale>
</locales>
```

XPath: [/package/video/crew/crew_member/locales/locale](#)

Localized Crew Members (optional; 1-250 bytes; can be updated)

Provide the display name for each crew member for each locale. The `<locale name>` tag is required within the `<locales>` tag and identifies the language (and optional region where the language is spoken) for localizing the crew members.

As a best practice when specifying a locale, use the "region" subtag (for example, the DE of `de-DE`) only when it supplies useful information, such as spelling variations between countries; otherwise provide only the "language" portion of the tag. For example, for Japanese, use `<language>ja</language>` instead of `<language>ja-JP</language>` because the Japanese language does not have any regional variations. To specify a language and region, use a dash character to combine a language designator with a region designator. This identifies both the language and the specific location where the language is spoken. For example, the language code for English-language speakers in Great Britain is `en-GB`, while the language code for English-speaking residents of the United States is `en-US`.

<display_name> (required, text, 1-250 bytes)

For each locale, provide the crew member's name presented as it would be naturally displayed when casually referring to an actor's real name.

See ["Examples of Common Language Codes"](#) (page 199) for more details on languages and codes.

```
<roles>
  <role>Director</role>
</roles>
</crew_member>
```

XPath: `/package/video/crew/crew_member/roles/role`

Crew Member Role (*required, multiple allowed; may be updated*)

The role performed by this person. Currently, only the following roles are displayed in the iTunes Store (the role names must be in English in order to be imported into the Store, but the names will be localized if needed when displayed in the Store):

- Director
- Producer
- Screenwriter
- Dub Artist

If a crew member has more than one role, specify each role in a separate `<role>` tag and place each role within the `<roles>` element block in the order it should appear in the credits. Do not combine a crew member's roles in one `<role>` tag, for example, do *not* use Producer/Screenwriter.

Important: If the `billing` attribute is blank and has no value, you must remove the attribute.

```
</crew>
```

```
<chapters>
```

XPath: `/package/video/chapters`

Chaptering (*required*)

Defines chapters within a video.

Note: Chapter titles and chapter artwork can be added or changed, however you must send all chapters, not just the ones being updated.

```
<timecode_format>24/999 1000/nonDrop</timecode_format>
```

XPath: `/package/video/chapters/timecode_format`

Timecode format (*optional, but recommended*)

Defines the timecodes used for the chapters.

The format can be `qt_text` or one of the SMPTE formats illustrated in the [“Timecode Formats”](#) (page 204) appendix. If you omit the `<timecode_format>` tag, the format defaults to `qt_text`.

Important: The frame modes (for example, `nonDrop` and `dropNTSC`) are case-sensitive.

```
<chapters>  
<chapter>
```

XPath: [/package/video/chapters/chapter](#)

Chapter *(optional)*

Defines the first chapter within the <chapters> tag.

There is no limit to the number of chapters you can define.

```
<start_time>00:00:00:00</start_time>
```

XPath: [/package/video/chapters/chapter/start_time](#)

Chapter Start Time *(required if using chapters)*

Specifies the start of each chapter as dictated by the <timecode_format> above. End time is inferred from the start time of the next defined chapter. Refer to ["Timecode Formats"](#) (page 204) for <start_time> examples.

The first chapter must start at 00:00:00:00 and the chapters must be listed in chronological order.

```
<titles>  
  <title locale="en-US">Forrest's Story Begins</title>  
  <title locale="pt-BR">História Forrest começa</title>  
  <title locale="fr-FR">L'Histoire de Forest Commence</title>  
</titles>
```

XPath: [/package/video/chapters/chapter/titles](#)

Localized Chapter Titles *(optional; 1-255 bytes; can be updated)*

Titles of the chapters, one for each locale. The locale attribute is required. The value used for locale is case-insensitive, even though the example shows the value in the format xx-XX, such as en-US.

Each chapter must have the same number of titles. If one chapter has three titles, all the chapters must have three titles in the same three languages.

If you are providing only one title, you do not need to use the <titles></titles> tags.

Note: It is recommended that the chapters provided match what is on the DVD. In addition, include a chapter for film credits as the last chapter.

```
<artwork_file>
  <file_name>chapter01.jpg</file_name>
  <size>6748922</size>
  <checksum type="md5">ed93d0f3224a353a4cc8d4175d645130</checksum>
</artwork_file>
```

XPath: `/package/video/chapters/chapter/artwork_file`

Artwork *(required; can be updated)*

The filename of the image to be used to represent this chapter. Do not include a path. The artwork is required and you must provide the `<file_name>`, `<size>`, and `<checksum>`. Each chapter must have an associated image, and each image must have a unique filename.

Include the artwork files in the package directory along with the basic metadata file. Chapter images must be cropped (no letterbox, pillarbox, or windowbox).

```
</chapter>
</chapters>
```

```
<assets>
  <asset type="full">
```

XPath: `/package/video/assets/asset`

Assets *(required, multiple from a set; can be updated)*

Begins the assets block that references the assets being delivered.

New files update by overwriting the previous files. A data file not referenced in the asset block on a redelivery will be removed from iTunes.

```
<data_file role="source">
  <locale name="en-US"/>
  <file_name>09736156444-source.mov</file_name>
  <size>2595225600</size>
  <checksum type="md5">2a793a8b46037fe8aa29dd739b49911a</checksum>
  <attribute name="crop.top">80</attribute>
  <attribute name="crop.bottom">80</attribute>
  <attribute name="crop.left">50</attribute>
  <attribute name="crop.right">50</attribute>
```

XPath: `/package/video/assets/asset/data_file/locale`

Locale Name (*required for full source, preview source, and audio*)

Identifies the language that is spoken in the audio on the source asset. The locale indicates both the language and the optional region where the language is spoken.

As a best practice when specifying a language, use the "region" subtag (for example, the US of en-US) only when it supplies useful information, such as spelling variations between countries; otherwise provide only the "language" portion of the tag. For example, for Japanese, use `<language>ja</language>` instead of `<language>ja-JP</language>` because the Japanese language does not have any regional variations. To specify a language and region, use a dash character to combine a language designator with a region designator. This identifies both the language and the specific location where the language is spoken. For example, the language code for English-language speakers in Great Britain is en-GB, while the language code for English-speaking residents of the United States is en-US.

See ["Examples of Common Language Codes"](#) (page 199) for more details.

```
<attribute name="image.textless_master">true</attribute>
```

XPath: `/package/video/assets/asset/data_file/attribute`

Textless Master (*required if full source is textless*)

Specifies whether or not the film contains burned-in text, such as narratives burnt into the visual picture or burned-in subtitles. Narrative text is text that appears on screen to supplement the plot of the story without the use of a narrator, such as "Nevada, 1957." Opening title sequences, and credits are not considered "text" in this case; those are expected to be in the film.

The attribute is required for films that do *not* have any burned-in narrative or burned-in subtitles. Allowed values are true or false.

```
<data_file role="audio">
  <locale name="es-419"/>
  <file_name>audio_es-419.mov</file_name>
  <checksum type="md5">9df86c3e43e7b43ddeabb2ddfe4b8a42</checksum>
  <size>4916659</size>
</data_file>
```

XPath: `/package/video/assets/asset/data_file`

Localized Audio *(optional)*

Territory and language-specific audio can be supplied using the "locale" metadata structure. If used, the language must be included to specify the language; the region where the language is spoken is optional. One audio file can be provided for each desired language (and region). The `<locale>` tag is required for localized audio assets.

As a best practice when specifying a language, use the "region" subtag (for example, the US of en-US) only when it supplies useful information, such as dialect variations between countries; otherwise provide only the "language" portion of the tag. For example, for Japanese, use `<language>ja</language>` instead of `<language>ja-JP</language>` because the Japanese language does not have any regional variations. To specify a language and region, use a dash character to combine a language designator with a region designator. This identifies both the language and the specific location where the language is spoken. For example, the language code for English-language speakers in Great Britain is en-GB, while the language code for English-speaking residents of the United States is en-US.

See ["Examples of Common Language Codes"](#) (page 199) for more details.

```
<data_file role="video.end.dub_credits">
  <locale name="es-419"/>
  <file_name>dub_card_ES419.mov</file_name>
  <size>16201736340</size>
  <checksum type="md5">c5f39f1af9f2d3de4e85c06dec751f92</checksum>
</data_file>
```

XPath: `/package/video/assets/asset/data_file`

Dub Card Video *(optional)*

This is a video-only sequence containing one or more still credits specific to the locale-matched audio files. Dub credit sequences will be included at the end of the main program video for movies that include the associated audio. The locale value for the dubbed audio assets and the dubbing cards must match. The `<locale>` tag is required for dub card video.

In this example, two dub card videos are included to match the two audio files: Latin American Spanish and French.

```
</asset>
```

```
...
```

```
<asset type="preview">
  <territories>
    <territory>WW</territory>
  </territories>
```

XPath: `/package/video/assets/asset/territories`

Preview Asset Territory *(required)*

The territories in which the supplied preview file can be distributed. At least one territory must be specified and that territory must be WW. Using WW ensures that all territories will have a preview. You can supply additional territories as needed for any territory-specific previews that are to be delivered. This is a territory and not language-specific asset.

Must be a valid ISO 3166 alpha-2 country code or WW. Note that some countries in the ISO 3166 alpha-2 country list contain other countries (for example, United States includes Puerto Rico). For a list for ISO 3166-1 alpha 2 codes, see <http://www.iso.org/iso/en/prods-services/iso3166ma/02iso-3166-code-lists/index.html>. For more information on ISO codes, see <http://www.davros.org/misc/iso3166.html>.

```
<data_file role="source">
  <locale name="en-US"/>
  <file_name>09736156444-preview.mov</file_name>
  <size>9987212</size>
  <checksum type="md5">739b43b793a8b46037fe8aa29dd9911e</checksum>
  <attribute name="crop.top">80</attribute>
  <attribute name="crop.bottom">80</attribute>
  <attribute name="crop.left">50</attribute>
  <attribute name="crop.right">50</attribute>
</data_file>
```

XPath: `/package/video/assets/asset/data_file`

Localized Preview Asset Source *(required)*

Describes the type of asset being delivered. You specify type="preview" to indicate that the asset is the preview file. The preview source data file contains the preview length video and audio streams.

The `<locale name>` is required and it identifies the language that is spoken in the audio on the source asset, regardless of the territories in which it is to be sold. It indicates the language and the optional region where the language is spoken. The value used for `locale` is case-insensitive, even though the example shows the value in the format xx-XX, such as en-US.

One preview file can be provided for each territory.

See the annotations in ["Basic Film Metadata Annotated"](#) (page 24) for tag specifics.

```
<asset type="artwork">
```

XPath: `/package/video/assets/asset`

Poster Image *(required; can be updated)*

A poster image is required, as is the `<file_name>`, `<size>`, and `<checksum>` for the provided file. Poster art size must be at least 1400 x 2100 pixels with a 2:3 aspect ratio. See the *iTunes Video and Audio Asset Guide* for complete file requirements.

```
<territories>
  <territory>WW</territory>
</territories>
```

XPath: `/package/video/assets/asset/territories`

Poster Image Territory *(required)*

The territories in which the supplied artwork file can be displayed. At least one territory must be specified and that territory must be WW (World Wide). Using WW ensures that all territories will have a poster image. You can supply additional territories as needed for any territory-specific poster art that is to be delivered. This is a territory and not language-specific asset.

Must be a valid ISO 3166 alpha-2 country code or WW. Note that some countries in the ISO 3166 alpha-2 country list contain other countries (for example, United States includes Puerto Rico). For a list for ISO 3166-1 alpha 2 codes, see <http://www.iso.org/iso/en/prods-services/iso3166ma/02iso-3166-code-lists/index.html>. For more information on ISO codes, see <http://www.davros.org/misc/iso3166.html>.

```
<data_file>
  <file_name>09736156444.jpg</file_name>
  <checksum type="md5">43e7dddfe4b8ab433ede429df86cabb2</checksum>
  <size>6591649</size>
```

```
</data_file>
</asset>
. . .
</assets>
```

```
<products>
```

<product>

XPath: [/package/video/products/product](#)

Product (*required; can be updated*)

For each territory in which the film is to be sold for Electronic sell-through (EST) or rented, Video on Demand (VOD), there must be a defined product.

<territory>US</territory>

XPath: [/package/video/products/product/territory](#)

Product Territory (*required*)

The product territory specifies where the film is cleared for sale or VOD and must be a valid ISO 3166 alpha-2 country code. Note that some countries in the ISO 3166 alpha-2 country list contain other countries (for example, United States includes Puerto Rico).

Note: Using WW as a territory in the <product> block is not allowed. Because price tiers are different in each territory, we cannot accept WW pricing. You must send each territory in its own <product> block.

For a list for ISO 3166-1 alpha 2 codes, see <http://www.iso.org/iso/en/prods-services/iso3166ma/02iso-3166-code-lists/index.html>

For more information on ISO codes, see <http://www.davros.org/misc/iso3166.html>

<cleared_for_sale>true</cleared_for_sale>

XPath: [/package/video/products/product/cleared_for_sale](#)

Cleared For Sale (*required*)

Specifies whether or not this film can be sold for EST sale in the product's territory. Accepted values are true and false.

Important: For a video to be available only for rent in the iTunes Store this element must be set to false. To remove content from the Store, set <cleared_for_sale> to false for the specified <territory>. Send the <product> block with the <cleared_for_sale> and <territory> tags only; you do not need to supply any other tags within the <product> block.

<wholesale_price_tier>3</wholesale_price_tier>

XPath: `/package/video/products/product/wholesale_price_tier`

Wholesale Price Tier (*required for EST; otherwise optional*)

The wholesale price tier for the film. Must be a wholesale price tier number as specified in the contract with Apple.

```
<sales_start_date>2006-03-12</sales_start_date>
```

XPath: `/package/video/products/product/sales_start_date`

Sales Start Date (*optional*)

The date this film is available for EST purchase in the specified iTunes Store territory only. This is also known as the “street date” of the video. This field must be in YYYY-MM-DD format.

Important: Omitting this element will make the film available for sale immediately.

```
<cleared_for_vod>false</cleared_for_vod>
```

XPath: `/package/video/products/product/cleared_for_vod`

Cleared for Video on Demand Sale (*required for VOD; otherwise optional*)

Specifies whether or not the video is cleared for rent,VOD, sale in the product’s territory. Accepted values are true and false.

Important: If this element is not specified, or is set to false, this video will not be available for rent in the iTunes Store.

```
    </product>  
  ...  
</products>  
</video>  
</package>
```

German Film Sold Internationally Metadata Example

Below is an example metadata.xml for a film that is to be sold internationally in France, United States, and Germany.

It is a German film in which the actors are speaking in German and the film contains German audio. This film is not dubbed and does not have burned-in subtitles. The film will be sold in three territories: Germany, US, and France. The Title and Synopsis have been localized, ratings for each territory have been defined, the same feature film source (German) will be used to create EST and VOD products for US and FR territories. Separate Artwork files and Trailers will be used for US and FR territories.

```
<?xml version="1.0" encoding="UTF-8"?>
<package xmlns="http://apple.com/itunes/importer" version="film5.0">
  <provider>ColumbiaPictures</provider>
  <language>de-DE</language>
  <video>
    <type>film</type>
    <subtype>feature</subtype>
    <vendor_id>0767802489</vendor_id>
    <isdn>0000-0000-129D-0000-M-0000-0000-8</isdn>
    <upc>0767802489</upc>
    <country>DE</country>
    <original_spoken_locale>de-DE</original_spoken_locale>
    <title>Das Boot</title>
    <synopsis>Das Boot ist einer der spannendsten und authentischsten
Kriegsfilme, die je gedreht wurden. Er basiert auf dem autobiografischen Roman von
Lothar-Günther Buchheim, der den Zweiten Weltkrieg als Kriegsberichterstatter
erlebte, und schildert das Leben eines unerschrockenen U-Boot-Kommandanten (Jürgen
Prochnow) und seiner unerfahrenen Crew während einer Patrouillenfahrt im Atlantik
und im Mittelmeer. Das U-Boot hat die Aufgabe, Frachtschiffe der Alliierten
aufzuspüren, und wird immer wieder vom Jäger zum Gejagten. Der Film hat nur wenig
Handlung und verdankt seine unglaubliche Intensität und Wirkung sowohl seinen
fesselnden, epischen Kampfszenen als auch der eindrucksvoll und atmosphärisch
geschilderten Langeweile an Bord, das endlose Warten auf Befehle und auf die erste
Berührung mit dem Feind. Der eigentliche Star des Films ist jedoch Kameramann Jost
Vacano, dem es gelingt, den Schmutz und die klaustrophobische Stimmung im U-Boot
eindrücklich und realistisch zu vermitteln. Mit seiner Kamera verfolgt er die Crew
durch Luken, auf Leitern, in die Kojen und unter Leitungsrohre und überträgt durch
diese außergewöhnliche Kameraführung das Gefühl des Eingeschlossenseins direkt
auf den Zuschauer. Regisseur und Drehbuchautor Wolfgang Petersen produzierte
ursprünglich zwei Versionen von „Das Boot“: eine zweieinhalbstündige Kinoversion
und eine sechsstündige deutsche TV-Mini-Serie. Im Jahr 1997 folgte eine überarbeitete
Fassung als Director's Cut, die fast neunzig Minuten zusätzliches Filmmaterial
enthielt und den Film noch spannender und beeindruckender machte.</synopsis>
  <locales>
    <locale name="fr-FR">
      <title>Le Bateau</title>
```

<synopsis>Le Bateau est l'un des films de guerre les plus réalistes et les plus captivants jamais réalisés. Basé sur l'œuvre autobiographique de Lothar-Günther Buchheim, photographe allemand de la 2e guerre mondiale, le film relate la vie d'un intrépide capitaine de sous-marin (Jürgen Prochnow) et de son jeune équipage tandis qu'ils parcourent l'Atlantique et la Méditerranée à la recherche de vaisseaux alliés. La puissance du film repose essentiellement sur ses scènes de batailles épiques et fascinantes et sur le récit des heures interminables passées à attendre les ordres ou le signe d'une présence ennemie. Le génie du film naît également du cinéaste Jost Vacano, qui donne vie à ce macabre huis-clos en suivant de sa caméra les membres d'équipage à travers d'interminables écoutilles, échelles, couchettes et conduits en tous genres, créant un sentiment insurmontable de claustrophobie et de mouvement perpétuel. Monté à l'origine par l'écrivain et réalisateur Wolfgang Petersen dans un format cinéma de 2 heures 30 et sous la forme d'une mini-série de 6 heures pour la télévision allemande, Le Bateau est sorti dans une nouvelle version restaurée en 1997 avec environ une heure de plans ajoutés pour un suspense encore plus insoutenable.</synopsis>

</locale>

<locale name="en-US">

<title>Das Boot</title>

<synopsis>Das Boot is one of the most gripping and authentic war movies ever made. Based on an autobiographical novel by German World War II photographer Lothar-Guenther Buchheim, the film follows the lives of a fearless U-Boat captain (Jurgen Prochnow) and his inexperienced crew as they patrol the Atlantic and Mediterranean in search of Allied vessels, taking turns as hunter and prey. There's very little plot, so the movie's power comes from both its riveting, epic battle scenes and its details of the boring hours spent waiting for orders or signs of the enemy. The real star, however, is cinematographer Jost Vacano, who makes the sub's grimy, claustrophobic interior come to vivid life, as his camera follows the crew through hatches, up ladders, into bunks, and under pipes, creating a palpable sense of claustrophobia while injecting it with movement. Originally edited by writer/director Wolfgang Petersen as both a two-and-a-half hour theatrical release and a six-hour German miniseries, Das Boot was re-released in a restored version in 1997 with nearly one hour of added footage which made it even more suspenseful than before.</synopsis>

</locale>

</locales>

<production_company>Bavaria Film</production_company>

<copyright_cline>1981 Bavaria Film</copyright_cline>

<theatrical_release_date>1981-09-17</theatrical_release_date>

<regions>

<region>

<territory>FR</territory>

<copyright_cline>1982 Warner-Columbia Film</copyright_cline>

<theatrical_release_date>1982-02-17</theatrical_release_date>

</region>

```
<region>
  <territory>US</territory>
  <copyright_cline>1982 Columbia Pictures</copyright_cline>
  <theatrical_release_date>1982-02-10</theatrical_release_date>
</region>
</regions>
<genres>
  <genre>Drama</genre>
  <genre>War</genre>
</genres>
<ratings>
  <rating system="mpaa">PG</rating>
  <rating system="de-fsk">ab 12 Jahren</rating>
  <rating system="fr-cnc">-12</rating>
</ratings>
<cast>
  <cast_member billing="top">
    <display_name>Jürgen Prochnow</display_name>
    <character_name>The Captain</character_name>
    <locales>
      <locale name="en-US">
        <display_name>Jürgen Prochnow</display_name>
        <character_name>The Captain</character_name>
      </locale>
      <locale name="fr-FR">
        <display_name>Jürgen Prochnow</display_name>
        <character_name>The Captain</character_name>
      </locale>
    </locales>
  </cast_member>
  <cast_member billing="top">
    <display_name>Herbert Gronemeyer</display_name>
    <character_name>Lt. Werner/Correspondent</character_name>
    <locales>
```

```
        <locale name="en-US"/>
            <display_name>Herbert Gronemeye</display_name>
            <character_name>Lt. Werner/Correspondent</character_name>
        </locale>
        <locale name="fr-FR"/>
            <display_name>Herbert Gronemeye</display_name>
            <character_name>Lt. Werner/Correspondent</character_name>
        </locale>
    </locales>
</cast_member>
<!-- Additional cast members here -->
</cast>
<crew>
    <crew_member billing="top">
        <display_name>Wolfgang Petersen</display_name>
        <locales>
            <locale name="en-US">
                <display_name>Wolfgang Petersen</display_name>
            </locale>
            <locale name="fr-FR">
                <display_name>Wolfgang Petersen</display_name>
            </locale>
        </locales>
        <roles>
            <role>Director</role>
        </roles>
    </crew_member>
    <crew_member billing="top">
        <display_name>Mark Damon</display_name>
        <locales>
            <locale name="en-US">
                <display_name>Mark Damon</display_name>
            </locale>
            <locale name="fr-FR">
                <display_name>Mark Damon</display_name>
            </locale>
        </locales>
    </crew_member>
</crew>
```

```
        </locale>
    </locales>
    <roles>
        <role>Producer</role>
    </roles>
</crew_member>
<!-- Additional crew members here -->
</crew>
<!-- German, French and English Inline Chaptering -->
<chapters>
    <timecode_format>24/999 1000/nonDrop</timecode_format>
    <chapter>
        <start_time>00:00:00:00</start_time>
        <titles>
            <title locale="de-DE">Feindkontakt</title>
            <title locale="fr-FR">Le second moteur à propulsion</title>
            <title locale="en-US">Second Propeller Sounds</title>
        </titles>
        <artwork_file>
            <file_name>chapter01.jpg</file_name>
            <size>754938</size>
            <checksum type="md5">ed93d0f3224a353a4cc8d4175d645130
</checksum>
        </artwork_file>
    </chapter>
    <chapter>
        <start_time>00:04:54:23</start_time>
        <titles>
            <title locale="de-DE">Kriegsneurosen</title>
            <title locale="fr-FR">En état de choc</title>
            <title locale="en-US">Shell Shocked</title>
        </titles>
        <artwork_file>
            <file_name>chapter02.jpg</file_name>
```

```
        <size>754938</size>
        <checksum type="md5">86bed7ef05c34c1e85345f40d11137a9
</checksum>
        </artwork_file>
    </chapter>
<!-- Additional chapters here. -->
</chapters>
<assets>
<!-- Source Video -->
    <asset type="full">
        <data_file role="source">
            <locale name="de-DE"/>
            <file_name>0767802489-source.mov</file_name>
            <size>2595225600</size>
            <checksum type="md5">2a793a8b46037fe8aa29dd739b49911a
</checksum>
            <attribute name="crop.top">80</attribute>
            <attribute name="crop.bottom">80</attribute>
            <attribute name="crop.left">50</attribute>
            <attribute name="crop.right">50</attribute>
            <attribute name="image.textless_master">true</attribute>
        </data_file>
    </asset>
<!-- Required. World Trailer. Will be used where a territory-specific trailer has
not been provided. -->
    <asset type="preview">
        <territories>
            <territory>WW</territory>
        </territories>
        <data_file role="source">
            <locale name="en-US"/>
            <file_name>0767802489-preview.mov</file_name>
            <size>9987212</size>
            <checksum type="md5">739b43b793a8b46037fe8aa29dd9911e
</checksum>
```

```
        <attribute name="crop.top">80</attribute>
        <attribute name="crop.bottom">80</attribute>
        <attribute name="crop.left">50</attribute>
        <attribute name="crop.right">50</attribute>
    </data_file>
</asset>
<!-- Optional. German Trailer. When supplied, this trailer will be used in Germany
instead of the World file.-->
    <asset type="preview">
        <territories>
            <territory>DE</territory>
        </territories>
        <data_file role="source">
            <locale name="de-DE"/>
            <file_name>0767802489-DE-preview.mov</file_name>
            <size>9986311</size>
            <checksum type="md5">a8b46039b43b793a29dd9911e37fe8a7
</checksum>
            <attribute name="crop.top">80</attribute>
            <attribute name="crop.bottom">80</attribute>
            <attribute name="crop.left">50</attribute>
            <attribute name="crop.right">50</attribute>
        </data_file>
    </asset>
<!-- Optional. French Trailer. When supplied, this trailer will be used in France
instead of the World file. -->
    <asset type="preview">
        <territories>
            <territory>FR</territory>
        </territories>
        <data_file role="source">
            <locale name="fr-FR"/>
            <file_name>0767802489-FR-preview.mov</file_name>
            <size>9787655</size>
            <checksum type="md5">603b43b7fe739798aed991a3a8b429d1
```

```
</checksum>
    <attribute name="crop.top">80</attribute>
    <attribute name="crop.bottom">80</attribute>
    <attribute name="crop.left">50</attribute>
    <attribute name="crop.right">50</attribute>
  </data_file>
</asset>
<!-- Required. World Poster Art. Will be used where territory-specific poster art
has not been provided -->
  <asset type="artwork">
    <territories>
      <territory>WW</territory>
    </territories>
    <data_file>
      <file_name>0767802489.jpg</file_name>
      <checksum type="md5">43e7dddfe4b8ab433ede429df86cabb2
</checksum>
    <size>6591649</size>
  </data_file>
</asset>
<!-- Optional. German Poster Art. When supplied, this poster art will be used in
Germany instead of the World file. -->
  <asset type="artwork">
    <territories>
      <territory>DE</territory>
    </territories>
    <data_file>
      <file_name>0767802489_DE.jpg</file_name>
      <checksum type="md5">a429df86ce7ddeddf4b8abb433e43b2
</checksum>
    <size>6591458</size>
  </data_file>
</asset>
<!-- Optional. French Poster Art. When supplied, this poster art will be used in
France instead of the World file. -->
  <asset type="artwork">
```

```
<territories>
  <territory>FR</territory>
</territories>
<data_file>
  <file_name>0767802489_FR.jpg</file_name>
  <checksum type="md5">b433e43e7ddeddf4b8a429df86cabb2
</checksum>
  <size>6491589</size>
</data_file>
</asset>
</assets>
<products>
  <product>
    <territory>DE</territory>
    <cleared_for_sale>true</cleared_for_sale>
    <wholesale_price_tier>3</wholesale_price_tier>
    <preorder_sales_start_date>2006-02-10</preorder_sales_start_date>
    <sales_start_date>2006-03-12</sales_start_date>
    <cleared_for_vod>true</cleared_for_vod>
    <vod_type>New Release</vod_type>
    <available_for_vod_date>2007-11-12</available_for_vod_date>
    <unavailable_for_vod_date>2008-11-12</unavailable_for_vod_date>
    <physical_release_date>1997-12-10</physical_release_date>
  </product>
  <product>
    <territory>FR</territory>
    <cleared_for_sale>true</cleared_for_sale>
    <wholesale_price_tier>3</wholesale_price_tier>
    <preorder_sales_start_date>2006-03-10</preorder_sales_start_date>
    <sales_start_date>2006-04-12</sales_start_date>
    <cleared_for_vod>true</cleared_for_vod>
    <vod_type>New Release</vod_type>
    <available_for_vod_date>2007-12-12</available_for_vod_date>
    <unavailable_for_vod_date>2008-12-12</unavailable_for_vod_date>
```

```
        <physical_release_date>1999-10-01</physical_release_date>
    </product>
    <product>
        <territory>US</territory>
        <cleared_for_sale>true</cleared_for_sale>
        <wholesale_price_tier>3</wholesale_price_tier>
        <preorder_sales_start_date>2006-03-10</preorder_sales_start_date>
        <sales_start_date>2006-04-12</sales_start_date>
        <cleared_for_vod>true</cleared_for_vod>
        <vod_type>New Release</vod_type>
        <available_for_vod_date>2007-12-12</available_for_vod_date>
        <unavailable_for_vod_date>2008-12-12</unavailable_for_vod_date>
        <physical_release_date>1999-10-01</physical_release_date>
    </product>
</products>
</video>
</package>
```

German Film Metadata Example Annotated

Only certain tags specific to this example are described to help clarify how to use the tags. For complete explanations of all the tags, see the [“Multiple-Language Film Metadata Annotated”](#) (page 85).

```
<?xml version="1.0" encoding="UTF-8"?>
<package xmlns="http://apple.com/itunes/importer" version="film5.0">
  <provider>ColumbiaPictures</provider>
```

```
<language>de-DE</language>
```

XPath: `/package/language`

Language (*required*)

The language of the metadata at the default level.

This example shows a German film; the default title and synopsis appear directly under the `<video>` tag in this language (de-DE). Localized titles and synopses appear under a `<locale>` tag. In this example, the localized titles and synopses are in French and US English.

See [“Multiple-Language Film Metadata Annotated”](#) (page 85) for a complete explanation.

```
<video>  
  <original_spoken_locale>de-DE</original_spoken_locale>
```

XPath: `/package/video/original_spoken_locale`

Original Spoken Locale (*required*)

Specifies the language spoken by the actors in the film.

In this example, the actors are speaking in German.

Note: This tag is different from the `<language>` tag. `<original_spoken_locale>` is the language the actors are seen speaking in. `<language>` is the language used for the metadata at the default level.

```
<title>Das Boot</title>
```

XPath: `/package/video/title`

Title (*required, 1-255 bytes; may be updated*)

The title of the film in the language specified in the `<language>` tag (the default language). The information sent with this tag can be updated unless Apple has reviewed and confirmed the quality of the metadata.

This example shows a German film; the default title and synopsis will appear in this language.

<synopsis>Das Boot ist einer der spannendsten und authentischsten Kriegsfilme, die je gedreht wurden. Er basiert auf dem autobiografischen Roman von Lothar-Günther Buchheim, der den Zweiten Weltkrieg als Kriegsberichterstatter erlebte, und schildert das Leben eines unerschrockenen U-Boot-Kommandanten (Jürgen Prochnow) und seiner unerfahrenen Crew während einer Patrouillenfahrt im Atlantik und im Mittelmeer. Das U-Boot hat die Aufgabe, Frachtschiffe der Alliierten aufzuspüren, und wird immer wieder vom Jäger zum Gejagten. Der Film hat nur wenig Handlung und verdankt seine unglaubliche Intensität und Wirkung sowohl seinen fesselnden, epischen Kampfszenen als auch der eindrucksvoll und atmosphärisch geschilderten Langeweile an Bord, das endlose Warten auf Befehle und auf die erste Berührung mit dem Feind. Der eigentliche Star des Films ist jedoch Kameramann Jost Vacano, dem es gelingt, den Schmutz und die klaustrophobische Stimmung im U-Boot eindringlich und realistisch zu vermitteln. Mit seiner Kamera verfolgt er die Crew durch Luken, auf Leitern, in die Kojen und unter Leitungsrohre und überträgt durch diese außergewöhnliche Kameraführung das Gefühl des Eingeschlossenseins direkt auf den Zuschauer. Regisseur und Drehbuchautor Wolfgang Petersen produzierte ursprünglich zwei Versionen von „Das Boot“: eine zweieinhalbstündige Kinoversion und eine sechsstündige deutsche TV-Mini-Serie. Im Jahr 1997 folgte eine überarbeitete Fassung als Director's Cut, die fast neunzig Minuten zusätzliches Filmmaterial enthielt und den Film noch spannender und beeindruckender machte.</synopsis>

XPath: [/package/video/synopsis](#)

Synopsis (*required, 1-4000 bytes; may be updated*)

The general summary of the film's content and story line in the language specified in the <language> tag (the default language). The information sent with this tag can be updated unless Apple has reviewed and confirmed the quality of the metadata.

This example shows a German film; the default title and synopsis will appear in this language.

<locales>

XPath: [/package/video/locales](#)

Locales (*optional*)

Provides a mechanism to specify regional and language variations for film title and synopsis.

<locale name="fr-FR">

XPath: `/package/video/locales/locale`

Locale Name (*required within the <locales> tag*)

Identifies both a language and the specific location where the language is spoken.

Because this film will be available in two territories (France and the United States), two locales are specified to localize the title and synopsis in French and US English.

See “[Multiple-Language Film Metadata Annotated](#)” (page 85) for a complete explanation.

`<title>Le Bateau</title>`

XPath: `/package/video/locales/locale/title`

Title (*required, 1-255 bytes; may be updated*)

The localized name of this film for the locale specified.

`<synopsis>Le Bateau est l’un des films de guerre les plus réalistes et les plus captivants jamais réalisés. Basé sur l’œuvre autobiographique de Lothar-Günther Buchheim, photographe allemand de la 2e guerre mondiale, le film relate la vie d’un intrépide capitaine de sous-marin (Jürgen Prochnow) et de son jeune équipage tandis qu’ils parcourent l’Atlantique et la Méditerranée à la recherche de vaisseaux alliés. La puissance du film repose essentiellement sur ses scènes de batailles épiques et fascinantes et sur le récit des heures interminables passées à attendre les ordres ou le signe d’une présence ennemie. Le génie du film naît également du cinéaste Jost Vacano, qui donne vie à ce macabre huis-clos en suivant de sa caméra les membres d’équipage à travers d’interminables écoutilles, échelles, couchettes et conduits en tous genres, créant un sentiment insurmontable de claustrophobie et de mouvement perpétuel. Monté à l’origine par l’écrivain et réalisateur Wolfgang Petersen dans un format cinéma de 2 heures 30 et sous la forme d’une mini-série de 6 heures pour la télévision allemande, Le Bateau est sorti dans une nouvelle version restaurée en 1997 avec environ une heure de plans ajoutés pour un suspense encore plus insoutenable.</synopsis>`

XPath: `/package/video/locales/locale/synopsis`

Synopsis (*required, 1-4000 bytes; may be updated*)

The localized general summary of the film’s content and story line for the locale specified.

```
</locale>  
</locales>
```

```
<chapters>  
  <timecode_format>24/999 1000/nonDrop</timecode_format>  
  <chapter>  
    <start_time>00:00:00:00</start_time>  
    <titles>  
      <title locale="de-DE">Feindkontakt</title>  
      <title locale="fr-FR">Le second moteur à propulsion</title>  
      <title locale="en-US">Second Propeller Sounds</title>  
    </titles>  
    <artwork_file>  
      <file_name>chapter01.jpg</file_name>  
      <size>754938</size>  
      <checksum type="md5">ed93d0f3224a353a4cc8d4175d645130</checksum>  
    </artwork_file>  
  </chapter>  
</chapters>
```

XPath: [/package/video/chapters/chapter/titles](#)

Localized Chapter Titles *(optional; 1-255 bytes; can be updated)*

Titles of the chapters, one for each locale. The `locale` attribute is required. The value used for `locale` is case-insensitive, even though the example shows the value in the format `xx-XX`, such as `en-US`.

In this example, three titles are provided: one for French, one for German, and one for English.

Because three titles are being provided, the titles must be enclosed by the `<titles></titles>` tags.

For tag details, see [“Basic Film Metadata Annotated”](#) (page 24).

```
.....  
  </video>  
</package>
```

US Film Sold Only in Germany Metadata Example

Below is an example `metadata.xml` for a dubbed US film that is to be sold only in Germany.

The actors are seen speaking in English, but the dubbed audio is German. As a result, the actors' lips do not match the audio. The film has burned-in subtitles. It also includes dub card video.

```
<?xml version="1.0" encoding="UTF-8"?>
<package xmlns="http://apple.com/itunes/importer" version="film5.0">
  <provider>Paramount</provider>
  <language>de-DE</language>
  <video>
    <type>film</type>
    <subtype>feature</subtype>
    <vendor_id>09736156444</vendor_id>
    <isdn>0000-0000-03B6-0000-0-0000-0000-2</isdn>
    <upc>09736156444</upc>
    <country>US</country>
    <original_spoken_locale>en-US</original_spoken_locale>
    <title>Forrest Gump</title>
    <synopsis>&quot;Dumm ist der, der Dummes tut,&quot; sagt Forrest Gump
(gespielt von Tom Hanks der dafür einen Oscar bekam), als er mit Fremden an der
Bushaltestelle über sein relatives Intelligenzniveau spricht. Trotz seines
unterdurchschnittlichen IQs führt Gump ein wahrlich bezauberndes Leben und erlebt
viele der unvergesslichen Ereignisse der zweiten Hälfte des 20. Jahrhunderts
hautnah. Ohne es darauf angelegt zu haben, bringt Forrest Elvis Presley seinen
Tanzstil bei, wird Football-Star, trifft John F. Kennedy, dient ehrenhaft in Vietnam,
trifft Lyndon Johnson, spricht bei einer Anti-Kriegs-Kundgebung am Washington
Monument, verbringt seine Zeit mit Yuppies, schlägt die chinesische
Nationalmannschaft im Tischtennis, trifft Richard Nixon, entdeckt den
Watergate-Einbruch, eröffnet ein profitables Shrimp-Unternehmen, wird der
ursprüngliche Investor von Apple Computer und beschließt, mehrere Jahre kreuz und
quer durch das Land zu laufen. Während all dieser Zeit vergisst Forrest jedoch
nie Jenny (Robin Wright Penn), das Mädchen, das er als Junge geliebt hat und die
ihrerseits ihre Reise durch die turbulente Zeit der 60er und 70er Jahre macht.
Diese verläuft allerdings viel unruhiger als die von Forrest. Mit dabei sind neben
Tom Hanks Sally Field als Forrests Mutter, Gary Sinise als sein befehlshabender
Offizier in Vietnam, Mykelti Williamson als sein vom Pech verfolgter Armee-Kumpel,
der jedes Rezept kennt, das Shrimps enthält sowie die Special-Effects-Künstler,
deren digitale Magie Forrest inmitten einer beachtlichen Reihe historischer
Ereignisse und Menschen platziert.</synopsis>
    <genres>
      <genre>Comedy</genre>
      <genre>Drama</genre>
    </genres>
    <ratings>
```

```
        <rating system="de-fsk">ab 12 Jahren</rating>
</ratings>
<cast>
    <cast_member billing="top">
        <display_name>Tom Hanks</display_name>
        <character_name>Forrest Gump</character_name>
    </cast_member>
    <cast_member billing="top">
        <display_name>Robin Wright Penn</display_name>
        <character_name>Jenny Curran</character_name>
    </cast_member>
    <!-- Additional cast members here -->
</cast>
<crew>
    <crew_member billing="top">
        <display_name>Robert Zemeckis</display_name>
        <roles>
            <role>Director</role>
        </roles>
    </crew_member>
    <crew_member billing="top">
        <display_name>Steve Starkey</display_name>
        <roles>
            <role>Producer</role>
        </roles>
    </crew_member>
    <!-- Additional crew members here -->
</crew>
<!-- German Inline Chaptering -->
<chapters>
    <timecode_format>24/999 1000/nonDrop</timecode_format>
    <chapter>
        <start_time>00:00:00:00</start_time>
        <titles>
            <title locale="en-US">Forrest's Story Begins</title>
```

```
        <title locale="de-DE">Die Geschichte von Forrest beginnt</title>
    </titles>
    <artwork_file>
        <file_name>6748922chapter01.jpg</file_name>
        <checksum type="md5">ed93d0f3224a353a4cc8d4175d645130
</checksum>
        <size>6748922</size>
    </artwork_file>
</chapter>
<chapter>
    <start_time>00:07:45:23</start_time>
    <titles>
        <title locale="en-US">Football at Alabama</title>
        <title locale="de-DE">Fußball an Alabama</title>
    </titles>
    <artwork_file>
        <file_name>chapter02.jpg</file_name>
        <checksum type="md5">86bed7ef05c34c1e85345f40d11137a9
</checksum>
        <size>848922</size>
    </artwork_file>
</chapter>
<!-- Additional chapters here. -->
    </chapters>
    <assets>
<!-- Source Video -->
        <asset type="full">
            <data_file role="source">
                <locale name="en-US"/>
                <file_name>09736156444-source.mov</file_name>
                <size>2595225600</size>
                <checksum type="md5">2a793a8b46037fe8aa29dd739b49911a
</checksum>
                <attribute name="crop.top">80</attribute>
```

```
        <attribute name="crop.bottom">80</attribute>
        <attribute name="crop.left">50</attribute>
        <attribute name="crop.right">50</attribute>
        <attribute
name="image.burned_forced_narrative.locale">en-US</attribute>
        <attribute name="image.textless_master">>false</attribute>
    </data_file>
<!-- Dubbed German Audio -->
    <data_file role="audio">
        <locale name="de-DE"/>
        <file_name>audio_DE.mov</file_name>
        <checksum type="md5">9df86c3e43e7b43ddeabb2ddfe4b8a42
</checksum>
        <size>4916659</size>
    </data_file>
<!-- Dub Card Video -->
    <data_file role="video.end.dub_credits">
        <locale name="de-DE"/>
        <file_name>dub_card.mov</file_name>
        <checksum type="md5">c5f39f1af9f2d3de4e85c06dec751f92
</checksum>
        <size>1340716</size>
    </data_file>
    <data_file role="captions">
        <file_name>09736156444-english.scc</file_name>
        <size>9511</size>
        <checksum type="md5">5a793a8b46037fe8aa2bdd739b49911a
</checksum>
    </data_file>
</asset>
<!-- Required. World Trailer. Will be used where a territory-specific trailer has
not been provided. -->
    <asset type="preview">
        <territories>
            <territory>WW</territory>
        </territories>
```

```
        <data_file role="source">
            <locale name="de-DE"/>
            <file_name>09736156444-preview.mov</file_name>
            <size>9987212</size>
            <checksum type="md5">739b43b793a8b46037fe8aa29dd9911e
</checksum>

            <attribute name="crop.top">80</attribute>
            <attribute name="crop.bottom">80</attribute>
            <attribute name="crop.left">50</attribute>
            <attribute name="crop.right">50</attribute>
        </data_file>
    </asset>
<!-- Optional. German Trailer. When supplied, this trailer will be used in Germany
instead of the World file. -->
    <asset type="preview">
        <territories>
            <territory>DE</territory>
        </territories>
        <data_file role="source">
            <locale name="de-DE"/>
            <file_name>09736156444-DE-preview.mov</file_name>
            <size>9986311</size>
            <checksum type="md5">a8b46039b43b793a29dd9911e37fe8a7
</checksum>

            <attribute name="crop.top">80</attribute>
            <attribute name="crop.bottom">80</attribute>
            <attribute name="crop.left">50</attribute>
            <attribute name="crop.right">50</attribute>
        </data_file>
    </asset>
<!-- Required. World Poster Art. Will be used where territory-specific poster art
has not been provided -->
    <asset type="artwork">
        <territories>
            <territory>WW</territory>
```

```
        </territories>
        <data_file>
            <file_name>09736156444.jpg</file_name>
            <checksum type="md5">43e7dddfe4b8ab433ede429df86cabb2
</checksum>
            <size>6591649</size>
        </data_file>
    </asset>
<!-- Optional. German Poster Art. When supplied, this poster art will be used in
Germany instead of the World file. -->
    <asset type="artwork">
        <territories>
            <territory>DE</territory>
        </territories>
        <data_file>
            <file_name>09736156444_DE.jpg</file_name>
            <checksum type="md5">a429df86ce7ddeddf4b8abb433e43b2
</checksum>
            <size>6591458</size>
        </data_file>
    </asset>
</assets>
<products>
    <product>
        <territory>DE</territory>
        <cleared_for_sale>true</cleared_for_sale>
        <wholesale_price_tier>3</wholesale_price_tier>
        <preorder_sales_start_date>2006-03-10</preorder_sales_start_date>
        <sales_start_date>2006-04-12</sales_start_date>
        <cleared_for_vod>true</cleared_for_vod>
        <vod_type>New Release</vod_type>
        <available_for_vod_date>2007-12-12</available_for_vod_date>
        <unavailable_for_vod_date>2008-12-12</unavailable_for_vod_date>
        <physical_release_date>2007-09-01</physical_release_date>
    </product>
```

```
        </products>  
    </video>  
</package>
```

US Film Sold Only in Germany Metadata Annotated

Only certain tags specific to this example are described to help clarify how to use the tags. For complete explanations of all the tags, see [“Multiple-Language Film Metadata Annotated”](#) (page 85).

```
<?xml version="1.0" encoding="UTF-8"?>  
<package xmlns="http://apple.com/itunes/importer" version="film5.0">  
    <provider>Paramount</provider>
```

```
<language>de-DE</language>
```

XPath: `/package/language`

Language (required)

The language of the metadata at the default level.

Because this film will be sold only in Germany, the metadata (title and synopsis) is delivered in German; no other languages are needed.

See [“Multiple-Language Film Metadata Annotated”](#) (page 85) for a complete explanation.

```
<video>  
    <original_spoken_locale>en-US</original_spoken_locale>
```

XPath: `/package/video/original_spoken_locale`

Original Spoken Locale (required)

Specifies the language spoken by the actors in the film.

In this example, the actors are speaking in English and there is an alternate audio for a dubbed German audio track.

Note: This tag is different from the `<language>` tag. `<original_spoken_locale>` is the language the actors are seen speaking in. `<language>` is the language used for the metadata at the default level.

```
<title>Forrest Gump</title>
```

XPath: `/package/video/locales/locale/title`

Title (required, 1-255 bytes; may be updated)

The title of the film in the language specified in the <language> tag (the default language).

Even though this film is in US English, it will be sold only in Germany. The specified default language is de-DE; the default title will appear in this language.

<synopsis>"Dumm ist der, der Dummes tut," sagt Forrest Gump (gespielt von Tom Hanks der dafür einen Oscar bekam), als er mit Fremden an der Bushaltestelle über sein relatives Intelligenzniveau spricht. Trotz seines unterdurchschnittlichen IQs führt Gump ein wahrlich bezauberndes Leben und erlebt viele der unvergesslichen Ereignisse der zweiten Hälfte des 20. Jahrhunderts hautnah. Ohne es darauf angelegt zu haben, bringt Forrest Elvis Presley seinen Tanzstil bei, wird Football-Star, trifft John F. Kennedy, dient ehrenhaft in Vietnam, trifft Lyndon Johnson, spricht bei einer Anti-Kriegs-Kundgebung am Washington Monument, verbringt seine Zeit mit Yippies, schlägt die chinesische Nationalmannschaft im Tischtennis, trifft Richard Nixon, entdeckt den Watergate-Einbruch, eröffnet ein profitables Shrimp-Unternehmen, wird der ursprüngliche Investor von Apple Computer und beschließt, mehrere Jahre kreuz und quer durch das Land zu laufen. Während all dieser Zeit vergisst Forrest jedoch nie Jenny (Robin Wright Penn), das Mädchen, das er als Junge geliebt hat und die ihrerseits ihre Reise durch die turbulente Zeit der 60er und 70er Jahre macht. Diese verläuft allerdings viel unruhiger als die von Forrest. Mit dabei sind neben Tom Hanks Sally Field als Forrests Mutter, Gary Sinise als sein befehlshabender Offizier in Vietnam, Mykelti Williamson als sein vom Pech verfolgter Armee-Kumpel, der jedes Rezept kennt, das Shrimps enthält sowie die Special-Effects-Künstler, deren digitale Magie Forrest inmitten einer beachtlichen Reihe historischer Ereignisse und Menschen platziert.</synopsis>

XPath: `/package/video/locales/locale/synopsis`

Synopsis (required, 1-4000 bytes; may be updated)

The general summary of the film's content and story line in the language specified in the <language> tag (the default language).

Even though this film is in US English, it will be sold only in Germany. The specified default language is de-DE; the default synopsis will appear in this language.

...

```
<chapters>
  <timecode_format>24/999 1000/nonDrop</timecode_format>
  <chapter>
    <start_time>00:00:00:00</start_time>
    <titles>
      <title locale="en-US">Forrest's Story Begins</title>
      <title locale="de-DE">Die Geschichte von Forrest beginnt</title>
    </titles>
    ...
  </chapter>
  ...
</chapters>
```

XPath: [/package/video/chapters/chapter/titles](#)

Localized Chapter Titles (*optional; 1-255 bytes; can be updated*)

Titles of the chapters, one for each locale. The `locale` attribute is required. The value used for `locale` is case-insensitive, even though the example shows the value in the format `xx-XX`, such as `en-US`.

In this example, two titles are provided: one for English and one for German. Even though the film is available only in Germany, an English translation has been provided.

Because two titles are being provided, the titles must be enclosed by the `<titles></titles>` tags.

For tag details, see [“Basic Film Metadata Annotated”](#) (page 24).

```
<assets>
  <asset type="full">
```

```
<data_file role="source">
  <locale name="en-US"/>
  <file_name>09736156444-source.mov</file_name>
  <size>2595225600</size>
  ...
  <attribute name="image.burned_forced_narrative.locale">en-US</attribute>
</data_file>
```

XPath: `/package/video/assets/asset/data_file/locale`

Locale Name (required for full source, preview source, and audio)

Identifies the language that is spoken in the audio on the source asset.

In this example, the audio on the source is US English. The source asset has not been localized, so the locale remains "en-US".

The localized forced narrative attribute is required if the video contains burned-in forced narrative (for example, text that describes the setting, such as—Cairo, 1910). This tag is used to indicate the language in which the narrative is written and the specific location where the language is spoken, if applicable. Note that this includes only the text for the narrative, and not subtitles, title sequences, or credits. In this example, the burned-in forced narrative text is in US English.

Note: Burned-in, forced narrative is text that appears on the screen when an actor in a film is speaking in a language other than the language heard on the audio. The language of this text matches the language on the audio. This is also defined as text that appears on screen to supplement the plot of the story or describe the setting without the use of a narrator, such as the text "Nevada, 1957" near the beginning of Indiana Jones and the Kingdom of the Crystal Skull. Forced narratives are burned into the film and cannot be turned on or off by the customer.

```
<data_file role="audio">
  <locale name="de-DE"/>
  <file_name>audio_DE.mov</file_name>
  <checksum type="md5">9df86c3e43e7b43ddeabb2ddfe4b8a42</checksum>
  <size>4916659</size>
</data_file>
```

XPath: `/package/video/assets/asset/data_file`

Localized Audio (optional)

This is the alternate audio file for the dubbed German audio. The `<original_spoken_locale>` in this example is English—the actors are speaking in English. The alternate audio in this example is in German and does not match the movement of the actors' lips.

The `<locale>` tag is required for localized audio assets.

```
<data_file role="video.end.dub_credits">
  <locale name="de-DE"/>
  <file_name>dub_card.mov</file_name>
  <checksum type="md5">c5f39f1af9f2d3de4e85c06dec751f92</checksum>
  <size>1340716</size>
</data_file>
```

XPath: `/package/video/assets/asset/data_file`

Dub Card Video (*optional*)

This is a video-only sequence containing one or more still credits specific to the locale-matched audio. Dub credit sequences will be included at the end of the main program video for movies that include the associated audio. The locale value for the dubbed audio asset and the dubbing cards must match. The `<locale>` tag is required.

```
<asset type="preview">
  <territories>
    <territory>DE</territory>
  </territories>
  <data_file role="source">
    <locale name="de-DE"/>
    <file_name>09736156444-DE-preview.mov</file_name>
    <size>9986311</size>
    ...
  </data_file>
```

XPath: `/package/video/assets/asset/data_file`

Localized Preview Asset Source (*required*)

The preview source data file contains the preview length video and audio streams.

The locale for this preview is "de-DE" because it contains a German-language voiceover.

For tag details, see ["Basic Film Metadata Annotated"](#) (page 24).

```
</assets>
</video>
</package>
```

Concert Films Profile

Concert Films Overview

The changes and/or additions to the Film Profile that are required in order to deliver concert film content to the iTunes Store are outlined below. Cue sheets are required for concert films to be sold or rented outside the US.

The minimum length for concert film previews is 30 seconds; the maximum is 3 minutes.

Important Sale of concert films is dependent on contracts. If you are unsure if you have a contract in place for sale of concert films, contact your iTunes Technical Representative.

Concert Film Metadata Example

Below is an example metadata.xml file for the concert film *The Confessions Tour*.

```
<?xml version="1.0" encoding="UTF-8"?>
<package xmlns="http://apple.com/itunes/importer" version="film5.0">
  <provider>WarnerMusicGroup</provider>
  <language>en-US</language>
  <video>
    <type>film</type>
    <subtype>concert</subtype>
    <vendor_id>075993999976</vendor_id>
    <isdn>0000-0000-03B6-0000-0-0000-0000-2</isdn>
    <upc>075993999976</upc>
    <country>US</country>
    <title>The Confessions Tour</title>
    <synopsis>The Confessions Tour features songs from throughout the dance
    diva's career but largely focuses on Confessions On A Dance Floor.</synopsis>
    <production_company>Warner Bros.</production_company>
    <copyright_cline>2006 Warner Bros. Records Inc.</copyright_cline>
```

```
<theatrical_release_date>2007-01-23</theatrical_release_date>
<genres>
  <genre>Concert Films</genre>
</genres>
<ratings>
  <rating system="mpaa" reason="Content contains adult
material.">Unrated</rating>
</ratings>
<artists>
  <artist>
    <artist_name>Madonna</artist_name>
    <roles>
      <role>Performer</role>
    </roles>
    <primary>>true</primary>
  </artist>
</artists>
<chapters>
  <timecode_format>24/999 1000/nonDrop</timecode_format>
  <chapter>
    <start_time>00:00:00:00</start_time>
    <title>Future Lovers / I Feel Love</title>
    <artwork_file>
      <file_name>chapter01.jpg</file_name>
      <size>6591649</size>
      <checksum type="md5">ed93d0f3224a353a4cc8d4175d645130</checksum>
    </artwork_file>
  </chapter>
  <chapter>
    <start_time>00:08:27:23</start_time>
    <title>Like A Virgin</title>
    <artwork_file>
      <file_name>chapter02.jpg</file_name>
      <size>6591649</size>
      <checksum type="md5">86bed7ef05c34c1e85345f40d11137a9</checksum>
    </artwork_file>
  </chapter>
</chapters>
</chapters>
```

```
        </artwork_file>
    </chapter>
<!-- Additional chapters here. -->
</chapters>
<assets>
  <asset type="full">
    <data_file role="source">
      <locale name="en-US"/>
      <file_name>USWBV0700016_15384-source.mov</file_name>
      <size>2595225600</size>
      <checksum type="md5">2a793a8b46037fe8aa29dd739b49911a
</checksum>

      <attribute name="crop.top">80</attribute>
      <attribute name="crop.bottom">80</attribute>
      <attribute name="crop.left">50</attribute>
      <attribute name="crop.right">50</attribute>
      <attribute name="image.textless_master">true</attribute>
    </data_file>
    <data_file role="captions">
      <file_name>USWBV0700016_15384-english.scc</file_name>
      <size>9511</size>
      <checksum type="md5">5a793a8b46037fe8aa2bdd739b49911a
</checksum>

    </data_file>
  </asset>
  <asset type="preview">
    <territories>
      <territory>WW</territory>
    </territories>
    <data_file role="source">
      <locale name="en-US"/>
      <file_name>USWBV0700016_15384-preview.mov</file_name>
      <size>9987212</size>
      <checksum type="md5">3b793a8b46037fe8aa29dd739b49911e
</checksum>
```

```
        <attribute name="crop.top">80</attribute>
        <attribute name="crop.bottom">80</attribute>
        <attribute name="crop.left">50</attribute>
        <attribute name="crop.right">50</attribute>
    </data_file>
</asset>
<asset type="artwork">
    <territories>
        <territory>WW</territory>
    </territories>
    <data_file>
        <file_name>USWBV0700016.sca3.jpg</file_name>
        <size>6591649</size>
        <checksum type="md5">ddfe4b8ab433e43e7dde429df86cabb2
</checksum>
    </data_file>
</asset>
</assets>
<products>
    <product>
        <territory>US</territory>
        <cleared_for_sale>true</cleared_for_sale>
        <wholesale_price_tier>203</wholesale_price_tier>
        <preorder_sales_start_date>2007-01-15</preorder_sales_start_date>
        <sales_start_date>2007-01-29</sales_start_date>
        <cleared_for_vod>true</cleared_for_vod>
        <vod_type>New Release</vod_type>
        <available_for_vod_date>2007-01-29</available_for_vod_date>
        <unavailable_for_vod_date>2008-11-12</unavailable_for_vod_date>
        <physical_release_date>2007-03-12</physical_release_date>
    </product>
</products>
<cue_sheet>
    <cue>
```

```
<sequence_number>1</sequence_number>
<time>
  <start_timecode>00:00:27</start_timecode>
  <duration>00:08:00</duration>
</time>
<title>Future Lovers / I Feel Love</title>
<artists>
  <artist>
    <artist_name>Madonna</artist_name>
    <roles>
      <role>Performer</role>
      <role>Creator</role>
    </roles>
  </artist>
  <artist>
    <artist_name>Ahmadzai, Miruais</artist_name>
    <roles>
      <role>Creator</role>
    </roles>
  </artist>
</artists>
<isrc>USWB10606544</isrc>
<iswc>T-072.371.209-1</iswc>
<copyright_cline>2006 Warner Bros. Records Inc.</copyright_cline>
<copyright_pline>2006 Warner Bros. Records Inc.</copyright_pline>
<usage>Featured</usage>
</cue>
<cue>
  <sequence_number>2</sequence_number>
  <time>
    <start_timecode>00:08:27</start_timecode>
    <duration>00:04:13</duration>
  </time>
  <title>Like A Virgin</title>
  <artists>
```

```
    <artist>
      <artist_name>Madonna</artist_name>
      <roles>
        <role>Performer</role>
      </roles>
    </artist>
  <artist>
    <artist_name>Kelley, Thomas F.</artist_name>
    <roles>
      <role>Creator</role>
    </roles>
  </artist>
  <artist>
    <artist_name>Steinberg, William E.</artist_name>
    <roles>
      <role>Creator</role>
    </roles>
  </artist>
</artists>
<isrc>USWB10606545</isrc>
<iswc>T-070.101.681-0</iswc>
<copyright_cline>2006 Warner Bros. Records Inc.</copyright_cline>
<copyright_pline>2006 Warner Bros. Records Inc.</copyright_pline>
<usage>Featured</usage>
</cue>
<cue>
  <sequence_number>3</sequence_number>
  <time>
    <start_timecode>00:12:40</start_timecode>
    <duration>00:04:53</duration>
  </time>
  <title>Jump</title>
  <artists>
    <artist>
```

```
        <artist_name>Madonna</artist_name>
        <roles>
            <role>Performer</role>
            <role>Creator</role>
        </roles>
    </artist>
    <artist>
        <artist_name>Price, Stuart David</artist_name>
        <roles>
            <role>Creator</role>
        </roles>
    </artist>
    <artist>
        <artist_name>Henry, Joseph Lee</artist_name>
        <roles>
            <role>Creator</role>
        </roles>
    </artist>
</artists>
<isrc>USWB10606546</isrc>
<iswc>T-072.500.162-6</iswc>
<copyright_cline>2006 Warner Bros. Records Inc.</copyright_cline>
<copyright_pline>2006 Warner Bros. Records Inc.</copyright_pline>
<usage>Featured</usage>
</cue>
</cue_sheet>
</video>
</package>
```

Concert Film Metadata Annotated

Only annotations for items added or changed for concert films are included. For complete annotations, see [“Basic Film Metadata Annotated”](#) (page 24).

```
<video>
```

XPath: `/package/video`

Video (*required*)

Begins the video element. Only one video element can be defined per film XML.

```
<subtype>concert</subtype>
```

XPath: `/package/video/subtype`

Video Subtype (*required; can be updated*)

This value indicates how Apple should represent this video in the iTunes Store. The only accepted value for concert films is video subtype “concert.”

```
<genres>  
  <genre>Concert Films</genre>  
</genres>
```

XPath: `/package/video/genres`

Genre (*required, multiple allowed; may be updated*)

Concert films should use the “Concert Films” genre.

```
<ratings>
```

XPath: `/package/video/ratings`

Ratings (*required; can be updated*)

You must specify one or more ratings for your concert film content. For complete details, see the [“Rating Systems & Genres”](#) (page 179) section of this document.

```
<rating system="mpaa" reason="Content contains adult material.">Unrated</rating>
```

XPath: `/package/video/ratings/rating`

Rating *(required; can be updated)*

A valid rating from an accepted ratings system. More than one rating can be specified, but only one rating per ratings system is allowed. If the film is not rated, choose the appropriate rating for Unrated or Not Rated. For countries that do not have an Unrated or Not Rated classification, you must choose another rating.

A complete listing of valid systems and values is located in [“Table 1: Film Metadata Rating Systems Values”](#) (page 179).

```
</ratings>
```

```
<artists>
  <artist>
    <artist_name>Madonna</artist_name>
    <roles>
      <role>Performer</role>
    </roles>
    <primary>>true</primary>
  </artist>
</artists>
```

XPath: `/package/video/artists`

Video Artists^(required)

Name, primary status, and roles for each artist. In this context, "artist" may be any contributor including non-performing persons (e.g., producer), or groups (e.g., a band name). Individual artists should be listed separately and not grouped together (e.g., "Ella Fitzgerald", "Louis Armstrong" should be used instead of "Ella Fitzgerald and Louis Armstrong"), and individual members of a band may be listed (e.g., both "Harry Connick, Jr. Trio" (primary) and "Harry Connick, Jr." may be specified for an album).

The following roles are accepted (other artist roles may be ignored):

- Composer
- DJ
- Featuring
- Narrator
- Performer
- Producer
- Remixer
- Songwriter
- with

Artists with the roles listed above have their own artist page and can be found through search or browse. The role names must be in English in order to be imported into the Store, but the names will be localized if needed when displayed in the Store.

Primary status indicates whether or not the video appears on the artist's video page in the Store. Typically, there are one or two primary (lead) artists and several supporting artists.

Only primary artists are presently displayed with the video in the store, but other artists can be found through search or browse and lead to the video. Artist names will appear in the iTunes Store in the order in which they are specified in the provided metadata.

There is a 255-byte limit strictly enforced. For Roman alphabet characters, each character is one byte. For strings containing multi-byte characters (e.g., Japanese symbols), the number of allowed characters will be less than the byte limit, depending on the specific contents of the supplied string.

<cue_sheet>

XPath: `/package/video/cue_sheet`

Cue Sheet (*optional for U.S., otherwise required; can be updated*)

A list of music played in a concert film, music video, television episode, or film.

Important: Cue sheets are required for publishing purposes if content will be for sale or rented outside of the United States. If content will only be sold in the U.S. market, then no cue sheet is required.

```
<cue>
```

XPath: `/package/video/cue_sheet/cue`

Cue (*required*)

Encapsulates a musical element played in a concert film, music video, television episode or film. There can be multiple cue elements in a cue sheet.

```
<sequence_number>1</sequence_number>
```

XPath: `/package/video/cue_sheet/cue/sequence_number`

Sequence Number (*required*)

The order number for the musical element in the concert film, music video, television episode, or film. This value should be unique for each cue sheet.

```
<time>
```

XPath: `/package/video/cue_sheet/cue/time`

Time (*required*)

The time element describes when musical elements appear in the production and their duration.

```
<start_timecode>00:00:27</start_timecode>
```

XPath: `/package/video/cue_sheet/cue/time/start_timecode`

Start Time-code (*optional*)

Specifies the start time of the musical element in the production.

Important: The format of this field is HH:MM:SS (hours:minutes:seconds).

```
<duration>00:08:00</duration>
```

XPath: [/package/video/cue_sheet/cue/time/duration](#)

Duration*(required)*

Specifies the length of time the individual musical element featured within the production.

Important: The format of this field is HH:MM:SS (hours:minutes:seconds).

```
</time>
```

```
<title>Future Lovers / I Feel Love</title>
```

XPath: [/package/video/cue_sheet/cue/title](#)

Title *(required)*

The title of the musical element. This tag should be used for titles based on ISO Latin-1 and Latin-2 language (i.e., English, French). For details for other languages, please refer to [“Multiple Language Films”](#) (page 71).

There is a 255-byte limit strictly enforced. This is 255 7-bit characters (Roman alphabet) and as few as 71 characters if Unicode (e.g., accented or non-Roman alphabet) characters are used.

```
<artists>
  <artist>
    <artist_name>Madonna</artist_name>
    <roles>
      <role>Performer</role>
      <role>Creator</role>
    </roles>
  </artist>
  ...
</artists>
```

XPath: `/package/video/cue_sheet/cue/artists`

Artists *(required)*

Name and role(s) for each artist. In this context, "artist" can be any contributor including non-performing persons (e.g. producer), or groups (e.g. a band name). Individual artists should be listed separately and not grouped together (e.g., "Ella Fitzgerald", "Louis Armstrong" should be used instead of "Ella Fitzgerald and Louis Armstrong"), and individual members of a band can be listed (e.g. both "Harry Connick, Jr. Trio" and "Harry Connick, Jr." can be specified for a production).

The role names must be in English in order to be imported into the Store, but the names will be localized if needed when displayed in the Store.

```
<isrc>USWB10606544</isrc>
```

XPath: `/package/video/cue_sheet/cue/isrc`

ISRC *(optional)*

The ISRC (international standard recording code) for the musical element. ISRCs must be unique across all recordings. It is normal for an ISRC to appear in the store more than once if the same recording is included in more than one production (e.g. an album, music video, TV episode or film). In this case, the musical element must have exactly the same audio. A re-recorded, remixed or otherwise different (no matter how similar) musical piece must have a unique ISRC.

Important: ISRCs must not include dashes and should remain only letters and numbers as in the example, USDP20707421.

```
<iswc>T-072.371.209-1</iswc>
```

XPath: `/package/video/cue_sheet/cue/iswc`

ISWC *(optional)*

The ISWC (international standard work code) for musical works. This uniquely identifies intellectual property such as musical and literary works.

```
<copyright_cline>2006 Warner Bros. Records Inc.</copyright_cline>
```

XPath: `/package/video/cue_sheet/cue/copyright_cline`

Copyright © Line *(optional; can be updated)*

Copyright line for the song. The format required is year followed by owner. The appropriate © symbol will automatically be added and should not be included in the data.

```
<copyright_pline>2006 Warner Music</copyright_pline>
```

XPath: `/package/video/cue_sheet/cue/copyright_pline`

Copyright P-Line (*optional; can be updated*)

Performance copyright line for the song. The format required is year followed by owner. The appropriate symbol will automatically be added and should not be included in the data. Some videos don't seem to have this P-line in the slate. Remove this element if this is the case.

```
<usage>Featured</usage>
```

XPath: `/package/video/cue_sheet/cue/usage`

Usage (*optional*)

Specifies how the musical element was featured in the production, and can use one of the following values:

- Background: music that is not audible to the characters in the production such as “mood music.”
- Featured: music played by featured performers, or as part of the action presented and is audible to the characters such as the character dancing to a song.
- Signature: Theme tune of a production or program.

```
</cue>  
</cue_sheet>  
</video>
```

iTunes Timed Text Profile

Overview

This chapter specifies the iTunes Timed Text (iTТ) file format for delivering timed text content to the iTunes Store. The iTТ file format is a subset of the Timed Text Markup Language, Version 1.0 W3C Candidate Recommendation 23 February 2010 (TTML) (<http://www.w3.org/TR/2010/CR-ttaf1-dfxp-20100223/>) from the World Wide Web Consortium (W3C) (<http://w3.org/>). All iTТ documents are TTML documents that use the restricted subset of TTML.

An iTТ document specifies the font style, font color, text alignment, and layout of the timed text, as well as the text itself and the timing. The iTТ format restricts what can be specified to make sure that the content is suitable for use as a subtitle track in iTunes Store content. Once the iTТ document has been created and saved with the `.itt` extension, it is delivered as an asset in the `<assets>` block in either an asset-only update or with the full film `metadata.xml`.

Note if you've never delivered subtitles before, contact your iTunes Technical Representative

Terms Used in this Chapter

The following term is used in this chapter:

Subtitles: A full translation of all the words spoken in the film using the language of the intended territory. For example, a French film (in which the actors are speaking French) will be sold in two territories (Germany and Spain). Subtitles would be delivered in German and Spanish. The subtitle text can be turned on or off by the customer (as opposed to burned-in subtitles). Also called Full Subtitles. Subtitles are delivered as a separate `.itt` file.

Forced Subtitles: Text that appears on the screen when an actor in a film is speaking in a language other than the language heard on the audio, such as the text that appears in English when the Na'vi are speaking when watching Avatar in English. This is not to be confused with burned-in subtitles/narratives. Forced subtitles are delivered as a separate `.itt` file. Forced subtitles cannot be turned off and are necessary to understand what is going on in the film.

iTunes Timed Text Example

Below is an example XML document in iTT format for delivering subtitles. This is an abbreviated example of subtitles from the iPhone 4 video, which can be viewed here: <http://www.apple.com/iphone/design/#design-video>.

```
<?xml version="1.0" encoding="UTF-8"?>
<tt xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
  xmlns="http://www.w3.org/ns/ttml"
  xmlns:tt="http://www.w3.org/ns/ttml"
  xmlns:tts="http://www.w3.org/ns/ttml#styling"
  xmlns:ttp="http://www.w3.org/ns/ttml#parameter"
  xml:lang="en-US"
  ttp:timeBase="smpte"
  ttp:frameRate="24"
  ttp:frameRateMultiplier="999 1000"
  ttp:dropMode="nonDrop">
<head>
  <styling>
    <style xml:id="normal"
      tts:fontFamily="sansSerif"
      tts:fontWeight="normal"
      tts:fontStyle="normal"
      tts:color="white"
      tts:fontSize="100%"/>
    <style xml:id="bold"
      tts:fontFamily="sansSerif"
      tts:fontWeight="bold"
      tts:fontStyle="normal"
      tts:color="white"
      tts:fontSize="100%"/>
    <style xml:id="italic"
      tts:fontFamily="sansSerif"
      tts:fontWeight="normal"
      tts:fontStyle="italic"
      tts:color="white"
```

```
    tts:fontSize="100%"/>
<style xml:id="yellow"
    tts:fontFamily="sansSerif"
    tts:fontWeight="normal"
    tts:fontStyle="normal"
    tts:color="rgb(255,255,0)"
    tts:fontSize="100%"/>
</styling>
<layout>
  <region xml:id="top"
    tts:origin="0% 0%"
    tts:extent="100% 15%"
    tts:textAlign="center"
    tts:displayAlign="before"/>
  <region xml:id="bottom"
    tts:origin="0% 85%"
    tts:extent="100% 15%"
    tts:textAlign="center"
    tts:displayAlign="after"/>
</layout>
</head>
<body style="normal" region="bottom">
  <div begin="-01:00:00:00">
    <p begin="01:00:06:09" end="01:00:11:13">
      <span style="bold">iPhone 4</span> is so much more than just a new
product.</p>
    <p begin="01:04:16:15" end="01:04:25:00">
      The <span style="bold">iPhone</span>,
      for a user, it is simplicity, it is easy to use.
      <br/>Behind it is <span style="italic">
      <span style="yellow">intense</span> technology.</span>
    </p>
  </div>
</body>
</tt>
```

iTunes Timed Text Annotated

The symbol  in the annotations indicates that the value must be delivered as specified to conform with the iT format. The reference numbers (for example, §7.2.2) refer to the section in the TTML specification in which the element is explained.

```
<?xml version="1.0" encoding="UTF-8"?>
```

XML Declaration *(required)*

The character encoding of your document must be defined.

iTunes only accepts UTF-8 encoding as it efficiently encodes non-Roman characters.

Important: The iT file must not contain a byte-order mark (BOM).

```
<tt xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"  
xmlns="http://www.w3.org/ns/ttml" xmlns:tt="http://www.w3.org/ns/ttml"  
xmlns:tts="http://www.w3.org/ns/ttml#styling"  
xmlns:ttp="http://www.w3.org/ns/ttml#parameter"
```

Document Container §7.1.1 *(required)*

The `tt` begins the iT document container. The `xmlns` (for XML namespace) attribute is required and is needed for schema validation. It is used to declare the namespace (and associated schema) to which the tags in the XML are expected to conform. The namespace must be `http://www.w3.org/ns/ttml`.

```
xml:lang="en-US"
```

Language §7.2.2 *(required)*

This is the same format that is described for use in the `locale` attribute in the [“Multiple Language Film Profile”](#) (page 71), and indicates the language and optional dialect used in the contents.

Timecodes

```
ttp:timeBase="smpte"  
  ttp:frameRate="24"  
  ttp:frameRateMultiplier="999 1000"  
  ttp:dropMode="nonDrop"
```

Timecode format *(required)*

These attributes specify how the timecodes in the document should be interpreted. This example set of attributes indicates that times are expressed at the imprecise NTSC video rate.

Note: Many software based video systems, including those from Apple, use the imprecise value of 29.97 as the frame rate for NTSC video. So although 1000 1001 would be the precise rate for NTSC, 999 1000 is used.

The values to use for common formats are as follows:

Frame Rate (frameRate)	Multiplier (frameRateMultiplier)	Description	Effective FPS
30	999 1000	NTSC Video (Imprecise)	29.97
24	999 1000	NTSC Film (Imprecise)	23.976
25	1 1	PAL Video	25

Important If one of these three does not match your frame rate, please contact your iTunes Technical Representative.

Each attribute is described in the rows that follow.

```
ttp:timeBase="smpte"
```

Time Base §6.2.11 *(required)*

`timeBase` is the clock type used by timecode values in the document.  This must be set to `smpte` in iTT documents. See section 6.2.11 of the TTML specification for more information.

```
ttp:frameRate="24"
```

Frame Rate §6.2.4 *(required)*

`frameRate` is the frame rate used in the timecode.

```
ttp:frameRateMultiplier="999 1000"
```

Frame Rate Multiplier §6.2.5 (required)

frameRateMultiplier is the multiplier used to compute the effective frame rate.

Note: The TTML spec has changed the way the frameRateMultiplier is expressed by replacing the colon (:) with a space. For example, 999:1000 is now expressed as 999 1000.

```
ttp:dropMode="nonDrop"
```

Drop Mode §6.2.3 (required)

dropMode Set to "dropNTSC" to indicate that the timecodes use drop frame notation; otherwise, this should be set to "nonDrop" if non drop is used. The drop mode names (for example, nonDrop and dropNTSC) are case-sensitive.

 Note that iTunes Timed Text does not support dropPAL.

Note: The convention of using a semicolon (;) separator for frames is insufficient to indicate drop frame. The "dropNTSC" value must be used.

Head Element

```
<head>
```

Head §7.1.2 (required)

Begins the head element, which defines attributes to be used in the <body> element to determine the appearance and location of the timed text.

```
<styling>
```

Styling §8.1.1 (required)

Defines the common color, weight, family and styles of the title texts. This section defines all styles to be used in the body of your document.

```
<style xml:id="normal" tts:fontFamily="sansSerif"  
  tts:fontWeight="normal"  
  tts:fontStyle="normal"  
  tts:color="white"  
  tts:fontSize="100%"/>
```

Style §8.1.2 (required)

Defines the appearance of the title text.

In the annotated example, four font styles are defined to set the appearance of the title text which will be used in the body section of the document (the body section is where you put the actual text of the timed text). At least one style must be defined (to be used as the default) and more can be created to stylize as desired. The default style of the document is assigned in the <body> element and, in this example, is assigned to the style "normal".

Each attribute is described in the rows that follow.

```
xml:id="normal"
```

XML ID (required)

The `xml:id` attribute is used to name the style so that you can refer to it by name when changing the text style, for example, `bold`.

```
tts:fontFamily="sansSerif"
```

Font Family (required)

`fontFamily` is the typeface the titles should use.  Only `sansSerif` is allowed in iTT.

More information about font families can be found in section 8.2.9 of the TTML spec (<http://www.w3.org/TR/2010/CR-ttaf1-dfxp-20100223/#style-attribute-fontFamily>).

```
tts:fontWeight="normal"
```

Font Weight §8.2.12 (required)

`fontWeight` Allowed values are either `normal` (the default) or `bold`.

```
tts:fontStyle="normal"
```

Font Style §8.2.11 (required)

`fontStyle` Allowed values are either `normal` (the default) or `italic`.

```
tts:color="white"
```

Font Color §8.2.3 (further explained in §8.3.2) (required)

`color` This attribute defines the color of the text. The default is white. iTT supports three of the TTML color formats:

- `tts: color="rgb(255,255,255)"`, The red, green, and blue channels indicated on a scale of [0-255] following CSS color with 100% opacity implied.
- `tts:color="#FFFFFF"`, A hexadecimal value for only the red, green, and blue channels, with opacity of FF implied. This is the same color representation used by HTML/CSS.
- As a named value: `white`

Note: Only 100% opacity is supported. For example, neither `tts: color="rgba(255,255,255,237)"` nor `tts: color="#FFFFFFEE"` are supported.

More information about color values can be found in section 8.3.2 of the TTML spec (<http://www.w3.org/TR/2010/CR-ttaf1-dfxp-20100223/#style-value-color>).

```
tts:fontSize="100%"/>
```

Font Size (required)

`fontSize` The size determined most appropriate during playback will automatically be used. iTT documents must use 1em or 100% for font size since the player will resize appropriately.

```
<layout>
```

Layout §9.1.1 (required)

Defines the location of the timed text within the frame.

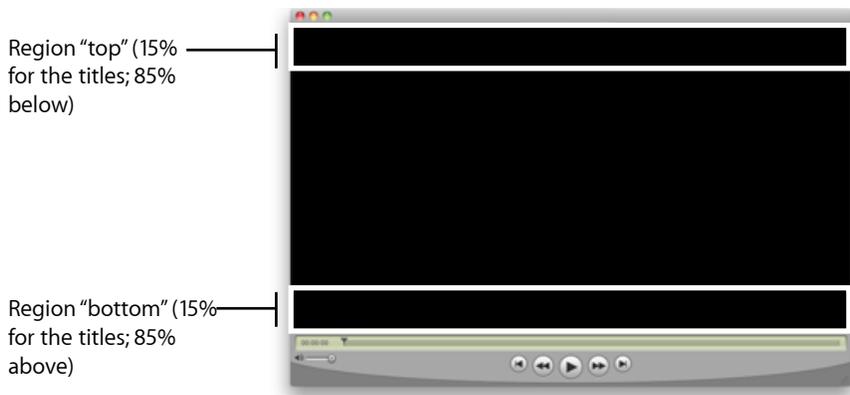
```
<region xml:id="top"
  tts:origin="0% 0%"
  tts:extent="100% 15%"
  tts:textAlign="center"
  tts:displayAlign="before"/>
<region xml:id="bottom"
  tts:origin="0% 85%"
  tts:extent="100% 15%"
  tts:textAlign="center"
  tts:displayAlign="after"/>
</layout>
```

Region §9.1.2 (required)

iTT iTT only supports text at the top or bottom of the screen as defined above. The layout element shown above cannot be changed and must be included in your document. A timed text title can be either in the top or bottom region, but there may not be a title in both the top and bottom region at the same time.

The iTunes ecosystem may vary positioning and wrapping in order to best present the content on the variety of supported screens and devices including televisions.

The following image shows the top and bottom regions within a video frame:



Note: The assignment of a `region` to span elements has no effect. Text will not be displayed in both of the available regions simultaneously. All the text under a single `<p>` element will be displayed in either the top or bottom region. Which of these is chosen is determined by the value of the `region` parameter assigned to or inherited by their `<p>` element.

Body Element

```
<body region="bottom" style="normal">
```

Body §7.1.3 (required)

Begins the body element, used to determine the titles and their timings. Attributes defined in the <head> element are used to indicate the styling and location of the titles.

The attribute `region="bottom"`, which was previously defined to encompass the full width and bottom 15% of the video frame, has been defined in the example as the default text box used for the titles in the document unless explicitly overridden.

The attribute `style="normal"` indicates that all title text will be visually styled using style "normal" unless explicitly overridden.

```
<div>
```

Div §7.1.4 (required)

Begins the section within the document where you enter the actual text of the timed titles and the timing.

ITT iTT allows one and only one `div` element in a document.

The `div` in the annotated example contains three paragraph tags (<p>) and each example paragraph is explained in the rows that follow.

```
<p begin="01:00:06:09" end="01:00:11:13">  
  <span style="bold">iPhone 4</span> is so much more than just a new product.  
</p>
```

Example Paragraph 1 §7.1.5

Each <p> element defines a period of time in which text is displayed. The text within the <p> element will appear on screen at the time indicated by the `begin` attribute and will continue to be displayed until the time indicated by the `end` attribute.

Only one <p> element can be displayed at a time. The time periods must not overlap. The `begin` time of a <p> element must not come before the `end` of another.

When displayed, the <p> in the example shown above will display one line of text in bottom region with iPhone 4 in bold.



Within <p> elements, there can be only one line break
, which will display as two lines of subtitled text. See the next row in the annotations for an example.

A styled span element encloses the text that should be displayed in bold, overriding the default style.

```
<p begin="01:04:16:15" end="01:04:25:00">  
  The <span style="bold">iPhone</span>  
  for a user, it is simplicity, it is easy to use.  
  <br/>  
  Behind it is <span style="italic">  
  <span style="yellow">intense</span> technology.</span>  
</p>
```

Example Paragraph 2 §71.5

When displayed, this <p> will show two lines of text in bottom region. This example illustrates using nested span elements to style "intense" as both italic and yellow. A
 element is inserted to force a line break; only one
 element can be used within a <p> element.



The iPhone for a user it is simplicity, it is easy to use.
Behind it is *intense* technology.

```
</div>  
</body>  
</tt>
```

Timed Text Metadata Examples

Tags related to subtitles are delivered in the <assets> block of the full metadata.xml. The metadata examples below show only the <assets> block portions to illustrate how to deliver subtitles and forced subtitles for a feature film. Only the tags specific to subtitles and forced subtitles are explained in the annotations. See ["Multiple Language Film Profile"](#) (page 71) for details on the remaining tags and to view the full metadata.xml.

The <file_name>, <size>, and <checksum> tags are required, but are not annotated below. See ["Multiple Language Film Profile"](#) (page 71) for details on those tags.

Delivering Subtitles

This data file contains the full set of timed subtitles. Indicating a locale is required.

```
<?xml version="1.0" encoding="UTF-8"?>  
<package xmlns="http://apple.com/itunes/importer" version="film5.0">  
  <language>en-US</language>  
  <provider>Miramax</provider>
```

```
<video>
  ...
  <assets>
    <asset type="full">
      <data_file role="subtitles">
        <locale name="fr-FR"/>
        <file_name>09736156444-subtitles.it</file_name>
        <size>100259</size>
        <checksum type="md5">9df86c3e43e7b43ddeabb2ddfe4b8a42</checksum>
      </data_file>
    </asset>
    <...>
  </assets>
  ...
</video>
</package>
```

```
<assets>
  <asset type="full">
```

XPath: `/package/video/assets/asset`

Assets (*required, multiple from a set; can be updated*)

Begins the assets block that references the assets being delivered. Subtitles can be delivered only with the full source.

```
<data_file role="subtitles">
```

XPath: `/package/video/assets/asset/data_file`

Data File (*required*)

Subtitles are delivered as a role for the full asset. The files must be in the iTT file format with the extension `.itt`.

```
<locale name="fr-FR"/>
```

XPath: `/package/video/assets/asset/data_file/locale`

Locale Name *(required)*

Identifies the language in which the subtitles appear. The locale indicates both the language and the specific location where the language is spoken.

To specify a locale, use a dash character to combine a language designator with a region designator. The value used for `locale` is case-insensitive, even though the example shows the value in the format `xx-XX`, such as `fr-FR`.

```
</data_file>  
</asset>  
...
```

Delivering Forced Subtitles

The forced subtitles data file contains the set of subtitles that must be forced-displayed when the matching dubbed audio locale is played by a viewer. The forced-subtitles must be a subset of the full set of subtitles. Indicating a `locale` is required. A matching sound track for the `forced_subtitles` is expected.

Because the forced subtitles are a subset of the full subtitles, all text within the `<body>` block must match their corresponding text in the full set of subtitles.

```
<?xml version="1.0" encoding="UTF-8"?>  
<package xmlns="http://apple.com/itunes/importer" version="film5.0">  
  <language>en-US</language>  
  <provider>Miramax</provider>  
  <video>  
    ...  
    <assets>  
      <asset type="full">  
        <data_file role="forced_subtitles">  
          <locale name="fr-FR"/>  
          <file_name>09736156444-forcedsubtitles.it</file_name>  
          <size>4756</size>  
          <checksum type="md5">3edea7b43d9df86c3e4fe4b8a42dbb2d</checksum>  
        </data_file>  
      </asset>
```

```
    <...>
  </assets>
  ...
</video>
</package>
```

```
<assets>
  <asset type="full">
```

XPath: `/package/video/assets/asset`

Assets (*required, multiple from a set; can be updated*)

Begins the assets block that references the assets being delivered. Forced subtitles can be delivered only with the full source.

```
<data_file role="forced_subtitles">
```

XPath: `/package/video/assets/asset/data_file`

Data File (*required*)

Forced subtitles are delivered as a `role` for the full asset. The files must be in the iTT file format with the extension `.itt`.

```
<locale name="fr-FR"/>
```

XPath: `/package/video/assets/asset/data_file/locale`

Locale Name (*required*)

Identifies the language in which the forced subtitles appear. The locale indicates both the language and the specific location where the language is spoken.

To specify a locale, use a dash character to combine a language designator with a region designator. The value used for `locale` is case-insensitive, even though the example shows the value in the format `xx-XX`, such as `fr-FR`.

```
</data_file>
</asset>
...
```

Validating the .itt Document

To validate the `.itt` document, you need the RelaxNG Condensed Schema document (`itunes-timed-text.complete.rnc`). Available tools that support RelaxNG Condensed Schema validation can be used to validate the timed text `.itt` document.

The TTML schemas published by the W3C (<http://www.w3.org/TR/ttaf1-dfxp/rnc/schema.zip>) can be used to validate that an iTT document meets base line conformance, but the iTT schema must be used to verify that a document conforms to the more stringent requirements required by the iTunes Store.

The following shows an example of using the open source utility Jing (<http://www.thaiopensource.com/relaxng/jing.html>) to validate a document against the DXFP schema, and then against the iTT schema. The following example document fails to validate as iTT because it uses a disallowed font style:

```
> java -cp isorelax.jar:saxon.jar:xercesImpl.jar:xml-apic.jar \
    -jar jing.jar -c schemas/ttaf1-dfxp.rnc test_document.itt

> java -cp isorelax.jar:saxon.jar:xercesImpl.jar:xml-apic.jar \
    -jar jing.jar -c schemas/itunes-timed-text.complete.rnc test_document.itt

/private/tmp/examples/test_document.idfxp:21:21: error: value of
attribute "tts:fontStyle" is invalid; must be equal to "italic"
or "normal"
```

For more information on validation, please refer to the *iTunes Store Schema Validation Guide*.

Other Restrictions

All the following criteria must be met for a valid TTML document to also be a valid iTT document.

File Name Requirements

iTT filenames must use `.itt` as their file extension.

Temporal Contexts

The only allowed and default value for the `timeContainer` attribute is `par`. Time expressions will be interpreted as relative to the temporal interval of their container, not their siblings.

Time Expressions

Time values must be expressed as clock-time, as defined in section 10.3.1 of TTML, HH:MM:SS:FF, e.g. 01:12:23:10.

One difference from TTML, however, is that sub-frame notation in clock-time expressions is not supported, and partial values such as 01:13:12:10.3 will not be accepted in iTT documents.

Time Spans

Time spans *cannot* be expressed as durations. All timings must be expressed with `begin` and `end` attributes. The `dur` attribute is not allowed.

Time spans also *cannot* overlap. The `begin` attribute of any given time container must not come before the `end` of another.

Start Time and Offsets

Time expressions in `span` elements will be interpreted as being relative to those expressed in their containing element, as per section 10.2.4 of TTML. Values in time expressions that assume a non-zero start time may be accommodated by specifying the offset in the `begin` attribute of their parent `div` element. For example, the following example uses this offset to indicate that the titles are using start time of 01:00:00:00, and require adjustment before their values express the actual time they should appear in the video.

```
<div begin="-01:00:00:00">
  <p begin="01:00:05:00" end="01:00:10:00">
    This text should appear at 00:00:05:00
  </p>
</div>
```

Note The iTunes encoding process synchronizes subtitles relative to absolute zero in the media and not the QuickTime movie's timecode track. It is important that your time expressions match relative to the program start. Using the offset feature shown above is one way to ensure your existing timecodes easily match to the media.

Time Base

The `ttp:timeBase` value (as defined in TTML §6.2.11) must be `smpte`.

Marker Mode

The only allowed, and default, value for the `ttp:markerMode` attribute is `continuous`.

Subframe Rate

Timecodes may not be specified with subframe units, and any that do will be rejected as invalid. The `ttp:subframeRate` may only be specified as "1", but will be ignored.

Tick Rate

Metric notation is not allowed in time expressions. The `ttp:tickRate` attribute will be ignored.

Visual and Textual Restrictions

Spatial Values

A single iTT document will be used to produce titles that will be displayed at many different resolutions. All spatial values must be expressed in a relative fashion, for example, `100%` or `1em`.

Color Values

Please see the annotated example above for details regarding color values.

Given the wide variety of screens and devices the title may be displayed on, it is at the discretion of the player or playback device whether to use any colors that are specified.

This means that text with a color specified may display as in that color, or as white. Whether or not to display a title with any transparency is also at the discretion of the player or device.

Background

If specified, the `tts:backgroundColor` of a region must be set to `"transparent"`.

Text Direction

The only allowed value for the `tts:direction` attribute is `ltr`.

Note RTL scripts such as Hebrew and Arabic are not yet supported

Unicode Bidi

The only allowed (and default) value for the `tts:unicodeBidi` attribute is `normal`.

Sets, Style Animations, Marquis Text

Style animations and marquis text are not supported, therefore the `set` element is disallowed.

Display

If the `tts:display` attribute is set, the value must be `auto`.

Show Background When Active

The only (and default) value allowed for the `tts:showBackground` attribute is `always`.

Dynamic Flow

Dynamic flow is not supported. The only allowed value for the `tts:dynamicFlow` attribute, if used, is `none`.

Overflow

The allowed values for the `tts:overflow` attribute, if used, are `visible` (default) and `hidden`.

Z-Index

The only allowed value for the `tts:zIndex` parameter, if used, is `0`.

Writing Mode

The allowed values for the `tts:writingMode` attribute are `lrb` and `lrl`.

Visibility

The only allowed (and default) value for the `tts:visibility` attribute is `visible`.

Line Height

The allowed values for the `lineHeight` datatype are `1em` or `100%`.

Opacity

The `opacity` attribute is not allowed.

Padding

Padding is not supported. The allowed values for the `tts:padding` attribute, if present, are `0px`, `0em`, and `0%` — i.e. none.

Outline

Outlines are not supported. The only allowed value for the `tts:textOutline` attribute (if present) is none.

Cell Resolution

Cell Resolution is not supported. The `ttp:cellResolution` attribute is not allowed.

Text Style

The allowed values for the `tts:textDecoration` datatype are `none`, `underline`, `noUnderline`, `noOverline`, `noLineThrough`.

Text Alignment

If the `tts:textAlign` attribute is specified in a region or style element of the subtitle TTML, the only allowed value is `center`.

Display Alignment

If the `tts:displayAlign` attribute is specified in a region or style, the only allowed values are `"before"` or `"after"`. `"center"` may not be used.

Text Containers

Region Assignment

Region assignment in a document is regarded as a preference. Text that is specified to be displayed the top text region may end up displayed in the bottom region, as usability concerns or device and software limitations require.

Span Element and Region Assignment

The assignment of a `region` to `span` elements is forbidden. Text cannot be displayed in both of the available regions simultaneously. All the text under a single `<p>` element will be displayed in either the top or bottom region. Which of these is chosen is determined by the value of the `region` parameter assigned to or inherited by their `<p>` element.

Whitespace

Inside a `"p"` element or a `"span"`, all whitespace, tabs, and newlines between one line of text and the next will be interpreted to be a single space.

Interval Pricing

Overview

This chapter specifies the iTunes Package format for delivering pricing in an interval format. Using interval pricing, you can set prices over an unlimited number of specific time periods. Interval pricing, if used, replaces the previous pricing model. Using interval pricing is not required; use intervals only if you need to schedule price changes in advance.

This chapter describes the `metadata.xml` for delivering interval pricing only. To see the complete annotations, see [“Basic Film Metadata Annotated”](#) (page 24). For questions, contact your iTunes Technical Representative.

Interval Pricing

Interval pricing allows a film's wholesale pricing to automatically change during specific periods of time. This is especially useful for sales and other promotions that require temporary or permanent pricing changes on pre-determined dates.

Note You are not required to use interval pricing. Use intervals only when you want the price to change automatically.

- Intervals may be delivered at any time for up to one year into the future.
- An unlimited number of intervals are allowed; however, for each interval, there is a period of several hours where the product will be unavailable for sale while the price is changed.
- Once intervals are delivered for a given product, the classic pricing model (as outlined in the [“Basic Film Metadata Example”](#) (page 19)) may no longer be used. This provides a transition platform for moving to the new specification for older deliveries.
- When an interval concludes and no new interval is specified, the product may become unavailable in the associated territory if no "base price" is specified. Base prices are specified by delivering an interval with a beginning but no end date.
- Intervals are date-specific and not time-specific. New intervals start at midnight in the territory in which they are specified.

- The minimum interval duration is one day, and each change will take several hours to appear in the store while the cache is updated.
- In order to transition between two intervals, a new interval must always begin on the same date as the end of the previous one. In the case of intervals that have no end date, the interval with the later start date will take precedence (see below example).
- If two intervals overlap, the last interval specified in a given metadata update will take precedence.
- You can leave out the `<end_date>` and the price will not change again. If no `<end_date>` is supplied, the interval does not end and remains in effect indefinitely.
- If all pricing intervals end, the content will no longer be available on the Store.
- Product updates should contain all known pricing intervals from date of delivery forward.

Interval Pricing Examples

Intervals may start and end on any date; the intervals below start and end on the first day of the month for ease of explanation.

Example 1:

Two intervals are provided, both without end dates:

Interval	Start Date	End Date	Wholesale Price Tier
1	2008-05-01	Unspecified	3
2	2008-10-01	Unspecified	2

These two intervals as supplied, in a timeline-like format:

May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Tier 3								
					Tier 2			

All intervals are collapsed into a single timeline when processed by iTunes. The above two intervals will therefore collapse into the following:

May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
-----	------	------	-----	------	-----	-----	-----	-----

Tier 3	Tier 3 Tier 2
--------	------------------

Example 2

Two intervals are provided, the second specified in the metadata has an end date, while the first has none.

Interval	Start Date	End Date	Wholesale Price Tier
1	2008-05-01	Unspecified	3
2	2008-10-01	2008-11-01	2

The intervals as supplied:

May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Tier 3								
					Tier 2	Tier 2		

In this case, a smaller interval overlaps an unending one, therefore, this happens:

May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Tier 3	Tier 3 Tier 2	Tier 3 Tier 2	Tier 3	Tier 3				

Example 3

Two price intervals are specified. One with a start and end date and one is open-ended:

Interval	Start Date	End Date	Wholesale Price Tier
1	2008-10-01	2008-12-01	2
2	2008-05-01	Unspecified	3

These are the intervals as supplied:

May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
					Tier 2	Tier 2		
Tier 3								

Since the intervals are read in order, if they send the smaller one first, the pricing intervals function as follows:

May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Tier 3								

Example 4

Three tiers are specified. Two with a start and end date and one is open-ended. This is the safest way to deliver intervals, as it ensures that pricing changes as expected.

Interval	Start Date	End Date	Wholesale Price Tier
1	2008-05-01	2008-10-01	3
2	2008-10-01	2008-11-01	2
3	2008-11-01	Unspecified	3

The intervals as supplied:

May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Tier 3								
					Tier 2			

									Tier 3
--	--	--	--	--	--	--	--	--	--------

The intervals as implemented:

May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	
Tier 3					Tier 2	Tier 3			

Interval Pricing Update Example

All intervals supplied in metadata updates will be applied in the same manner as above.

Example

Three intervals currently exist in the iTunes database (as created by previous deliveries):

May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	
Tier 3					Tier 2	Tier 3			

Two intervals are provided in a metadata update:

Interval	Start Date	End Date	Wholesale Price Tier
1	2008-05-01	2008-11-01	3
2	2008-11-01	Unspecified	2

These two intervals as supplied, in a timeline-like format:

May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Tier 3								
						Tier 2		

The collapsed interval combines the new intervals into the currently active interval timeline. Due to date overlap, the new update completely overwrites all current intervals. The new active timeline will be as follows after this update:

May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Tier 3					Tier 2			

Interval Pricing Metadata Example

Changes made for interval pricing are in bold>.

```
<?xml version="1.0" encoding="UTF-8"?>
<package xmlns="http://apple.com/itunes/importer" version="film5.0">
  <provider>Paramount</provider>
  <language>en-US</language>
  <video>
    <type>film</type>
    <subtype>feature</subtype>
    <vendor_id>09736156444</vendor_id>
    <isan>0000-0000-03B6-0000-0-0000-0000-2</isan>
    <upc>09736156444</upc>
    <country>US</country>
    <title>Forrest Gump</title>
    <synopsis>"Stupid is as stupid does," says Forrest Gump (played by Tom
Hanks in an Oscar-winning performance) as he discusses his relative level of
intelligence with a stranger while waiting for a bus. Despite his sub-normal IQ,
Gump leads a truly charmed life, with a ringside seat for many of the most memorable
events of the second half of the 20th century. Featured alongside Tom Hanks are
Sally Field as Forrest's mother; Gary Sinise as his commanding officer in Vietnam;
Mykelti Williamson as his ill-fated Army buddy who is familiar with every recipe
that involves shrimp; and the special effects artists whose digital magic place
Forrest amidst a remarkable array of historical events and people.</synopsis>
    <production_company>Paramount Pictures</production_company>
    <copyright_cline>1994 Paramount Pictures</copyright_cline>
    <theatrical_release_date>2007-05-04</theatrical_release_date>
    <genres>
      <genre>Comedy</genre>
      <genre>Drama</genre>
    </genres>
    <ratings>
      <rating system="mpaa" reason="Rated PG-13 for drug content, some
sensuality and war violence.">PG-13</rating>
    </ratings>
    <cast>
      <cast_member billing="top">
        <display_name>Tom Hanks</display_name>
```

```
        <character_name>Forrest Gump</character_name>
    </cast_member>
    <cast_member billing="top">
        <display_name>Robin Wright Penn</display_name>
        <character_name>Jenny Curran</character_name>
    </cast_member>
    <!-- Additional cast members here -->
</cast>
<crew>
    <crew_member billing="top">
        <display_name>Robert Zemeckis</display_name>
        <roles>
            <role>Director</role>
        </roles>
    </crew_member>
    <crew_member billing="top">
        <display_name>Steve Starkey</display_name>
        <roles>
            <role>Producer</role>
        </roles>
    </crew_member>
    <!-- Additional crew members here -->
</crew>
<chapters>
    <timecode_format>24/999 1000/nonDrop</timecode_format>
    <chapter>
        <start_time>00:00:00:00</start_time>
        <title locale="en-US">Forrest's Story Begins</title>
        <artwork_file>
            <file_name>chapter01.jpg</file_name>
            <checksum type="md5">ed93d0f3224a353a4cc8d4175d645130
</checksum>
            <size>6591649</size>
        </artwork_file>
    </chapter>
```

```
<chapter>
  <start_time>00:07:45:23</start_time>
  <title locale="en-US">Football at Alabama</title>
  <artwork_file>
    <file_name>chapter02.jpg</file_name>
    <checksum type="md5">86bed7ef05c34c1e85345f40d11137a9
</checksum>
    <size>6591649</size>
  </artwork_file>
</chapter>
<!-- Additional chapters here. -->
</chapters>
<assets>
  <asset type="full">
    <data_file role="source">
      <locale name="en-US"/>
      <file_name>09736156444-source.mov</file_name>
      <size>2595225600</size>
      <checksum type="md5">2a793a8b46037fe8aa29dd739b49911a
</checksum>
      <attribute name="crop.top">80</attribute>
      <attribute name="crop.bottom">80</attribute>
      <attribute name="crop.left">50</attribute>
      <attribute name="crop.right">50</attribute>
      <attribute name="image.textless_master">true</attribute>
    </data_file>
    <data_file role="captions">
      <file_name>09736156444-english.scc</file_name>
      <size>9511</size>
      <checksum type="md5">5a793a8b46037fe8aa2bdd739b49911a
</checksum>
    </data_file>
  </asset>
  <!-- World Trailer. Will be used where territory-specific trailer has
not been provided -->
```

```
<asset type="preview">
  <territories>
    <territory>WW</territory>
  </territories>
  <data_file role="source">
    <locale name="en-US"/>
    <file_name>09736156444-US-preview.mov</file_name>
    <size>9987212</size>
    <checksum type="md5">739b43b793a8b46037fe8aa29dd9911e
</checksum>

    <attribute name="crop.top">80</attribute>
    <attribute name="crop.bottom">80</attribute>
    <attribute name="crop.left">50</attribute>
    <attribute name="crop.right">50</attribute>
  </data_file>
</asset>
<!-- World Poster Art. Will be used where territory-specific poster
art has not been provided -->
<asset type="artwork">
  <territories>
    <territory>WW</territory>
  </territories>
  <data_file>
    <file_name>09736156444.jpg</file_name>
    <size>6591649</size>
    <checksum type="md5">43e7dddfe4b8ab433ede429df86cabb2
</checksum>

  </data_file>
</asset>
</assets>
<products>
  <product>
    <territory>US</territory>
  </product>
</products>
</intervals>
</interval>
```

```
<start_date>2011-07-01</start_date>
<end_date>2011-09-01</end_date>
<wholesale_price_tier>3</wholesale_price_tier>
<hd_wholesale_price_tier>1</hd_wholesale_price_tier>
</interval>
<interval>
<start_date>2011-09-01</start_date>
<end_date>2011-10-01</end_date>
<wholesale_price_tier>5</wholesale_price_tier>
<hd_wholesale_price_tier>3</hd_wholesale_price_tier>
</interval>
<interval>
<start_date>2011-10-01</start_date>
<wholesale_price_tier>3</wholesale_price_tier>
<hd_wholesale_price_tier>1</hd_wholesale_price_tier>
</interval>
</intervals>
<cleared_for_sale>>true</cleared_for_sale>
<cleared_for_hd_sale>>true</cleared_for_hd_sale>
<preorder_sales_start_date>2011-02-10</preorder_sales_start_date>
<sales_start_date>2011-03-12</sales_start_date>
<sales_end_date>2011-12-12</sales_end_date>
<cleared_for_vod>>true</cleared_for_vod>
<vod_type>New Release</vod_type>
<available_for_vod_date>2011-11-12</available_for_vod_date>
  <unavailable_for_vod_date>2012-11-12</unavailable_for_vod_date>
<physical_release_date>2007-08-01</physical_release_date>
<cleared_for_hd_vod>>false</cleared_for_hd_vod>
</product>
<product>
  <territory>GB</territory>
</intervals>
<interval>
```

```
<start_date>2011-07-01</start_date>
<end_date>2011-09-01</end_date>
<wholesale_price_tier>3</wholesale_price_tier>
</interval>
<interval>
<start_date>2011-09-01</start_date>
<end_date>2011-10-01</end_date>
<wholesale_price_tier>5</wholesale_price_tier>
</interval>
<interval>
<start_date>2011-10-01</start_date>
<wholesale_price_tier>3</wholesale_price_tier>
</interval>
</intervals>
<cleared_for_sale>>true</cleared_for_sale>
<cleared_for_hd_sale>>true</cleared_for_hd_sale>
<preorder_sales_start_date>2011-02-10</preorder_sales_start_ date>
<sales_start_date>2011-03-12</sales_start_date>
<sales_end_date>2011-12-12</sales_end_date>
<cleared_for_vod>>true</cleared_for_vod>
<vod_type>New Release</vod_type>
<available_for_vod_date>2011-11-12</available_for_vod_date>
<unavailable_for_vod_date>2012-11-12</unavailable_for_vod_date>
<physical_release_date>2007-08-01</physical_release_date>
<cleared_for_hd_vod>>false</cleared_for_hd_vod>
</product>
</products>
</video>
</package>
```

Interval Pricing Metadata Annotations

Interval Pricing Metadata Fields

```
<product>  
  <territory>US</territory>
```

XPath: `/package/video/products/product/territory`

Product (*required*)

Begin the product in the same manner of the basic film. The territory specified here is the only one affected by the intervals defined within this product tag.

```
<intervals>
```

XPath: `/package/video/products/product/intervals`

Interval Declaration (*required if using intervals*)

The beginning of a group of intervals for a specific territory.

```
<interval>
```

XPath: `/package/video/products/product/intervals/interval`

Interval (*required if using intervals*)

The beginning of an individual interval for a specific territory. This interval will only be applied to the territory specified in the parent's (product) territory tag. Any number of intervals may be provided in any initial product delivery or subsequent update.

```
<start_date>2011-07-01</start_date>
```

XPath: `/package/video/products/product/intervals/interval/start_date`

Interval Start Date (*required if using intervals*)

The start date for the given interval. This may be any point in the future and must follow the YYYY-MM-DD format.

```
<end_date>2011-10-01</end_date>
```

XPath: `/package/video/products/product/intervals/interval/end_date`

Interval End Date *(optional)*

The end date for the given interval. This may be any point at least 24 hours after the interval's start date and must follow the YYYY-MM-DD format. If the end date is not specified, the interval will last until the start date of the following interval. If no further intervals are specified, the interval will last indefinitely. If all pricing intervals end, the content will no longer be available on the Store.

```
<wholesale_price_tier>3</wholesale_price_tier>
```

XPath: `/package/video/products/product/intervals/interval/wholesale_price_tier`

Interval Wholesale Price Tier *(optional)*

The wholesale price tier for the film for the given interval. Must be a wholesale price tier number as specified in your contract with Apple.

See [“Table 1: Wholesale Price Tiers”](#) (page 205) for a list of available price tiers. Review your contract to verify the tiers available to you. If an invalid price tier is provided, iTunes reserves the right to reject the package or to use default pricing. Please speak to your Apple Technical Representative for more details.

```
<hd_wholesale_price_tier>1</hd_wholesale_price_tier>
```

XPath: `/package/video/products/product/intervals/interval/hd_wholesale_price_tier`

HD Wholesale Price Tier *(optional)*

The wholesale price tier for an HD film for the given interval. Must be a wholesale price tier number as specified in the contract with Apple.

Note: This tag is not available to all providers or in all countries. Refer to your contract to see if you may send this tag.

```
</interval>
</intervals>
```

```
<cleared_for_sale>>true</cleared_for_sale>
. . .
</product>
</products>
```

Product (*required*)

The rest of the product tag remains the same as the Basic Film, except for pricing. When interval pricing is used, pricing may not be located outside of the `<interval>` tag.

Film Package Summary

Each film requires the following items to be sent to Apple in a package directory with the expected name `vendor_identifier.itmsp`, where `vendor_identifier` represents the primary identifier used to identify the film as specified in the included metadata file.

The package directory contains:

A single XML file named `metadata.xml` that describes the delivered content and contains all metadata information such as:

- Vendor ID
- Wholesale Price Tier
- Title
- Ratings
- Chapters

Associated image file(s):

- Poster image: JPEG `.jpg` at least 1400 x 2100 pixels with a 2:3 aspect ratio. Note that the poster image must not display any ratings.
- Chapter images: Square pixels, same aspect ratio as source, matting removed, and at least 640 pixels wide

Digitally encoded source material:

- Movie Source
- Trailer Source

Closed caption data file: `.scc`

QC notes file: `.pdf`

Closed-Captioning Profile

If your material has closed-captioning data, iTunes requires that the data be:

- English text in EIA 608 format.

- Delivered in the same package with the video it references.
- In a Scenarist SCC formatted file, using .scc file extension.
- SCC files must be 29.97 regardless of frame rate of the movie file. Note: Captioning workflows utilizing 23.976 FPS timecodes can be accepted but the timecodes will be regarded as 29.97 FPS.
- SCC files must maintain the drop or non-drop time code of your captioning process, not necessarily the mode represented in the QuickTime movie source.
- The timecodes of the captions must be delivered relative to absolute zero in the media and not the QuickTime movie's timecode track.
- SCC files must be validated for proper sync against the associated video file using QuickTime 7 Pro.
- Captions should display and synchronize to within one second of the initial, audible dialog to be represented in text.

Currently, the iTunes Store does not support EIA 708 (ATSC closed captioning) or Teletext.

See the [“Helpful Tools”](#) (page 208) section of this document for a tool that can read and edit .scc files for your content.

Rating Systems & Genres

Table 1: Film Metadata Rating Systems Values

Country	System	Label	Description
Argentina	ar-movies	ATP	Apta para todo público
		SAM 13	Solo apta mayores de 13 años
		SAM 16	Solo apta mayores de 16 años
		SAM 18	Solo apta mayores de 18 años
		Sin Calificación	Unrated
Australia	au-oflc	Not Rated	Below G rating
		G	General
		PG	Parental Guidance Recommended
		M	Recommended for mature audiences
		MA15+	Not suitable for people under the age of 15
		R18+	Restricted to 18 and over
Austria	fsk	ab 0 Jahren	No age restriction
		ab 6 Jahren	Allowed from 6 years
		ab 12 Jahren	Allowed from 12 years
		ab 16 Jahren	Allowed from 16 years
		ab 18 Jahren	No youth release
		Nicht bewertet	Unrated

Table 1: Film Metadata Rating Systems Values

Country	System	Label	Description
Belgium/Netherlands/ Luxembourg	be-movies nl-movies lu-movies	AL/G	For all ages
		6	Not for under 6 years of age
		9	Not for under 9 years of age
		12	Not for under 12 years of age
		16	Not for under 16 years of age
		18	Not for under 18 years of age
Bolivia	bo-movies	TP	Todo Público
		14	Mayores a 14 años
		18	Mayores a 18 años
		Sin Calificación	Unrated
Brazil	br-movies	L	Livre para Todos os Públicos (General Audiences)
		10	Não Recomendado para Menores de 10 Anos (Not Recommended for Viewers younger than 10 Years of Age)
		12	Não Recomendado para Menores de 12 Anos (Not Recommended for Viewers younger than 12 Years of Age)
		14	Não Recomendado para Menores de 14 Anos (Not Recommended for Viewers younger than 14 Years of Age)
		16	Não Recomendado para Menores de 16 Anos (Not Recommended for Viewers younger than 16 Years of Age)

Table 1: Film Metadata Rating Systems Values

Country	System	Label	Description
		18	Não Recomendado para Menores de 18 Anos (Not Recommended for Viewers younger than 18 Years of Age)
Bulgaria	bg-movies	A	Препоръчва се за деца (Recommended for children).
		B	Без възрастови ограничения (No age restrictions).
		C	Не се препоръчва за деца под 12-годишна възраст (Not recommended for under 12.)
		D	Забранен за лица под 16-годишна възраст (Prohibited for persons under 16 years of age).
		X	Забранен за лица под 18-годишна възраст (Prohibited for persons under 18 years of age).
Canada	ca-chvrs	Not Rated	Below G rating
		G	Suitable for viewing by all ages
		PG	Parental guidance advised
		14A	Not suitable for people under the age of 14
		18A	Not suitable for people under the age of 18
		R	Restricted to 18 years and older
		Unrated	Above R rating
Chile	cl-movies	TE	Todo Espectador
		TE +7	Todo Espectador Rec. +7

Table 1: Film Metadata Rating Systems Values

Country	System	Label	Description
		14	Mayores de 14 años
		R	Mayores de 18 años
		Sin Calificación	Unrated
Colombia	co-movies	Todos	Todo Público
		7	Mayores de 7 años
		12	Mayores de 12 años
		15	Mayores de 15 años
		18	Mayores de 18 años
		Sin Calificación	Unrated
Costa Rica	cr-movies	TP	Todo Público
		12	Mayores de 12 años
		15	Mayores de 15 años
		18	Mayores de 18 años
		Sin Calificación	Unrated
Cyprus	cy-movies	K	Suitable for all
		12	Unsuitable for persons under the age of 12
		15	Unsuitable for persons under the age of 15
		18	Unsuitable for persons under the age of 18
Czech Republic	cz-movies	U	Bez věkového omezení (No age limit applies)
		12+	Unsuitable for persons under the age of 12

Table 1: Film Metadata Rating Systems Values

Country	System	Label	Description
		15+	Unsuitable for persons under the age of 15
		18+	Unsuitable for persons under the age of 18
Denmark	dk-movies	A	For all ages
		7	For all ages, but not recommended for children under 7
		11	Not for under 11 years of age
		15	Not for under 15 years of age (including any movies not rated by DMCCYP)
Dominican Republic	do-movies	Todos	Todo Público
		Sin Calificación	Unrated
Ecuador	ec-movies	TP	Todo Público
		12	Mayores a 12 años
		15	Mayores a 15 años
		18	Mayores a 18 años (prohibida para menores de dieciocho años)
		Sin Calificación	Unrated
El Salvador	sv-movies	TP	Todo Público
		-12 con un Adulto	Menores de 12 años acompañados por un Adulto
		12	Mayores de 12 años
		15	Mayores de 15 años
		18	Mayores de 18 años
		Sin Calificación	Unrated

Table 1: Film Metadata Rating Systems Values

Country	System	Label	Description
Estonia	ee-movies	Pere/L	Suitable for all
		MS6	Not recommended for children under 6 years
		MS12	Not recommended for children under 12 years
		K12	Not permitted for children under 12 years
		K14	Not permitted for children under 14 years
		K16	Not permitted for children under 16 years
Finland	fi-movies	K-3	For all ages
		K-7	Not for under 7 years of age (5 years of age with parent)
		K-11	Not for under 11 years of age
		K-13	Not for under 13 years of age
		K-15	Not for under 15 years of age
		K-18	Not for under 18 years of age
		Tarkastamaton	Unrated
France	fr-cnc	Tout Public	Suitable for all ages
		-10	Advised against under 10 years old
		-12	Forbidden to under 12 years old
		-16	Forbidden to under 16 years old
		-18	Forbidden to under 18 years old
		Sans classification	No rating exists

Table 1: Film Metadata Rating Systems Values

Country	System	Label	Description
Germany	de-fsk	ab 0 Jahren	No age restriction in accordance with § 14 JuSchG
		ab 6 Jahren	Allowed from 6 years in accordance with § 14 JuSchG
		ab 12 Jahren	Allowed from 12 years in accordance with § 14 JuSchG
		ab 16 Jahren	Allowed from 16 years in accordance with § 14 JuSchG
		ab 18 Jahren	Allowed from 18 years in accordance with § 14 JuSchG
		Keine Bewertung vorhanden	No rating exists
Greece	gr-movies	K	Suitable for all ages
		K-13	Suitable for children over 13
		K-17	Suitable for adults over 17
Guatemala	gt-movies	A	Todo Público
		B	Accompanied by an Adult
		B-12	Mayores de 12 años
		B-15	Mayores de 15 años
		C-18	Mayores de 18 años
		Sin Calificación	Unrated
Guyana	gy-movies	All Ages	All Ages
		Unrated	Unrated
Honduras	hn-movies	TP	Todo Público
		14	Mayores de 14 años
		15	Mayores de 15 años

Table 1: Film Metadata Rating Systems Values

Country	System	Label	Description
		18	Mayores de 18 años
		Sin Calificación	Unrated
Hungary	hu-movies	KN	Korhatár nélkül megtekinthető (Suitable for all)
		12	Tizenkét éven aluliak számára nem ajánlott (Not recommended for audiences under the age of 12)
		16	Tizenkét éven aluliak számára nem ajánlott (Not recommended for audiences under the age of 16)
		18	Tizenkét éven aluliak számára nem ajánlott (Not recommended for audiences under the age of 18)
Ireland	ie-ifco	G	Suitable for children of school going age
		PG	May be watched by unaccompanied children of any age
		12	Suitable for those of twelve and upwards
		15	Suitable for those of fifteen and upwards
		18	Fit for viewing by persons aged 18 years or more
Italy	it-movies	T	Film per Tutti; For all ages
		VPA	(Visione in presenza di un adulto): Children should be accompanied by an adult or a responsible relative
		VM10	Vietato Ai Minori di 10 Anni (Not for under 10 years of age)

Table 1: Film Metadata Rating Systems Values

Country	System	Label	Description
		VM12	Vietato Ai Minori di 12 Anni (Not for under 12 years of age)
		VM14	Vietato Ai Minori di 14 Anni (Not for under 14 years of age)
		VM18	Vietato Ai Minori di 18 Anni (Not for under 18 years of age)
Jamaica	jm-movies	U	General audience
		PG	Parental guidance suggested
		PG-13	Parents strongly cautioned
		A-16	Adults 16 years and older
		A-18	Adults 18 years and older
		Unrated	Unrated
Japan	jp-eirin	G	General Audiences. All ages admitted.
		PG12	Some material may be unsuitable for children under 12. Accompanying parent or adult guardian is desirable.
		R15+	Restricted to mature audiences 15 years and over. No one younger than 15 admitted.
		R18+	Restricted to adults 18 years and over. No one younger than 18 admitted.
		未審査	Unrated
Latvia	lv-movies	U	For universal audience - suitable for all age groups
		7+	Suitable for persons of at least 7 years of age

Table 1: Film Metadata Rating Systems Values

Country	System	Label	Description
		12+	Suitable for persons of at least 12 years of age
		16+	Suitable for persons of at least 16 years of age
		18+	Suitable for persons of at least 18 years of age
Lithuania	lt-movies	A	For viewers of all ages
		N-7	For viewers over the age of 7
		T	Recommended that viewers under the age of 16 view with parents or guardians
		N-16	For viewers over the age of 16
		N-18	For viewers over the age of 18
Malta	mt-movies	U	Suitable for all
		PG	Parental guidance. Some scenes are unsuitable for young children and the guidance of parents or guardians is deemed necessary.
		12	Suitable only for persons of twelve years and over
		14	Suitable only for persons of fourteen years and over
		16	Suitable only for persons of sixteen years and over
		18	Suitable only for persons of eighteen years and over
Mexico	mx-movies	AA	Comprensible para niños menores de 7 años (Comprehensible for Children Under the Age of Seven)

Table 1: Film Metadata Rating Systems Values

Country	System	Label	Description
		A	Para todo público (For the General Public)
		B	Para adolescentes de 12 años en adelante (For Adolescents of Twelve Years Of Age or Older)
		B-15	B no recomendada para menores de 15 años (B Movie not Recommended for Adolescents Under 15 Years of Age)
		C	Para adultos de 18 años en adelante (For Adults of Eighteen Years of Age or Older)
New Zealand	nz-oflc	Not Rated	Below G rating
		G	Anyone can be shown or sold this
		PG	Parental guidance may be needed for younger viewers
		M	More suitable for viewers over 16 years
		R13	It is illegal for anyone to show or sell this to someone under 13 years of age
		R15	It is illegal for anyone to show or sell this to someone under 15 years of age
		R16	It is illegal for anyone to show or sell this to someone under 16 years of age
		R18	It is illegal to show or sell this to someone under 18 years of age
		R	R means that there is a special restriction

Table 1: Film Metadata Rating Systems Values

Country	System	Label	Description
		RP16	It is illegal to show this film to a person under the age of 16 unless they are accompanied by a parent or guardian
Nicaragua	ni-movies	TP	Todo Público
		PG	Parental Guidance
		PG-13	Mayores de 13 años
		R	Mayores de 18 años
		Sin Calificación	Unrated
Norway	no-movies	A	For all ages
		7	Not for under 7 years of age (4 years of age with parent)
		11	Not for under 11 years of age (8 years of age with parent)
		15	Not for under 15 years of age (12 years of age with parent)
		18	Not for under 18 years of age
		Ikke vurdert	Unrated
Panama	pa-movies	A	Todo Público
		B	Mayores de 12 años
		C	Mayores de 14 años
		D	Mayores de 18 años
		Sin Calificación	Unrated
Paraguay	py-movies	ATP	Apta todo público
		13	Apta mayores de 13 años
		15	Apta mayores de 15 años

Table 1: Film Metadata Rating Systems Values

Country	System	Label	Description
		16	Apta mayores de 16 años
		Sin Calificación	Unrated
Peru	pe-movies	APT	Apta para Todos
		14	Para Mayores a 14 anos
		18	Para Mayores a 18 anos
		Sin Calificación	Unrated
Poland	pl-movies	BO	Bez ograniczeń (No age limitations or other restrictions)
		7	Dla małoletnich od lat 7 (Available for minors over 7)
		12	Dla małoletnich od lat 12 (Available for minors over 12)
		15	Dla małoletnich od lat 15 (Available for minors over 15)
		16	Dla małoletnich od lat 16 (Available for minors over 16)
		18	Dozwolone od lat 18 (Available only for persons above 18 years old)
Portugal	pt-movies	M/4	Movies with short duration and easy comprehension that don't cause frightening reactions.
		M/6	All movies not otherwise classified.
		M/12	Movies that, by their extension and complexity, could cause fatigue or psychical trauma on younger children.
		M/16	Movies that explore excessively aspects of sexuality and/or physical and/or psychic violence.

Country	System	Label	Description
		M/18	Movies that are pornographic and/or exploit pathological forms of physical and mental violence
		Sem classificação	Unrated
Quebec	ca-rcq	Not Rated / Non classé	Not rated Non classé
		G	The film is appropriate for viewing, rental or purchase by persons of all ages. Le film peut être vu, loué ou acheté sans risque par des personnes de tout âge
		13+	The film may be viewed, purchased or rented only by persons 13 years of age or older. Children under 13 may be admitted only if accompanied by an adult. Le film ne peut être vu, acheté ou loué que par des personnes de 13 ans et plus. Les enfants de moins de 13 ans peuvent y avoir accès s'ils sont accompagnés par un adulte.
		16+	The film may be viewed, purchased or rented only by persons 16 years of age and over. Le film ne peut être vu, acheté ou loué que par des personnes de 16 ans et plus
		18+	The film may be viewed, purchased or rented only by persons 18 years of age and over. Le film ne peut être vu, acheté ou loué que par des personnes de 18 ans et plus.

Table 1: Film Metadata Rating Systems Values

Country	System	Label	Description
		Unrated / Non classé	Unrated Non classé
Romania	ro-movies	A.G.	Audienta Generala. (May be viewed by any category of public).
		A.P.-12	Acordul parintilor pentru copiii sub 12 ani. (May be viewed by children up to 12 years of age only with parental consent).
		N-15	Filme nerecomandate tinerilor sub 15 ani. (Not recommended for children under 15 years of age).
		I.M.-18	Filmze interzise minorilor. (Not recommended for children under 18 years of age).
Slovakia	sk-movies	U	Appropriate for all age groups of minors
		7	Inappropriate for minors under the age of 7
		12	Inappropriate for minors under the age of 12
		15	Educational programme appropriate for minors over the age of 15
		18	Inappropriate for minors under the age of 18
Slovenia	si-movies	+15	Suitable only for persons over 15 years of age
		AD	Suitable for adults only
Spain	es-movies	iA	Especialmente recomendada para la infancia. (Especially recommended for children)

Country	System	Label	Description
		i7	Especialmente recomendada para la infancia. No recomendada para menores de siete años. (Especially recommended for children. Not recommended for children under 7 years)
		A/TP	Apta para todos los públicos. (For all the public)
		7	No recomendada para menores de siete años. (Not recommended for children under 7 years)
		12	No recomendada para menores de doce años. (Not recommended for children under 12 years)
		13	No recomendada para menores de trece años. (Not recommended for children under 13 years)
		15	No recomendada para menores de quince años. (Not recommended for children under 15 years)
		16	No recomendada para menores de dieciséis años. (Not recommended for children under 16 years)
		18	No recomendada para menores de dieciocho años. (Not recommended for children under 18 years)
Suriname	sr-movies	All Ages	All Ages
		Unrated	Unrated
Sweden	se-movies	Barntillåten	For all ages
		Från 7 år	Not for under 7 years of age
		Från 11 år	Not for under 11 years of age

Table 1: Film Metadata Rating Systems Values

Country	System	Label	Description
		Från 15 år	Not for under 15 years of age
		Inte klassificerad	Unrated
Switzerland	ch-movies	0	For all ages
		6	Not for under 6 years of age
		7	Not for under 7 years of age
		10	Not for under 10 years of age
		12	Not for under 12 years of age
		14	Not for under 14 years of age
		16	Not for under 16 years of age
		18	Not for under 18 years of age
		Nicht bewertet/Unrated	Unrated
United Kingdom	bbfc GB products	U	Universal
		PG	Parental Guidance
		12	12
		12A	12 Accompanied/Advisory
		15	15
		18	18
US	mpaa	G	General Audience
		PG	Parental Guidance Suggested
		PG-13	Parents Strongly Cautioned
		R	Restricted
		UR	Unrated

Country	System	Label	Description
		NR	Not Rated
Uruguay	uy-movies	TP	Todo Público
		+6	Mayores de 6 años
		+9	Mayores de 9 años
		+12	Mayores de 12 años
		+15	Mayores de 15 años
		+18	Mayores de 18 años
		Sin Calificación	Unrated
Venezuela	ve-movies	AA	Especialmente para niños
		A	Para todo Público
		B	Mayores de 12 Años
		C	Mayores de 16 Años
		D	Mayores de 18 Años
		Sin Calificación	Unrated

See “[Film Ratings](#)” (page 12) for more information and for a clarification between Unrated and Not Rated.

Table 2: Unaccepted Ratings

The following ratings are either legacy ratings or ratings Apple does not support. These ratings should *not* be used.

Country	System	Label
US	mpaa	GP*
		M*
		X*

Table 3: Film Genres

Country	System	Label
		NC-17**

* Legacy Classification and Rating Administration rating values should not be used.

** Apple does not currently support NC-17 rated films.

Table 3: Film Genres

The following genres are accepted.

Note: You must provide the genre name exactly as displayed in the example column below. The AMG IDs are given in case they are of use in identifying or mapping to the appropriate genre. AMG Genre IDs are not accepted.

Genre	AMG ID	Example
Action & Adventure	genres 646 and 647	Action & Adventure
Anime		Anime
Classics		Classics
Comedy	genre 648	Comedy
Concert Films		Concert Films
Documentary	category 239	Documentary
Drama	genre 649	Drama
Foreign		Foreign
Horror	genre 654	Horror
Independent		Independent
Kids & Family	genre 660	Kids & Family
Music Documentary		Music Documentary
Music Feature Film		Music Feature Film
Musicals		Musicals
Romance	genre 948	Romance

Genre	AMG ID	Example
Sci-Fi & Fantasy	genres 652 and 650	Sci-Fi & Fantasy
Short Films	production style 2239	Short Films
Special Interest	genres 1063, 1047, 1085 and category 1982	Special Interest
Thriller	genre 942	Thriller
Sports	genre 1101	Sports
Western	genre 656	Western
Urban		Urban

Table 4: Japanese Film Genres

The following genres are accepted only for the Japanese Store.

Genre
Japanese Cinema
Jidaigeki
Tokusatsu
Korean Cinema

Examples of Common Language Codes

All of the language codes listed below are supported for the `<locale>` tag when it appears under `<data_file>` in the `<assets>` section of the XML. However, only a subset of them are supported for the `<language>` and `<locale>` tags in the outer metadata section. The third column in the table indicates whether each language code is supported for metadata fields.

As a best practice when specifying a language, use the "region" subtag (for example, the US of `en-US`) only when it supplies useful information, such as spelling variations between countries; otherwise provide only the "language" portion of the tag. For example, for Japanese, use `<language>j</language>` instead of `<language>j<code>-JP</code></language>` because the Japanese language does not have any regional variations.

To specify a region subtag, use a dash character to combine a language designator with a region designator. This identifies both the language and the specific location where the language is spoken. For example, this makes it possible to distinguish between French Canadian (`fr-CA`) and French (`fr-FR`) as spoken in France.

The language codes are formatted according to the best practices recommended by the Internet Engineering Task Force (IETF) in a group of documents known collectively as BCP 47, and in particular, RFC 5646 (<http://tools.ietf.org/html/rfc5646>), which is part of BCP 47. An overview of these best practices is provided here: <http://www.w3.org/International/articles/language-tags/>.

If you need to specify a language in the `<original_spoken_locale>` tag, or in the `<locale>` tag when it appears under `<data_file>`, and that language is not listed below, follow the best practices described in <http://www.w3.org/International/articles/language-tags/> in order to construct the proper tag.

The fourth column of the table is provided for reference only, and may be useful for cross-reference if you have existing data from other sources that uses 3-character ISO 639-3 language codes.

Description	RFC 5646 Language Code	Supported for <code><language></code> and <code><locale></code> in the metadata	ISO 639-3 3 char Language (for reference only)
Arabic	ar	√	ara
Bulgarian	bg		bul
Cantonese (Spoken)	yue		yue

Description	RFC 5646 Language Code	Supported for <language> and <locale> in the metadata	ISO 639-3 3 char Language (for reference only)
Cantonese (Script)	yue-Hant	√	yue
Catalan	ca	√	cat
Croatian	hr	√	hrv
Czech	cs	√	ces
Danish	da	√	dan
Dutch	nl	√	nld
English	en		eng
English (Australia)	en-AU	√	eng
English (Canada)	en-CA	√	eng
English (France)	en-FR		eng
English (Germany)	en-DE		eng
English (Ireland)*	en-IE		eng
English (New Zealand)	en-NZ		eng
English (United Kingdom)	en-GB	√	eng
English (United States)	en-US	√	eng
Estonian	et	√	est
Finnish	fi	√	fin
French	fr		fra
French (Belgium)	fr-BE		fra
French (Canada)	fr-CA	√	fra

Description	RFC 5646 Language Code	Supported for <language> and <locale> in the metadata	ISO 639-3 3 char Language (for reference only)
French (France)	fr-FR	√	fra
French (Switzerland)	fr-CH		fra
German	de	√	deu
German (Austria)	de-AT		deu
German (Germany)	de-DE	√	deu
German (Switzerland)	de-CH		deu
Greek	el	√	ell
Greek (Cyprus)	el-CY		ell
Hebrew	he	√	heb
Hungarian	hu	√	hun
Icelandic	is	√	isl
Indonesian	id	√	ind
Italian	it	√	ita
Japanese	ja	√	jpn
Korean	ko	√	kor
Lao	lo	√	lao
Latvian	lv	√	lav
Lithuanian	lt	√	lit
Luxembourgish	lb		ltz
Malay	ms	√	msa

Description	RFC 5646 Language Code	Supported for <language> and <locale> in the metadata	ISO 639-3 3 char Language (for reference only)
Maltese	mt		mlt
Mandarin (Simplified Script)	cmn-Hans	√	cmn
Mandarin (Spoken)	cmn		cmn
Mandarin (Traditional Script)	cmn-Hant	√	cmn
Norwegian	no	√	nor
Polish	pl	√	pol
Portuguese	pt		por
Portuguese (Brazil)	pt-BR	√	por
Portuguese (Portugal)	pt-PT	√	por
Romanian	ro	√	ron
Russian	ru	√	rus
Slovak	sk	√	slk
Slovenian	sl		slv
Spanish	es		spa
Spanish (Latin America)**	es-419	√	spa
Spanish (Mexico)	es-MX	√	spa
Spanish (Spain)	es-ES	√	spa
Swedish	sv	√	swe
Tagalog	tl	√	tgl

Description	RFC 5646 Language Code	Supported for <language> and <locale> in the metadata	ISO 639-3 3 char Language (for reference only)
Thai	th	√	tha
Turkish	tr	√	tur
Ukrainian	uk	√	ukr
Vietnamese	vi	√	vie

* en-IE only supported for <territory> (IE) on poster art and <locale> (en-IE) on trailers

** 419 is a UN M.49 region code. <http://unstats.un.org/unsd/methods/m49/m49regin.htm>

Timecode Formats

The SMPTE timecode format is expressed as: `framerate/framerate multiplier/mode`. The W3C standard for expressing the framerate multiplier has changed: the colon (:) used to separate the framerate from the multiplier has been replaced by a space. For example, `999:1000` is now expressed as `999 1000`. For a further explanation of timecodes, see Appendix B: Frame Rate and Timecode in the *Final Cut Pro User's Guide*.

The following table shows the supported timecode formats and what the `<start_time>` would be for each of the timecode formats (note that the timecodes represent the 99,290th frame of the movie):

Description	Effective FPS	Timecode format (<timecode_format>)	<start_time> example (HH:MM:SS:FF)
Default (legacy)	N/A (Note: <code>qt_text</code> does not include frames and milliseconds are not allowed.)	<code>qt_text</code>	<code>00:55:13</code>
NTSC Video (Imprecise)	29.97	<code>30/999</code> <code>1000/nonDrop*</code>	<code>00:55:09:20</code>
NTSC Video (Imprecise)	29.97	<code>30/999</code> <code>1000/dropNTSC*</code>	<code>00:55:13:00</code> (Note: Drop frame mode requires the use of the semicolon after the seconds.)
NTSC Film (Imprecise)	23.976	<code>24/999</code> <code>1000/nonDrop</code>	<code>01:08:57:02</code>
PAL	25	<code>25/1 1/nonDrop</code>	<code>01:06:11:15</code>

* **Note:** Many software based video systems, including those from Apple, use the imprecise value of 29.97 as the frame rate for NTSC video. So although `1000 1001` would be the precise rate for NTSC, `999 1000` is used.

Price Tiers

Table 1: Wholesale Price Tiers

These are the standard wholesale price tiers most providers have. Tiers can vary by provider, so please check your contract to find out which apply to you.

	Tier	Tier Name
Film Tiers	1	Highest wholesale price
	2	
	3	
	4	
	5	Lowest wholesale price
Concert Tiers*	201	Highest wholesale price
	202	
	203	
	204	Lowest wholesale price

* New contract required.

Frequently Encountered Issues

Accented characters such as é and ü don't appear correctly in my titles and descriptions.

Make sure you are correctly encoding your metadata in UTF-8. You can use one of the XML Metadata Production tools listed in the Helpful Tools section. There is an XML tool called xmllint that will help identify problems with your XML encodings. You can also try previewing your XML in a browser that renders XML trees such as Firefox.

How do I create a checksum for my files?

Apple accepts file checksums using the industry standard MD5 message digest. There are a variety of tools available to produce an MD5 checksum. See the tools listed in "Helpful Tools" (page 208).

I'm not familiar with XML. Where can I find a general tutorial for XML?

W3Schools	Tizag Tutorials	XML: A Beginner's Guide
http://www.w3schools.com/xml/	http://www.tizag.com/xml-Tutorial/	by Dave Mercer http://www.amazon.com/

Some letters in XML have to be rewritten, what is that about? What's wrong with my ampersand? My XML isn't valid!

XML uses a small set of characters to denote structure in the document. If you need to use these characters within content in your XML file, you need to let the XML file know that the characters are not being used as structure by "escaping" them. For example the letters < and > designate an element tag marker, so if you have a value of "giant > midget" in your XML, you need to escape the greater than character with a set of characters called an entity. The entity for greater than ">" is ">"; thus making your previous statement "giant > midget". If you cannot rewrite these characters, see the next section regarding using a Character Data (CDATA) block.

Here are the characters that need to be escaped, and their equivalent entities:

Character	Escaped Equivalent
>	>
<	<

Character	Escaped Equivalent
&	&

I cannot rewrite my characters. Is there another option? What is CDATA?

XML does offer another solution when rewriting reserved characters is not possible. Element text may be enclosed in a special structure called a character data block CDATA. In a CDATA block, the <, >, and & characters are allowed; the only thing not allowed is the CDATA block closing sequence “]]>” which is unlikely to occur in your text.

Here’s an example of the same element using entity escaping:

```
<description>If giant &gt; midget, then take midget &amp; giant.</description>
```

versus a CDATA block:

```
<description><![CDATA[if giant > midget, then take midget & giant. ]]>
```

For further explanation, see http://www.w3schools.com/xml/xml_cdata.asp. Note the characters must still be encoded in UTF-8.

I don’t have a value for an element that is shown in the XML.

For elements marked optional for which you have no value, Apple requires that you remove the tag entirely from the XML rather than leaving the element empty. If the element is marked required, you may not omit the element.

Helpful Tools

These products are neither endorsed nor supported by Apple.

XML Metadata Production		
Oxygen XML Editor Mac, Windows, Linux http://www.oxygenxml.com/	Exchanger XML Editor Mac, Windows, Linux http://www.exchangerxml.com/	Altova XML Spy Windows http://www.altova.com/
XML Debugging		
Firefox Mac, Windows, Linux http://www.mozilla.com/firefox/	xmllint Mac OS X, BSD http://developer.apple.com/	
MD5 Checksum		
md5 Mac OS X, BSD http://developer.apple.com/	md5sum Windows http://www.nullriver.com/	

Revision History

Previous Spec Revisions

The following table lists the previously-released specifications and the revisions:

Date/Version	Summary
January 31, 2012 - Version 4.9	Updated the table of language codes to remove the checkmarks for languages not supported for use in the <language> and <locale> tags. Added new languages to the table. Corrected the interval pricing metadata example. Removed the Unrated rating for the UK. Added XML examples for updating chapters.
September 22, 2011 - Version 4.8	SD and HD films can now be priced at different price tiers. Added a role for use in the <member> tag for <crew> to indicate the dub artist. Made corrections to the table of language codes. Removed a rating. Additional tags can now be updated through the feed.
July 13, 2011 - Version 4.7 Revision 3	The theatrical release date is required. Additional ratings have been added. Clarified the effect of “top” billing. Added a new tag for reporting purposes.
June 1, 2011 - Version 4.7 Revision 2	Subtitles and forced subtitles can now be delivered within the iTunes Store package (itmsp) as a role for the full asset. Changed trailer and poster art requirements. Added language code for Latin American Spanish.
April 14, 2011 - Version 4.7	Clarified the use of Not Rated and Unrated film ratings. Added a new attribute for the full source to indicate that the film does not contain any burned-in narrative text. Corrected timecodes that were incorrect. Added a note to the <available_for_vod_date> tag (in the <product> block) for Video on Demand. Clarified pricing intervals. Poster art can be updated. Changed the version number of this specification from 4.5 Revision 1 to 4.7 to keep the version number in sync with the schema version. There was no release of this spec for 4.6.
December 8, 2010 - Version 4.5 Revision 1	Added Japanese genres. Clarified how to remove content from the Store. Changed the ratings table to remove legacy and unsupported US MPAA ratings. Added links to language and country codes.

Date/Version	Summary
November 5, 2010 - Version 4.5	Ratings for feature and concert films are required. Clarified use of crop dimensions on video source. Made minor corrections to the ratings table. Corrected the timecode formats table in the appendix. Clarified size limits in string fields, for example, <synopsis> fields. Clarified requirements for burned-in subtitles and narratives.
August 5, 2010 - Version 4.4	Added more film ratings. Clarified <locale> tag and locale attribute. Added a new attribute to identify videos with burned-in forced narrative. Corrected language codes in Appendix C. Introduced new page design. Added visual cues in the annotations to show the XPath of the tags.
May 26, 2010 - Version 4.3 Revision 2	This revision represents changes made to this document; the schema (4.3) has not changed. The tag <original_spoken_locale> is required. Added the <original_spoken_locale> tag to the Basic Film examples. Corrected the procedure for replacing QC notes. Added a list of artist roles supported for concert films. Added a film rating for France.
February 3, 2010 - Version 4.3	Added a chapter to explain interval pricing. Added capability to identify Ireland-specific poster art and trailers. Added an explanation for the xmlns attribute of the <package> tag. Added an example of updating an alternate audio asset. Clarified that poster art must not display any ratings. Corrected the annotation for <original_spoken_locale>.
December 18, 2009 - Version 4.2	Added new tag for HD EST clearances. Clarified use of the WW (World Wide) territory in the <assets> block and the <products> block. Added the <territory> tag to preview and artwork assets in the Basic Film Profile example and the Concert Films example. Clarified quality standards. Corrections made to the Multiple Language annotations and the Concert Films example.
November 10, 2009 - Version 4.1	Clarified package version attribute name requirements. Added a best practice for sending chapters. Removed the restriction of requiring that at least one title for each chapter be in English. Clarified values used when specifying crop dimensions. Removed Co-Director as a crew member role.
September 11, 2009 - Version 4.0	Added capability to deliver one or more Quality Control notes with full and preview videos. Clarified how to change the <locale> on a video source. Changed requirements for chapters. Clarified the definition of "Library" for VOD films. Clarified requirements for crew member and artist roles. Clarified package naming conventions. Introduced new page design.

Date/Version	Summary
August 10, 2009 - Version 3.3.3	Video <subtype> can be updated. Split the Music genre into four categories. Matching the <provider> name with the provider short name used in Transporter is now enforced.
July 1, 2009 - Version 3.3.2	Clarified vendor identifier, chapter title, and image requirements. <theatrical_release_date> can now be updated through the feed. Clarified how to specify crew members with multiple roles in a film.
May 12, 2009 - Version 3.3.1	Added capability to remove assets through the feed. Changed requirements for metadata/asset updates. Clarified <sales_end_date> tag. Added <cleared_for_hd_vod> tags. Metadata-based cropping is now required for letterbox, pillarbox, or windowbox source files. Added a table listing standard wholesale price tiers for films and concert films.
March 15, 2009 - Version 3.3	Added audio as a type of data file that can be imported. Added support for multiple assets and languages. Added new tags for locale-specific assets. Chaptering is now delivered in the primary metadata file, not as a separate XML file. Added a new attribute to identify videos with burned-in subtitles. Added a table that lists common language/locale codes. Changed the order of tags in the metadata examples. Clarified the <provider> tag.
September 30, 2008 - Version 3.2	Added ratings for Australia, Canada, France, Germany, New Zealand, United Kingdom and United States, new elements for concert films, Closed Captioning information, added examples for metadata-only deliveries and updates, and examples for asset-only updates. Vendor identifier format restrictions are now enforced.
March 6, 2008 - Version 3.1	Reorganized document and added new elements.
April 2, 2007 - Version 2.3	General document updates, added element details, deprecated and updated element tags, asset details moved to the <i>iTunes Video and Audio Asset Guide</i> .
November 30, 2006 - Version 2.2.1	Minor edits and updates.
October 24, 2006 - Version 2.2	Introduction of Film Profile Specification: feature film content for the iTunes Store, including new profiles for short film and feature film.

Changes in iTunes Package Film Specification 4.9

Film Profile: Corrections and Additions to Language Table

The checkmark in the “Supported for <language> and <locale>” column has been removed for Danish, Greek, Spanish for Mexico, Finnish, Norwegian, and Swedish. Added Korean (which is supported in the <language> and <locale> tags). Added languages for the following countries: Bulgaria, Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, Slovakia, and Slovenia. See [“Examples of Common Language Codes”](#) (page 199).

Film Profile: Theatrical Release Date

The <theatrical_release_date> tag is required for film delivery. If a film was not released theatrically, use the date it was first released physically.

Film Profile: Chapter Updates

Added a new section to show examples of updating chapters. When updating or adding chapters or locales, all chapters must be sent, not just the chapter with the changes. See [“Chapter Update Examples”](#) (page 60).

Film Profile: Ratings

The rating `Unrated` has been removed from the UK ratings. See [“Table 1: Film Metadata Rating Systems Values”](#) (page 179). Added the 18 rating for Ecuador.

Film Profile: Correction

A <territory> tag in the metadata example for interval pricing contained an incorrect value: <territory>UK</territory>. It has been changed to: <territory>GB</territory>. Corrected the example for the Musicals genre (changed Musical to Musicals).

Changes in iTunes Package Film Specification 4.8

Film Profile: HD Price Tiers

SD and HD films can now be priced at different price tiers using the new tag: <hd_wholesale_price_tier>. This tag can be used in the <product> block and the <interval> block. Use the existing <wholesale_price_tier> tag to price SD films and use the new <hd_wholesale_price_tier> tag to price HD films if you want separate pricing. Note that this tag is not available to all providers and countries. Refer to your contract to see if you may send this tag.

Film Profile: Crew

A new role has been added to indicate the actor who performed the dubbing in a dubbed film. See the annotations for the `<crew>` block in [“Multiple-Language Film Metadata Annotated”](#) (page 85).

Film Profile: Language Codes

The language code for Brazilian Portuguese (pt-BR) is a supported value for the `<language>` and `<locale>` tags. Removed the code for US Spanish (es-US) and added the code for Mexican Spanish (es-MX).

Film Profile: Updates

The tag `<production_company>` can be updated through the feed. The following tags can be updated unless Apple has reviewed and confirmed the quality of the metadata (referred to as polished): `<title>`, `<synopsis>`, `<genre>`, `<cast>`, and `<crew>`. When updating cast or crew members, you must send all cast and crew members in the metadata update, not just the ones being updated.

Film Profile: Ratings

Removed the 'Ikke vurderet' rating for Denmark.

Film Profile: Element Changes

Added

`<hd_wholesale_price_tier>`

Deprecated

`<amg_video_id>`

`amg_artist_id` (attribute of `<member>` tag)

Changes in iTunes Package Film Specification 4.7 Revision 3

Film Profile: Ratings

Added ratings for 32 more countries. See [“Table 1: Film Metadata Rating Systems Values”](#) (page 179).

Film Profile: Vendor Offer Code

A new optional tag has been added that can be reported back through sales reporting channels.

Film Profile: Cast and Crew

To be displayed on the iTunes Store, cast and crew members must be specified with `billing="top"`.

Film Profile: Theatrical Release Date

The tag `<theatrical_release_date>` is now required.

Film Profile: Element Changes

Added

`<vendor_offer_code>`

Changes in iTunes Package Film Specification 4.7 Revision 2

Film Profile: Subtitles Delivery

Subtitles and forced subtitles can now be delivered within the iTunes Store package (itmsp). Subtitles and forced subtitles are delivered as a `role` for the full asset. The files must be in the iTT file format with the extension `.itt`.

For specifications on creating the iTT file format, see the new chapter in this spec: [“iTunes Timed Text Profile”](#) (page 143). This chapter also includes XML examples of delivering subtitles and forced subtitles as separate files.

Film Profile: Poster Art and Preview Trailer

A trailer and poster art are required for a film to appear in the iTunes Store. Each must be delivered with `<territory>` set to `WW`. Other territories are optional.

Film Profile: Language Codes

Added the language code for Latin American Spanish (es-419).

Film Profile: Element Changes

Added

`role="subtitles"` as an attribute of `<data_file>` for the full asset

`role="forced_subtitles"` as an attribute of `<data_file>` for the full asset

Changes in iTunes Package Film Specification 4.7

Film Ratings

The Unrated film rating indicates that the film contains explicit content. When browsed by customers, films marked Unrated will be restricted by the iTunes Parental Control feature, so Apple suggests providing ratings when available. See “[Film Ratings](#)” (page 12) for a complete explanation.

Film: Full Source

A new attribute on the full source specifies that the film is free of burned-in text, such as narratives burnt into the visual picture or burned-in subtitles. Narrative text is text that appears on screen to supplement the plot of the story without the use of a narrator, such as “Paris early morning, 1935.” Opening title sequences and credits are not considered “text” in this case; those are expected to be in the film. The attribute is required for films that do *not* have any burned-in narrative text or burned-in subtitles. The tag is `<attribute name="image.textless_master">` and allowed values are `true` or `false`.

Film: Poster Art

Poster art assets (`<asset type="artwork">`) can be updated through the feed.

Film: Interval Pricing Clarification

You are not required to use interval pricing. Use intervals only when you want the price to change automatically for specific time periods. When supplying intervals, you can leave out the `<end_date>` and the price will not change again; the interval does not end and remains in effect indefinitely.

Film Profile: Clarifications/Corrections

Clarified that if you omit the `<available_for_vod_date>` tag (in the `<product>` block) for a Video on Demand film, the film will be made available for rental immediately.

Corrected the timecode format that was shown incorrectly in the examples. The timecode `24/1 1/nonDrop` has been changed to `24/999 1000/nonDrop`.

Film Profile: Element Changes

Added

`<attribute name="image.textless_master">` as an attribute of the full source asset

Changes in iTunes Package Film Specification 4.5 Revision 1

Film Genres

Added four genres for use in the Japanese Store only: Japanese Cinema, Jidaigeki, Tokusatsu, and Korean Cinema.

Film Profile: Takedowns

Clarified how to remove content from the Store. To remove content from the Store, set `<cleared_for_sale>` to `false` for the specified `<territory>`. Send the `<product>` block with the `<cleared_for_sale>` and `<territory>` tags only; you do not need to supply any other tags within the `<product>` block.

Film Ratings

Removed legacy and unsupported MPAA ratings from the ratings table and created a new table listing unsupported ratings.

Language Codes

Added two links to the appendix [“Examples of Common Language Codes”](#) (page 199) that point to lists of language and country codes.

Changes in iTunes Package Film Specification 4.5

Film Profile: Crop Dimensions Clarification

Crop dimensions for video source are required. If the video’s source file is delivered matted (letterbox, pillarbox, or windowbox), specify the crop rectangle to crop the inactive pixels. If the source file is not delivered matted or if there are no inactive pixels, we recommend setting all the crop dimensions to 0 (zero).

Film Profile: Chaptering Start Time and Timecode Formats

The timecode format table in [“Timecode Formats”](#) (page 204) has been replaced with a more accurate table. In the previous version of the specification, two of the `<start_time>` examples incorrectly used colons and semicolons to separate the seconds from the frames. Drop frame mode requires the use of the semicolon after the seconds, for example: 00:55:13;00. Non-drop frame mode uses a colon, for example: 00:55:09:20.

In addition, the W3C standard for expressing the framerate multiplier has changed: the colon (:) used to separate the framerate from the multiplier has been replaced by a space. For example, 999:1000 is now expressed as 999 1000. Apple recommends changing the timecode in the `<timecode_format>` tag so that it complies with the new standard, as in this example:

`<timecode_format>24/999 1000/nonDrop</timecode_format>`

instead of:

`<timecode_format>24/999:1000/nonDrop</timecode_format>`

The use of the colon will be deprecated in a future version of this spec.

Film Profile: Ratings

Ratings for feature and concert films are required. If the film is not rated, choose the appropriate rating for Unrated or Not Rated. For countries that do not have an Unrated or Not Rated classification, you must choose another rating.

Film Profile: String Field Size Clarification

Size limits for string fields are expressed in bytes. For Roman alphabet characters, each character is one byte. For strings containing multi-byte characters (e.g., Japanese symbols), the number of allowed characters will be less than the byte limit, depending on the specific contents of the supplied string.

Multiple Language Film Profile: Burned-in Subtitles and Narratives

If a film contains burned-in subtitles or burned-in narratives, the data file attribute `"image.burned_subtitles.locale"` is required for burned-in subtitles; the data file attribute `"image.burned_forced_narrative.locale"` is required for burned-narratives.

Film Ratings Table

Corrected Japanese ratings: changed PG-12 to PG12, R-15 to R15+, and R-18 to R18+. Changed the ratings system name for Quebec from `frca-movies` to `ca-rcq`. Removed the E (Exempt) rating from Canada and the Uc (Universal Children) rating from the UK. See ["Table 1: Film Metadata Rating Systems Values"](#) (page 179).

Changes in iTunes Package Film Specification 4.4

Film Profile: Locales Corrections/Clarifications

The `<locale>` tag is required for assets (full source, preview source, and audio) and within a `<locales>` tag (if used). `locale` when used as an attribute for chapter titles is also required. The value used for `locale` is case-insensitive, even though the examples show the value in the format `xx-XX`, such as `en-US`.

Film Profile: Forced Narrative

Added a new attribute to identify videos with burned-in forced narrative (for example, text that describes the setting, such as—Cairo, 1910).

Film Ratings

Added ratings for more countries; added “Unrated” ratings to all countries where available. See “[Table 1: Film Metadata Rating Systems Values](#)” (page 179).

Language Codes

Corrected the RFC 4646 language codes for Danish to da-DK, Greek to el-GR, and Swedish to sv-SE. See “[Examples of Common Language Codes](#)” (page 199).

Film Profile: Element Changes

Added

`<attribute name="image.burned_forced_narrative.locale">` as an attribute of the source asset

Changes in iTunes Package Film Specification 4.3 Revision 2

Film Profile: Corrections/Clarifications

Made a correction to all of the annotations for `<original_spoken_locale>`; the tag is required, not optional. Added the `<original_spoken_locale>` tag to the examples where it was omitted.

In the section “[Film Metadata-Only New Delivery Package](#)” (page 50), the sentence that described how to replace QC notes incorrectly stated that the QC notes file could be redelivered with the same filename. The correct procedure is to first remove the existing QC notes file and then deliver it again.

Concert Films: Artist Roles

The roles accepted for artists in concert films include Composer, DJ, Featuring, Narrator, Performer, Producer, Remixer, Songwriter, and With. Artists with the roles listed have their own artist page and can be found through search or browse.

Film Ratings

Added the film rating `Tout Public` for France. `Tout Public` indicates the film is suitable for all ages.

Changes in iTunes Package Film Specification 4.3

Film Profile: Interval Pricing

Interval pricing allows a film's wholesale pricing to automatically change during specific periods of time. This is especially useful for sales and other promotions that require temporary or permanent pricing changes on pre-determined dates. Interval pricing, if used, replaces the previous pricing model.

Film Profile: Locales

Ireland is now supported for use with Ireland-specific poster art and trailers. `en-IE` can now be used as a locale for trailers and `IE` can be used as a territory for poster art. Note that `en-IE` cannot be used in the `<language>` tag, or in the `<locale>` tag for the main video source, audio, title, synopsis, or chapter titles.

Film Profile: Poster Art

Poster art must not display any film ratings.

Film Profile: Corrections/Clarifications

The `<package>` tag annotations omitted the description of the `xmlns` attribute. It serves as a declaration that the elements in the XML are expected to conform to the schema associated with the specified namespace, which is <http://apple.com/itunes/importer>. An example showing how to update an alternate audio asset has been added (see ["Alternate Audio Asset-Only Update Example"](#) (page 65)).

Made a correction to the annotation for `<original_spoken_locale>`.

Film Profile: Element Changes

Added

```
<intervals>
```

```
<interval>
```

Changes in iTunes Package Film Specification 4.2

Film Profile: Cleared for HD EST Sale

A new tag specifies whether a film in HD EST is cleared for sale in the territory for the product. Must be "true" or "false."

Film Profile: WW Territory Clarification

The `<territory>` tag can be specified in both the `<assets>` block and the `<products>` block, but the use of the `WW` territory needs to be clarified.

For artwork and trailer assets, it is recommended that each asset should have a `WW` territory, in addition to any territory-specific assets that are to be delivered. Using `WW` ensures that all territories will have the asset. For example, suppose a film is to be distributed in the US and Canada. If you specify only `US` as the territory for a trailer, and you don't also specify `WW`, the Canada territory will not have the trailer. We encourage you to use `WW` for all assets, and only specify a territory-specific asset where needed. If you do not specify any territory, `WW` is the default territory.

When using the `<territory>` tag within the `<products>` block, do *not* use `WW` as a territory. The `<product>` block is where pricing is set. Because price tiers are different in each territory, we cannot accept `WW` pricing. You must send each territory that is cleared for sale in its own `<product>` block.

Film Profile: Corrections

In the Multiple Language XML annotations, Poster Image Territory was incorrectly marked as required. Using the territory tag for poster images is optional.

Changed the genre in the Concert Films example from `Concert Film` to `Concert Films`.

Assets: Quality Standards

Quality is important to us at iTunes. We expect to receive the highest-quality assets available.

Film Profile: Element Changes

Added

```
<cleared_for_hd_sale>
```

Changes in iTunes Package Film Specification 4.1

Film Profile: Chapters

For multiple-language films, the requirement for delivering chapter titles in English has been removed.

When sending chapters, we recommend that the chapters provided match what is on the DVD. In addition, include a chapter for film credits as the last chapter.

Film Profile: Clarifications

When specifying the version attribute of the package (`<package xmlns="http://apple.com/itunes/importer" version="film4.1">`), the "film" portion of the version attribute must be in lowercase letters.

When specifying crop dimensions, the values must be integers that represent the number of whole pixels. Do not use negative numbers, decimal numbers, or words, which will cause the import to fail.

Film Profile: Crew Member Roles

Co-Director has been removed as an option for crew member roles.

Changes in iTunes Package Film Specification 4.0

iTunes Store: Package Delivery

One or more QC (Quality Control) Notes can now be delivered within the iTunes Store package (itmsp). These Notes can inform the iTunes QC team about known issues or characteristics of a video (full and preview source). The iTunes QC team can read the notes as part of their review process to help identify whether or not some of the issues they see in the video source are known issues.

The notes must be in PDF format and multiple note files can be delivered.

Film Profile: Chapters

Each chapter must have an image and each chapter image must have a unique file name.

Film Profile: Clarifications

Added an XML example to show how to correct a `locale` on a delivered source video. Clarified that a library title is a feature length film that is not a new release. Role names for artists and crew members (for example, Director or Producer) must be in English to be imported correctly into the iTunes Store. Clarified package naming conventions.

Film Profile: Element Changes

Added

`role="notes"` as an attribute of `<data_file>`

Changes in iTunes Package Film Specification 3.3.3

Film Profile: Metadata Updates

The `<subtype>` tag can now be updated through metadata updates.

Film Profile: Genres

Film genres have been updated. The Music genre has been replaced by Musicals, Concert Films, Music Documentaries, and Music Feature Film.

Changes in iTunes Package Film Specification 3.3.2

Film Profile: Metadata Updates

The `<theatrical_release_date>` tag can now be updated through metadata updates.

Film Profile: Clarifications

The `<vendor_id>` must not start with an underscore character. Images must be at least 72 dpi. Chapter titles have a 255-byte limit.

If a crew member has more than one role in a film, each role must be listed in its own `<member>` tag.

Changes in iTunes Package Film Specification 3.3.1

iTunes Store Package: Updates to Assets and Data Files

Referencing all the assets in the `<asset>` block for an update is no longer required. If an asset is not referenced in the `<asset>` block, the asset will not be removed. Instead, assets can now be removed using `remove="true"` as an attribute of the `<data_file>` tag:

```
<data_file role="source" remove="true">
```

Film Profile: Cleared for HD VOD

A new tag specifies whether a film in HD is cleared for Video On Demand in the territory for the product. Must be "true" or "false."

Film Profile: Element Changes

Added

`remove="true"` as an attribute of `<data_file>`

`<cleared_for_hd_vod>`

Changes in iTunes Package Film Specification 3.3

iTunes Store Package: Assets and Data Files

Added audio as data file that can be imported. Added a locale tag to full source and preview source assets to specify the language of the audio on the source.

iTunes Store Package: Inline Chaptering

Added ability to deliver chaptering information within the primary metadata file (referred to as “inline chaptering”). Separate delivery in a chapter.xml file is no longer required.

Film Profile: Multiple-Language Films

Multiple assets and languages are now supported for film. A new metadata example is included to showcase these changes. Added a new attribute to identify videos with burned-in subtitles. Added a tag to specify the language spoken by the actors in a film. Added a tag to specify the phonetic title for Japanese films to aid in searching. Changed the German rating for “ohne Altersbeschränkung” to “ab 0 Jahren.” Territory-specific assets are now supported, for example, a trailer for Germany, a trailer for France, and so on.

Film Profile: Element Changes

Added

`<regions><region>`
`<locales><locale>`
`<phonetic_title>` for Japanese films
`<original_spoken_locale>` for multiple-language films
`<attribute name="image.burned_subtitles.locale">` as an attribute of the source asset
`<chapters><chapter>` now used within the `<video>` tag (as opposed to a separate file referenced from within the `<assets>` block)

Changed

`<start_timecode>` is now optional for cue sheets
`<isrc>` is now optional for cue sheets

Deprecated

chapter.xml

Changes in iTunes Package Film Specification 3.2

iTunes Store Package: Package

The `<package>` element has changed to include the namespace in preparation for schema validation.

iTunes Store Package: Vendor Identifiers

Vendor identifiers can only contain alphanumeric characters and underscores ("_"). Packages delivered with identifiers containing other characters will be rejected.

Film Profile: Metadata-only & Asset-only Deliveries

Complete examples of Metadata-only and Asset-only deliveries are now provided.

Film Profile: Metadata-only & Asset-only Updates

Ratings can now be updated through the feed, but not removed. For a complete list of fields that can be updated through the feed, refer to the section "[Metadata and Asset Updates](#)" (page 16).

Film Profile: Concert Films

Concert films can now be delivered using additions outlined in the "[Concert Films Profile](#)" (page 129) section.

Film Profile: Element Changes

Changed (new tag = old tag)

```
<package xmlns="http://apple.com/itunes/importer" version="film3.2"> = <package  
version="film3.2">
```

Changes in iTunes Package Film Specification 3.1

Film Profile: Available for Video on Demand Date

Video on demand (VOD) sale date can now be specified to indicate when the film will be available for rent in the iTunes Store to customers in the specified territory. This element is required for new releases.

Film Profile: Cleared for Video on Demand Sale

Availability for VOD sale can now be specified at the territory level. The film will not be available for rent unless this property is explicitly set to "true." This tag is required for VOD.

Film Profile: Metadata-Based Cropping

Captures no longer need be delivered in a cropped format, but can instead be delivered in their full-frame state with metadata included to specify the crop rectangle. The delivered package is automatically cropped.

Film Profile: Physical Release Date

Physical release date is used to indicate when the film's first physical product (i.e., VHS, Beta, laserdisc, and DVD) was released for customers to purchase. This element is required for new releases.

Film Profile: Poster Art

Poster art metadata structure is now simplified and resembles other asset declarations.

Film Profile: Theatrical Release Date

Theatrical release date can now be optionally specified for film.

Film Profile: Unavailable for Video on Demand Date

Unavailable for VOD sale can be specified to indicate when the film is no longer available for rent in the iTunes Store to customers in the specified territory.

Film Profile: Video on Demand Type

VOD type is used to specify the film is a new release or is a library title. Provide this value as specified by your contract. This tag is required for all VOD.

Film Profile: Element Changes

Added

```
<attribute name="">  
<available_for_vod_date>  
<cleared_for_vod>  
<physical_release_date>  
<theatrical_release_date>  
<unavailable_for_vod_date>  
<vod_type>
```

Changed (new tag = old tag)

```
<asset type="artwork"> = <artwork_files>
```

Changes in iTunes Package Film Specification 2.3

iTunes Store Package: Empty XML Elements

Empty XML elements are no longer accepted in metadata. If not used, the elements should be removed; otherwise, unintended results may occur, such as not providing a rating, but including an empty rating tag may cause the film to be marked unrated when browsed by customers. Also unrated content may be restricted by the iTunes Parental Control feature.

iTunes Store Package: World Territory

The “world” territory, used to define clearances for every territory in which an active contract is present, has changed to be in line with ISO standards and can be specified using “ww” only.

Film Profile: Element Changes

Deprecated

‘short’ is no longer an excepted value for the type element

Changed (new tag = old tag)

<title> and <picture> are now required elements for chaptering

system is now a required attribute for the rating element

<sales_start_date> is now a required element

<vendor_id> is now a required element



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